Falcon City Villa: Digital Marketing & Lead Management

✳ Case Study

Outline:

Prepared by:

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01. Project Overview

Duration:	Tools:	Role:	Objective:
6–8 weeks	Snapchat Ads, Landing page, Website & CMS	Digital Marketing & Performance Specialist	Generate qualified buyer leads for Falcon City Villas

02. Business Context

While working at GV Properties, whose core business includes property management, off-plan, and secondary market real estate, I was responsible for building marketing strategy, budget planning, performance monitoring, campaign selection, creative content, newsletters, and lead-capture landing pages. This case study focuses specifically on Snapchat as a performance channel for Falcon City Villa.

03. Strategy & Planning

Platform Selection:

Snapchat was selected as the primary channel based on

- Dominant reach among 18-35 demographic in UAE market
- Video-first ad format aligns naturally with real estate storytelling
- Lower CPC compared to Meta benchmarks during the same period
- Proven capability for driving top and mid-funnel engagement without high budget pressure

Funnel Approach:

Structured campaign followed a 3-stage conversion funnel

- Awareness → Traffic → Lead Generation (sequential phase targeting)
- Video creatives used at top-funnel to build project familiarity and emotional interest
- Lead capture forms and optimized landing pages deployed at mid and bottom-funnel to convert engaged visitors into qualified inquiries
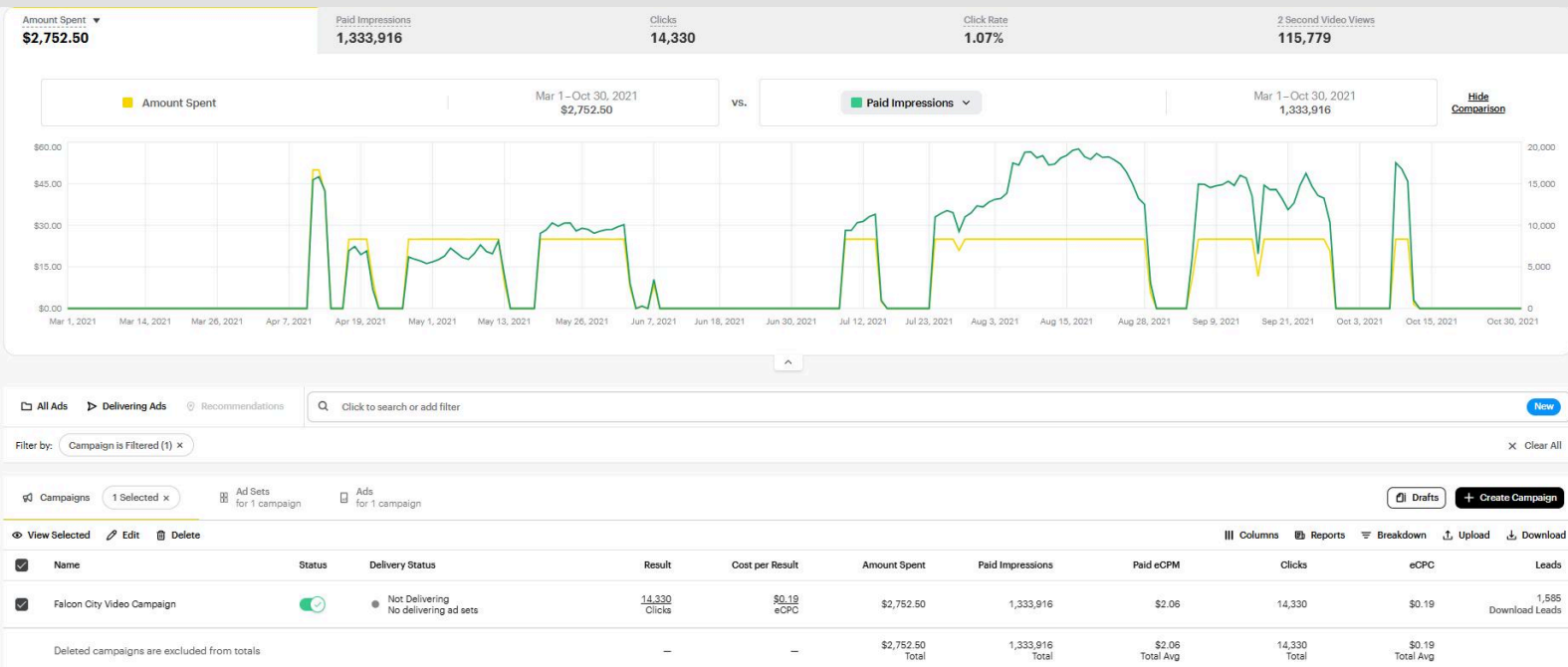
Realistic Expectations:

No guaranteed numbers, but guaranteed process:

- Algorithms need 2-3 weeks to learn and optimize audience behavior
- Lead quality takes priority over lead quantity at every stage
- Results are built through testing, iteration, and data, not inflated promises
- Agencies often promise instant results and exact lead counts, this is a red flag, not a strategy

04. Performance Highlights

☐ Amount Spent		Mar 1–Oct 30, 2021 $2,752.50	vs.	☐ Paid Impressions ∨		Mar 1–Oct 30, 2021 1,333,916	Hide Comparison

$60.00 ... $45.00 ... $30.00 ... $15.00 ... $0.00

Mar 1, 2021 Mar 14, 2021 Mar 26, 2021 Apr 7, 2021 Apr 19, 2021 May 1, 2021 May 13, 2021 May 26, 2021 Jun 7, 2021 Jun 18, 2021 Jun 30, 2021 Jul 12, 2021 Jul 23, 2021 Aug 3, 2021 Aug 15, 2021 Aug 28, 2021 Sep 9, 2021 Sep 21, 2021 Oct 3, 2021 Oct 15, 2021 Oct 30, 2021

🗀 All Ads   ▷ Delivering Ads   ⊙ Recommendations   🔍 Click to search or add filter   New

Filter by: Campaign is Filtered (1) ✕   ✕ Clear All

📣 Campaigns 1 Selected ✕   Ad Sets for 1 campaign   Ads for 1 campaign   Drafts   + Create Campaign

👁 View Selected   ✎ Edit   🗑 Delete |||| Columns   Reports   ≡ Breakdown   ⬆ Upload   ⬇ Download

	Name	Status	Delivery Status	Result	Cost per Result	Amount Spent	Paid Impressions	Paid eCPM	Clicks	eCPC	Leads
☑	Falcon City Video Campaign	🟢	● Not Delivering No delivering ad sets	14,330 Clicks	$0.19 eCPC	$2,752.50	1,333,916	$2.06	14,330	$0.19	1,585 Download Leads
	Deleted campaigns are excluded from totals			—	—	$2,752.50 Total	1,333,916 Total	$2.06 Total Avg	14,330 Total	$0.19 Total Avg	

Ad Spend
- USD 2,752.50 (~AED 10,100)

Impressions
- 1,333,916

Clicks
- 14,330

CTR
- 1.07%

Leads Generated
- 1,585

CPL
- $1.74 per lead (~AED 6.4 per lead)

→ 05. Optimization Process

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Key Learnings:

- Video creatives outperformed static formats
- Lead quality improved as targeting was refined
- Landing pages and forms play a major role in lead quality
- In-house execution allows faster learning, better control, and stronger alignment with business needs

Landing Page & Lead Quality Challenge:

During the initial phase, the landing page generated a high number of submissions. However, a noticeable portion of leads were not relevant buyers, including accidental or low-intent inquiries.

- High submission volume
- Low buyer intent in a portion of leads
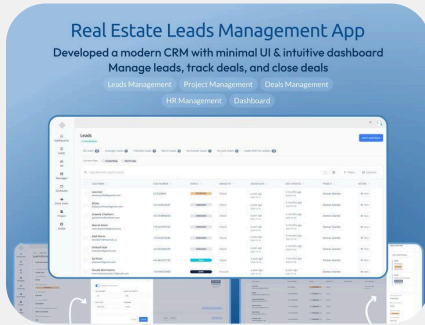- Sales team time spent filtering unqualified contacts

Optimization & Improvement:

To address this, several improvements were made:

- Lead form fields were refined to better capture buyer intent
- Creatives with low CTR were paused
- High-performing ads were scaled
- Budgets reallocated weekly
- Targeting refined based on response quality
- Added basic anti-fraud and validation checks
- Sales feedback loop used to validate lead quality weekly

06. Lead Management & Sales Alignment

Real Estate Leads Management App
Developed a modern CRM with minimal UI & intuitive dashboard
Manage leads, track deals, and close deals

To support the sales team and protect customer data, an in–house lead management solution was designed and implemented.

Business Impact:

- Reduced dependency on third-party subscription tools
- Ensured customer data remained inside the company
- Minimized the risk of data leakage or uncontrolled sharing

System capabilities:

- Centralized lead storage
- Manager-level lead review and feedback
- Lead assignment to agents
- Real-time visibility into agent performance
- Leads were passed to sales team immediately
- Faster follow-up improved response rates
- Feedback from sales used to adjust targeting and messaging
- Custom in-house CMS with role-based access (Manager / Agent)

CRM Demo ↗

07. Outcome & Impact

Key Achievements:

- Improved lead follow-up speed due to immediate lead routing
- Generated high-volume leads at low CPL
- Supported sales pipeline with consistent inquiries
- Validated Snapchat as a scalable acquisition channel
- Provided learnings that could be extended to Meta & Google
- This improved sales accountability and operational efficiency.
- Optimization learnings reused across Meta and Google campaigns

→ Let's Connect

Let's Connect

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Snapchat Certified • Meta Digital Marketing Associate • Google Ads AI-Powered Performance

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