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
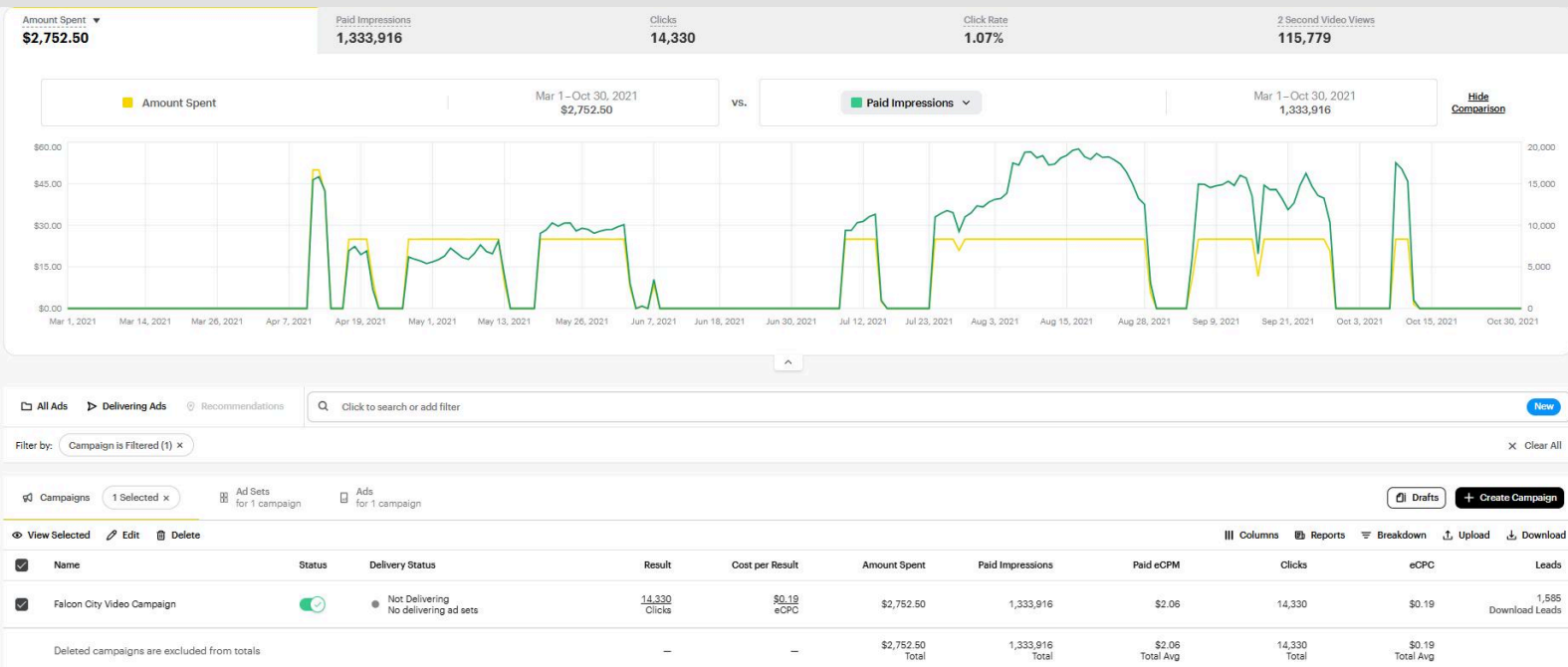
Realistic Expectations:

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 ▼	Paid Impressions	Clicks	Click Rate	2 Second Video Views
$2,752.50	1,333,916	14,330	1.07%	115,779

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

📁 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

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
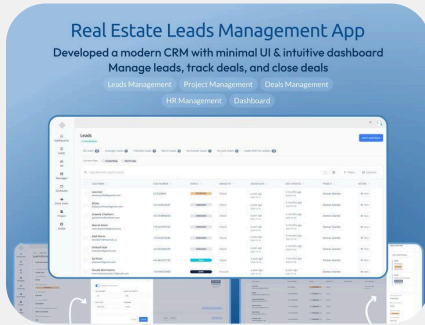- Sales team time spent filtering unqualified contacts

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
Leads Management   Project Management   Deals Management
HR Management   Dashboard

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

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