

Digital Marketing Strategy for Selling the 100-Acre Land

Land Value & Key Selling Points

The 100-acre land presents a unique and highly valuable investment opportunity due to its exceptional location and natural assets:

Bordering Kenya National Park – Offering breathtaking views and direct access to wildlife.

Diverse Wildlife – All types of animals present, enhancing its eco-tourism potential.

Existing Infrastructure – A small hotel from the previous owner, providing a foundation for hospitality development.

Helicopter Landing Area – Convenience for high-end buyers and investors.

Proximity to Esidai Spa & Resort – Adds value by being near a well-known relaxation and tourism destination.

River Access – Enhancing the beauty and potential use of the land for eco-tourism or agriculture.

Marketing Strategy

1. Professional Photography & Videography

Hire a professional photographer to capture high-quality images and videos.

Use drone footage to showcase the vast landscape, wildlife, and key features.

2. Video Presentation with a Presenter

A professional host (talking lady) will give a guided tour of the land, explaining its unique features and potential investment opportunities.

3. Social Media & Digital Advertising

Set up and optimize social media pages (Facebook, Instagram, YouTube, and LinkedIn) to reach potential buyers.

Run targeted social media ads to attract investors, developers, and conservationists.

Utilize real estate listing platforms to maximize visibility.

4. Strategic Buyer Outreach

Directly engage high-net-worth individuals, conservation organizations, and tourism investors.

Develop promotional materials (brochures, website landing page) highlighting the land's potential.

How we will set up professional social media Marketing for Real estate and Land see an example below

- ✓ Facebook personal Profile (owner of the company)
- ✓ Facebook business Page = to show all activities
- ✓ Facebook Business Manager = Give the access to DIGM or SMM
- ✓ Facebook Business Account = to pay your bill for running
- ✓ Facebook Pixel = for Tracking Data to your System
- ✓ GTM + FB pixel+ GA4 = control sources of customer from where they are coming

Best Regard

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