### **1. Branding & Marketing**

#### **A. Digital Marketing**

1. **Social Media Marketing**
   * Create & manage Instagram, Facebook, LinkedIn, and Twitter pages.
   * Run paid promotional ads on Facebook, Instagram, and Google.
   * Post engaging content (property highlights, testimonials, industry trends).
   * Collaborate with real estate influencers & micro-influencers.
   * Use Reels & Stories for maximum engagement.
   * Run giveaways or referral programs to boost engagement.
2. **Content Creation**
   * **Graphic Design**
     + Design banners, posters, and flyers using Photoshop & Canva.
     + Create 3D renders & floor plan visualizations.
     + Edit and retouch property images for promotional use.
   * **Video Production**
     + Shoot walkthrough videos of sample flats.
     + Create 360-degree virtual tours.
     + Develop time-lapse videos of construction progress.
     + Shoot customer testimonials.
   * **Copywriting**
     + Write compelling property descriptions.
     + Create SEO-optimized blogs on real estate trends.
     + Develop engaging captions & ad copy for social media.
3. **Website & SEO Optimization**
   * Build and maintain a real estate listing website.
   * Implement property search filters & virtual property tours.
   * Optimize website for local SEO (Google My Business, schema markup).
   * Run Google Ads & Retargeting campaigns.
   * Manage lead capture forms & chatbots.
4. **Email & WhatsApp Marketing**
   * Send newsletters with project updates & offers.
   * Use WhatsApp automation for inquiries & follow-ups.
   * Set up drip email campaigns to nurture leads.
   * Share new property launches via bulk SMS campaigns.

### **2. Lead Generation & Nurturing**

1. **Organic & Paid Lead Generation**
   * Run targeted ad campaigns on Facebook, Instagram & Google.
   * Implement real estate chatbots to engage potential buyers 24/7.
   * Use LinkedIn for B2B partnerships with investors.
   * Generate leads through property listing sites (99acres, MagicBricks).
   * Run QR code campaigns on hoardings & flyers.
2. **CRM & Lead Tracking**
   * Capture leads from social media, website, and ads.
   * Qualify leads using AI-driven scoring.
   * Automate follow-up emails and SMS campaigns.
   * Use call tracking to monitor sales performance.
3. **Offline Lead Generation**
   * Organize real estate expos & networking events.
   * Distribute flyers & pamphlets in target locations.
   * Collaborate with banks for home loan assistance partnerships.

### **3. Sales & Customer Engagement**

1. **Sales Strategies**
   * Train sales teams on soft skills & property knowledge.
   * Develop sales scripts & objection handling techniques.
   * Personalize pitches based on buyer preferences.
   * Offer early bird discounts & special financing options.
2. **Sales Funnel Management**
   * Segment leads based on budget, location preference, and intent.
   * Use CRM dashboards for real-time sales tracking.
   * Follow up with site visitors via WhatsApp & calls.
3. **Customer Retention & Referral Programs**
   * Set up loyalty programs for past buyers.
   * Encourage referral-based incentives.
   * Maintain post-sale engagement for upselling opportunities.

### **4. Site Visit Coordination**

1. **Booking & Scheduling**
   * Automate site visit booking via WhatsApp bot.
   * Assign real estate agents based on availability.
   * Send SMS & WhatsApp reminders for visits.
2. **On-Site Experience**
   * Arrange welcome kits & brochures for visitors.
   * Provide guided tours with detailed property insights.
   * Set up VR/AR experiences for upcoming projects.
3. **Follow-ups & Post-Visit Support**
   * Collect visitor feedback & pain points.
   * Send personalized offers post-visit.
   * Assist with documentation & financing queries.

### **5. Customer Service & After-Sales Support**

1. **24/7 Inquiry Handling**
   * Deploy AI chatbots for quick response.
   * Set up dedicated customer service helpline.
   * Automate ticketing system for support queries.
2. **Post-Sale Engagement**
   * Guide customers through loan & documentation processes.
   * Offer moving-in assistance & home setup support.
   * Manage buyer communities & engagement groups.

### **6. Expansion & Scalability**

1. **Developer Relationship Management**
   * Pitch integrated marketing services to new developers.
   * Build case studies & testimonials to attract more projects.
   * Offer flexible pricing models (retainer, commission-based).
2. **Franchise & Regional Expansion**
   * Open city-wise teams for localized marketing.
   * Train real estate agents & marketers under your brand.