# Advertising

Advertising plays a crucial role in reaching potential buyers, generating leads, and creating brand awareness for real estate projects.

### **1. Run Paid Promotional Ads on Facebook, Instagram, and Google**

* **Purpose:**
  + Drive targeted traffic to real estate listings.
  + Generate leads and inquiries from interested buyers.
  + Increase brand awareness for developers and properties.
* **Success Criteria:**
  + High click-through rate (CTR) and engagement.
  + Cost-effective cost per lead (CPL).
  + Increased conversions (site visits, calls, or inquiries).
* **Skills Required:**
  + Digital advertising (Facebook Ads, Google Ads).
  + Audience targeting and segmentation.
  + Ad copywriting and visual design.
* **Related Online Tools:**
  + **Facebook Ads Manager** – For running ads on Facebook & Instagram.
  + **Google Ads** – For paid search & display ads.
  + **Canva / Adobe Spark** – For designing ad creatives.
  + **SEMRush / Ahrefs** – For keyword research.
* **Best Practices:**
  + Use **high-quality images & videos** in ads.
  + A/B test different ad variations for better performance.
  + Target specific buyer segments (first-time buyers, investors, luxury home seekers).
  + Optimize landing pages for **fast loading & clear CTAs**.
* **Example:**
  + **Before:** A generic ad targeting everyone, leading to low engagement.
  + **After:** A **well-segmented ad campaign** targeting young professionals looking for 2BHK apartments near metro stations, resulting in higher leads.

### **2. Auto-Respond to Social Media Ad Comments**

* **Purpose:**
  + Engage potential buyers immediately when they show interest in ads.
  + Provide instant replies to FAQs (pricing, location, site visit details).
  + Increase lead capture without manual effort.
* **Success Criteria:**
  + Quick response time to user inquiries.
  + Higher engagement rate on social media ads.
  + More inquiries converted into leads.
* **Skills Required:**
  + Chatbot configuration.
  + Understanding of user behavior on social media.
  + Copywriting for automated replies.
* **Related Online Tools:**
  + **ManyChat / Chatfuel** – For automating replies to Facebook & Instagram ad comments.
  + **Wati / Twilio** – For automating WhatsApp responses.
  + **Facebook Messenger Bot** – For setting up automated conversations.
* **Best Practices:**
  + Keep responses **quick, clear, and friendly**.
  + Offer **personalized options** (e.g., "Would you like pricing details or a site visit?").
  + Provide a **direct CTA** (e.g., “Click here to schedule a visit”).
* **Example:**
  + **Before:** A buyer comments, "Is this still available?" and gets no reply.
  + **After:** The bot instantly responds, “Yes! The 2BHK apartment is available. Would you like to schedule a visit? Click here to book a slot.”

### **3. Run QR Code Campaigns on Hoardings & Flyers**

* **Purpose:**
  + Allow potential buyers to scan and get instant details about a property.
  + Track offline ad effectiveness in digital campaigns.
  + Reduce dependency on printed brochures.
* **Success Criteria:**
  + Higher QR scan rates and engagement.
  + More direct website visits and lead conversions.
  + Easy tracking of ad performance.
* **Skills Required:**
  + QR code generation & tracking.
  + Print & digital campaign integration.
  + Mobile-friendly landing page design.
* **Related Online Tools:**
  + **QR Code Generator (QR Code Monkey, Beaconstac)** – For creating trackable QR codes.
  + **Google Analytics / Bitly** – For tracking QR scan performance.
  + **Canva / Adobe Illustrator** – For designing flyers & posters.
* **Best Practices:**
  + Ensure QR codes **lead to a mobile-friendly page** with essential property details.
  + Include **clear instructions** (e.g., "Scan to View Floor Plans").
  + Use UTM tracking in QR links for **performance measurement**.
* **Example:**
  + **Before:** A flyer with just a phone number for inquiries.
  + **After:** A **flyer with a QR code** leading to a **3D virtual tour**, making it easier for buyers to explore.

### **4. Google Display & Retargeting Ads for Returning Visitors**

* **Purpose:**
  + Keep potential buyers engaged after they visit the website but don’t take action.
  + Remind interested leads about available properties through display ads.
  + Increase conversion rates by staying top-of-mind.
* **Success Criteria:**
  + Increased return visits and lead conversions.
  + Low cost per acquisition (CPA) compared to cold ads.
  + High engagement rates from past visitors.
* **Skills Required:**
  + Google Display Network (GDN) & remarketing setup.
  + Ad creative & copywriting.
  + Audience segmentation & tracking.
* **Related Online Tools:**
  + **Google Ads (Retargeting)** – For setting up display ads for past visitors.
  + **Facebook Pixel / Google Analytics** – For tracking user behavior.
  + **AdRoll** – A retargeting platform for multi-channel ads.
* **Best Practices:**
  + **Segment retargeting audiences** (e.g., visitors who viewed but didn’t book a site visit).
  + Use **dynamic ads** (showing properties the user previously explored).
  + Keep ad frequency balanced to avoid annoying users.
* **Example:**
  + **Before:** A user visits the website but leaves without inquiring.
  + **After:** The same user sees **personalized ads** the next day on YouTube & news websites, reminding them about the property, leading to an inquiry.