



DIGITAL MARKETING CASE STUDY



December 2019 to February 2020

Content Outline



About Us



Client's Introduction



Situation



Challenges



Strategies Followed



Business Impact: SEO





PeddleWeb is a group of digital marketing intellectuals who hold years of experience working in this field. With our digital marketing skills, experience and knowledge, we have successfully served numerous clients and have created a huge base of satisfied customers throughout the world.

We don't believe in selling fixed knowledge to clients. Our key aim is to understand the nature and requirements of our client's business and accordingly align the strategies with it.

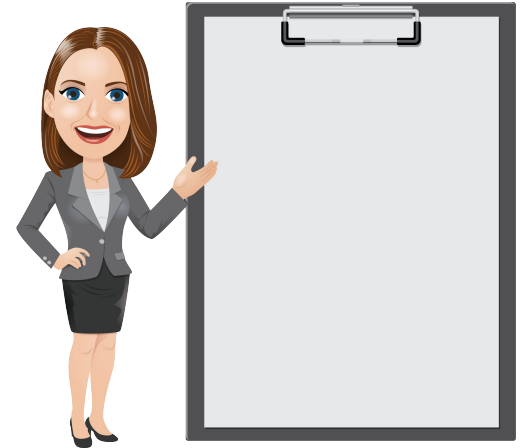
With our focused approach towards our job, we can determine the right digital opportunity, which allows us to help our clients in solving their complex business problems.

Client's Introduction:

RE/MAX Kaizen Realtors is a Real Estate Broker in Ahmedabad for Commercial, Residential, Industrial properties.

Company deal with buying/ selling/ renting / leasing & sourcing of all kinds of real estate properties.

RE/MAX is 'The World's Largest Real-Estate Network' proclaimed in 115 Countries Worldwide.



Situation:

RE/MAX Kaizen Realtors was a very fresh domain when we started digital marketing. The main GOAL of the client is to generate the number of leads for the website. Apart from that, we need to work on website traffic and keywords ranking in order to increase the visibility of the website.

Here comes the role of PeddleWeb's Digital Marketing to improve brand awareness and to boost value in the market by promoting the website and improving customer engagement.

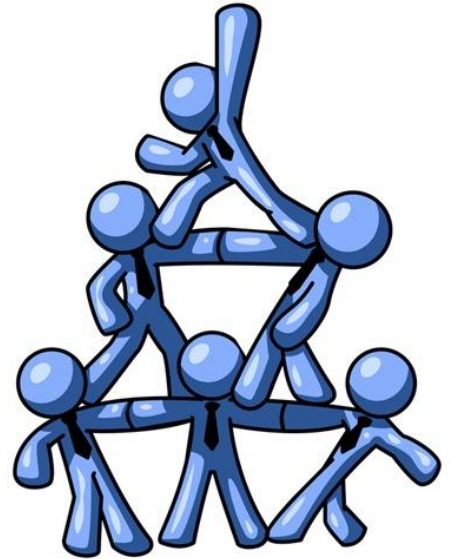


Challenges:

PeddleWeb did research on real estate firms, offering buy/sell apartments, flat and villas in Ahmedabad.

It was very tough for us to get a better ranking with all possible keywords because many property sites like Magicbricks.com, housing.com, 99acres.com are already ranking in top. It was very very tough to bit them in keyword ranking.

RE/MAX Kaizen Realtors 's social media handles were not regularly engaging their audience and there weren't leads at all.



Goals:

- Generate more leads in bulk
- Improving brand awareness
- Drive traffic to the website
- Increase social media presence
- Increase instant support through Social Media
- Listed more properties on websites.



Strategies Followed:

#1. On-Page SEO

On the back-end, PeddleWeb has optimized the site considering sophisticated search engine guidelines and strategies.

- Keyword research
- Prepare metadata and updation
- URL structure and prepare category pages
- ALT tag updation
- Header tag like H1, H2 etc.
- Content optimization
- Google search console and analytics setup



Strategies Followed:

#2. Content Marketing

PeddleWeb was involved in the creation and sharing of online content material such as blogs and press releases to promote the brand, as well as stimulate interest in its products or services.



Strategies Followed:

#3. Social Media Marketing

PeddleWeb manages major social media accounts of RE/MAX Kaizen Realtors (such as Facebook, Twitter, Instagram, etc). From content creation to online sharing and analyzing the reports, PeddleWeb is involved in all.

PeddleWeb also initiated RE/MAX Kaizen Realtors's presence on microblogging & social networking sites (Tumblr & StumbleUpon).



Some of the best performing Social Media posts



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Trend based Campaigns

CORONA VIRUS

1

2 SYMPTOMS

3 PRECAUTIONS

Envelope
Protein spikes
Genetic material

Use mask
Wash hand
Avoid contagated people
Avoid agglomerations

RE/MAX KAIZEN REALTORS SOUTH BOPAL, AHMEDABAD

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RE/MAX KAIZEN REALTORS

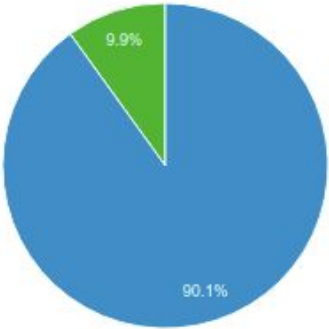
Contact us for best property deals:
7043000116, 9601992025

Address: A-201, SOBO Center, South Bopal, Ahmedabad

Traffic at a glance: Audience Overview



Traffic at a glance: Visitors



<input type="checkbox"/>	User Type	<div>Users</div>	Users
		536 % of Total: 100.00% (536)	536 % of Total: 100.00% (536)
<input type="checkbox"/>	1. <div>New Visitor</div>	534	90.05%
<input type="checkbox"/>	2. <div>Returning Visitor</div>	59	9.95%

ROI of Social Media Marketing:

Total Page Followers as of Today: 932



Business Impact:

RE/MAX Kaizen Realtors shook hands with PeddleWeb in Nov 2019. Since then, it has started receiving Leads.

Additionally, now RE/MAX Kaizen Realtors is attracting local website traffic. From 148 leads/month in Dec 2019, now we are gaining **300+**leads/month.



Thank you!