



DIGITAL MARKETING FOR REAL ESTATE INDUSTRIES

Social Beat LLP



**A PROJECT REPORT SUBMITTED AS A PART OF THE REQUIREMENT
FOR THE DEGREE OF MASTER OF BUSINESS ADMINISTRATION**

SUBMITTED BY

Akila Priyadarshini

15020441027

Marketing & Operations (A 42)

Batch 2015-2017

Under the guidance of

Project Guide
DrPradnyaChitrao

Project mentor
Mr.Abhishek Kumar
Senior Manager - Strategy

**SYMBIOSIS INSTITUTE OF MANAGEMENT STUDIES (SIMS)
(CONSTITUENT OF SYMBIOSIS INTERNATIONAL UNIVERSITY)**

July 2016

CERTIFICATE OF RECOMMENDATION



31st May, 2016

Recommendation Letter for Ms. Akila Priyadarshini

This is to confirm that Ms. Akila worked as an Intern – Social Media Marketing at Social Beat Chennai, India from April 1st, 2016 to May 31st, 2016.

Akila is a fast learner and motivated to explore creative solutions for social media marketing and digital advertising. As an intern, Akila managed creative campaigns for clients and ideated on business models for new products. She has strong communication skills, both written and oral.

She proved herself capable of delivering value in a short period and will continue to provide outstanding value to any organization she works with in the future.


Sunil Chawla

Cofounder, Social Beat

Social Beat Digital Marketing LLP, 326, Pantheon Road, Fountain Plaza, 6th floor, Egmore, Chennai - 600 008.
Phone : 044 - 4206 5648 Email : team@socialbeat.in Website : socialbeat.in

DECLARATION

I hereby declare that the project entitled “**Digital marketing for real estate**” submitted for the MBA Degree is my original work and the project has not formed the basis for the award of any degree, associateship, fellowship or any other similar titles

Akila Priyadarshini

.....

Place:

Date

CERTIFICATE
(Issued by Faculty Mentor)

This is to certify that **Akila Priyadarshini PRN No 15020441027** has completed her project report on the topic “**Digital Marketing for real estate**” under my guidance.

PradnyaChitrao

Signature:

Date:

EXECUTIVE SUMMARY

Social Beat LLP is a digital marketing agency and their expertise lies in Social Media Marketing and lead generation for clients using various social media platforms. Founded in 2012, Social Beat is South India's leading digital agency which helps companies build their brand and get business results via the digital medium. They have a strong presence in Chennai with clients across sectors like B2B, Healthcare, E Commerce & Retail, Education, Mobile Apps, Real estate and Start-ups. Some of the notable clients include Murugappa Group, Citibank, Casa Grande, Cambridge English, IIT madras and many more.

With the increasing real estate buying and consumer spending a significant amount of time online, social media marketing is the best way to build trust with the consumers. The following are the important results observed through online sale of real estate:

- Over 20X growth in leads through digital marketing.
- High ROI with a low-cost per lead
- Social Media Campaigns with a targeted reach of over 25,00,000

My internship involved lead generation using 360° marketing activities for various real estate clients and enhancing their satisfaction using following strategies:

- Preparation of content calendar which states creative social media campaigns for the month
- Writing blogs and contents for the client website
- Scheduling daily posts across various social media channels using Hootsuite
- Keyword planning for effective SEO
- Identifying possible influencers and promotion of various social media posts using influencer marketing
- Market research on various real estate clients in Bangalore and their online presence for expansion of business in Bangalore.
- Preparation of monthly reports for various clients to justify the marketing spends

ACKNOWLEDGEMENT

I hereby take this opportunity to express my sincere and earnest gratitude to Symbiosis Institute of Management Studies, Pune for supporting me throughout my summer internship at Social Beat LLP.

I sincerely thank my guide DrPradnyaChitrao and my company mentor Mr Abhishek Kumar who extended their full co-operation and support by rendering expert guidance from time to time which was of real significance towards my accomplishment.

This internship has provided me a lot of valuable insights and hands on experience in digital marketing which helped me grow my knowledge and awareness in this field.

Akila Priyadarshini
Symbiosis Institute of Management Studies
Pune

TABLE OF CONTENTS

S.No	Description	Page No
	TITLE PAGE	i
	COMPANY CERTIFICATE	ii
	DECLARATION OF THE STUDENT	iii
	CERTIFICATE OF THE GUIDE	iv
	EXECUTIVE SUMMARY	v
	ACKNOWLEDGEMENT	vi
1.0	INTRODUCTION	1
1.1	Company Background	1
1.2	Project Overview	1
1.3	Objectives of the study	1
2.0	PROJECT DETAILS	2
2.1	Why digital marketing for real estate sector?	2
2.2	Market research Statistics	3
2.3	Social media marketing for real estate	5
2.3.1	Case Study – Casa Grande	6
2.4	Influencer marketing	10
2.4.1	Case Study – DRA homes	10
3.0	OBSERVATIONS	12
4.0	RECOMMENDATIONS	13
5.0	CONCLUSION	13
6.0	LIST OF REFERENCES	14
	APPENDIX (Other works)	16
	TURNITIN REPORT	20

LIST OF TABLES

S.No	Description	Page No
1.0	Comparison between Print Ads and Google Web click Ads	2
2.0	Social media presence based on the number of followers in percentile	3
3.0	Content marketing status with respect to presence of active blogs	4
4.0	Details of website traffic for top real estate clients	4
5.0	Details pertaining to search engine optimisation	5
6.0	Overview on various social media posts for Casa Grande in April month and their reach	7

LIST OF FIGURES

S.No	Description	Page No
1	Google analytics report of Casa Grande on paid and organic reach	6
2	An illustration of faceboost post – IPL campaign for Casa Grande	7
3	An illustration of facebook reach for a blog post on IPL campaign for Casa Grande	8
4	An illustration of twitter activity reach for Casa Grande	8
5	An illustration of LinkedIn activity reach for Casa Grande	9
6	Illustration of Instagram posts for Casa Grande	9
7	Top performing Instagram post of Casa Grande for April month	9
8	Top influencers in India	10
9	Illustration of backlink seeding in Quora	11
10	Facebook reach of Square feet Subbu video	11
11	Top tweets for Square feet Subbu campaign	12

1. INTRODUCTION

1.1 Company Background

Social Beat is a leading digital marketing agency in Chennai and Bangalore which provides ROI driven digital marketing solutions to clients across various sectors. With expertise in digital marketing, strategy and technology, it helps companies build a strong 360° online presence for business results. The different solutions offered includes but not limited to:

- Web design and development
- Social Media marketing
- Online advertising
- Influencer marketing
- Branding and identity
- Mobile applications
- E-commerce solutions
- Search Engine Optimisation

1.2 Project Overview

With the consumer spending significant amount of time online, real estate companies have resort to marketing their new projects via digital channels. With options of selecting the required target audience in digital space, the real estate companies can sell their projects to the particular demography that are looking for such investments and avoid wasting the whole marketing spend on a general audience.

1.3 Objectives of the project

Performance advertising:

The project involves framing a performance based advertising strategy with interesting contents that attracts the target audience. The budgeting is done based on ROI expectancy which is 5-10x better than print and offline advertising by boosting the project sales with same advertising spend. With daily monitoring and optimisation, the lowest cost per lead is ensured.

Brand building:

This involves understanding the USP of the company and the brand personality so that all the Ads replicate the same and help build trust among the customers. Various creative campaigns across Facebook, Twitter, LinkedIn, Instagram, YouTube etc. is leveraged to build the desired brand identity among the minds of customers.

Market research:

Performing primary research using paid survey tools like survey monkey to understand the digital presence of the clients (number of followers, Moz rank, number of likes etc.) after completion of campaigns. Research is also conducted to determine the brand recall by customers to know the effectiveness of the campaigns.

Finally reports are made from time to time and sent to client for review and improvement.

2. PROJECT DETAILS

Introduction:

Real estate sector is the second largest employment generation sector after agriculture and FDI in Indian real estate is expected to rise in the coming years. With companies like housing.com, common floor, 99 acres and Magic Bricks coming up with online business most of the real estate companies felt the importance of leveraging digital channels for their business. This prompted me to take up a project on “digital marketing for real estate” during my internship. Also with huge costs involved in this sector, it is indeed a challenging task to bring in some quick leads. The internship project involved 3 tasks:

- Market research on current scenario of real estate sector as a part of business development activity.
- Social media marketing for real estate clients (Casa Grande, Olympia, DRA homes)
- Influencer marketing for a real estate client (DRA homes)

2.1 Why digital marketing for real estate sector?

To answer this question, let us compare a print Ad with that of Google Ad. A 1/4th page advertisement in a print media roughly costs about 5 lakhs to target viewers of 1 million or more. This 5 lakh investment can roughly bring about 400 website visits and utmost 100 leads. In the end there are only 3 to 4 home buyers who are converted. In contrast, if the same amount is spent on a Google Ad, it is bound to give 400 leads with 10-15 converts at the end.

The below table shows a comparison on Print Ads Vs Google Ads based on the Ad spends for various real estate clients.

Table 1: Comparison between print Ads and Google web click Ads

Description	Print Ad	Google Ad	Assumptions
Advertising spend	Rs 5,00,000	Rs 5,00,000	Print Ads considered are 1/4 th of page in a national daily
Visitors to the website	400 - 500	5000 -10000	Assuming Rs.70 per click for targeted Google Ads and 0.06% reach to the target segment in case of print Ads
Number of leads	120 - 150	400-500	Assuming up to 50 web leads and 100 call leads for print Ads and traffic to lead conversion rate of 4-5 % for Google Ads
No of site visits	30 – 37	100-125	Assuming minimum 25% of lead conversions to site visits

Final Buyers	3 - 4	10-12	Assuming 10% of site visits to final conversions
--------------	-------	-------	--

2.2 MARKET RESEARCH STATISTICS

Market research was conducted on **the digital presence of leading real estate clients in Chennai and Bangalore** in terms of following aspects:

- Social Media presence namely Facebook, Twitter, LinkedIn, Instagram and YouTube
- Engaging contents in the website such as active blog link with interesting contents from time to time
- Website traffic in terms of total visits, average time spent on web page, page views and bounce rate.
- SEO rank which is the ability to be in top google search ranks. This is measured in terms of website speed, mobile compatibility and Moz rank (domain authority).

Various tools such as Buzz Sumo, Moz, Twitter analytics, Google analytics, Similarweb, keyword planner, Page speed insights (Google developer) etc were used for research. Apart from that observations were made on the social media profiles, websites, blogs etc and the results of the research are tabulated as shown below:

Table 2: Social media presence based on the number of followers in percentile

S.No.	Company name	Twitter Percentile	Facebook percentile	Google+ percentile	Linkedin percentile	YouTube percentile	Instagram percentile
1	Mantri developers	84.20%	36.80%	84.20%	73.60%	58.80%	70.00%
2	RMZ corp	15.70%	5.20%	15.70%	26.30%	35.20%	0.00%
3	Prestige group	78.90%	94.70%	73.60%	63.10%	88.20%	NA
4	TATA housing	100.00%	89.40%	100.00%	84.20%	94.10%	80.00%
5	Shoba developers	89.40%	100.00%	94.70%	89.40%	76.40%	NA
6	Sterling developers	5.20%	10.50%	57.80%	0.00%	0.00%	NA
7	Century real estate	26.30%	57.80%	21.00%	42.10%	NA	NA
8	Puravankara group	63.10%	47.30%	5.20%	68.40%	70.50%	NA
9	Ozone group	0.00%	73.60%	31.50%	36.80%	23.50%	100.00%
10	Total environment	31.50%	52.60%	47.30%	52.60%	17.60%	20.00%
11	Vaswani group	52.60%	15.70%	52.60%	21.00%	11.70%	60.00%
12	HM Constructions	21.00%	0.00%	5.20%	47.30%	5.80%	30.00%
13	SNN builders	47.30%	21.00%	26.30%	5.20%	23.50%	0.00%
14	Nitesh estates	94.70%	63.10%	42.10%	57.80%	100.00%	90.00%
15	Brigade group	10.50%	31.50%	68.40%	78.90%	NA	NA
16	DRA Group	57.80%	42.10%	0.00%	10.50%	41.10%	NA
17	Casa Grande	73.60%	84.20%	78.90%	31.50%	64.70%	NA
18	Asset Property	36.80%	26.30%	63.10%	15.70%	47.00%	NA
19	Mahindra Lifespaces	68.40%	78.90%	31.50%	94.70%	52.90%	50.00%
20	Godrej Properties	42.10%	68.40%	89.40%	100.00%	82.30%	30.00%

Table 3: Content marketing status with respect to presence of active blogs

S.No.	Company name	Active blogs	Blog link
1	Mantri developers	Yes	https://themantriblog.wordpress.com/
2	RMZ corp	No	NA
3	Prestige group	Yes	https://www.newswire.com/prestige-group-launches-falcon/130693
4	TATA housing	Yes	http://allabouthomes.co.in
5	Shoba developers	Not very active	https://sobhadreamacres.home-adda.com/blogs/
6	Sterling developers	Yes	http://www.sterlingdevelopers.com/blog/
7	Century real estate	Yes	http://www.centuryrealestate.in/blog/
8	Puravankara group	Yes	http://puravankara.weebly.com/blog
9	Ozone group	Not very active	http://www.ozonegroup.com/blogs.php
10	Total environment	No	NA
11	Vaswani group	Yes	http://www.vaswanigroup.com/blog/
12	HM Constructions	Yes	http://hmconstructionsblogs.blogspot.in/
13	SNN builders	No	NA
14	Nitesh estates	Yes	http://www.niteshestates.com/blogs/
15	Brigade group	Not very active	http://www.brigadeproperties.in/blog/?p=8
16	DRA Group	No	NA
17	Casa Grande	Yes	http://www.casagrande.in/blog/
18	Asset Property	Yes	http://www.assetbuilders.in/#blog/
19	Mahindra Lifespaces	Yes	http://www.mahindralifespaces.com/magazine
20	Godrej Properties	Yes	Multiple blogs links based on each project

Table 3: Details of website traffic for top real estate clients

S.No.	Company name	Total visits	Avg time on site	Page views	Bounce rate
1	Mantri developers	46.2K	00:02:57	3.8	49.58%
2	RMZ corp	14.7K	00:01:43	2.66	40.73%
3	Prestige group	147.7K	00:02:56	2.89	54%
4	TATA housing	144K	00:01:47	2.72	65.56%
5	Shoba developers	226.8K	00:03:10	3.3	59.85%
6	Sterling developers	3.1K	00:02:02	2.64	9.97%
7	Century real estate	20.5K	00:04:48	3	46.54%
8	Puravankara group	91.4K	00:01:44	2.2	67.51%
9	Ozone group	72.2K	00:01:23	1.76	72.22%
10	Total environment	10.7 K	00:04:42	11.86	22.30%
11	Vaswani group	16.6K	00:02:57	3.12	54.51%

12	HM Constructions	5.20K	00:02:37	2.95	23.98%
13	SNN builders	9.5K	00:02:38	3.76	35.66%
14	Nitesh estates	17K	00:04:30	3.9	29.11%
15	Brigade group	99.7K	00:01:55	2.22	58.56%
16	DRA Group	NA	NA	NA	NA
17	Casa Grande	76K	00:05:29	3.21	43.02%
18	Asset Property	NA	NA	NA	NA
19	Mahindra Lifespaces	56.6K	00:02:19	1.76	65.56%
20	Godrej Properties	209.2K	00:01:20	2.05	72.01%

Table 4: Details pertaining to search engine optimisation

S.No.	Company name	Website speed in mobile	Website speed in desktop	Moz rank (Domain authority)
1	Mantri developers	47/100	59/100	40
2	RMZ corp	3/100	0/100	27
3	Prestige group	63/100	88/100	42
4	TATA housing	80/100	82/100	39
5	Shoba developers	67/100	75/100	32
6	Sterling developers	55/100	71/100	21
7	Century real estate	69/100	70/100	27
8	Puravankara group	53/100	48/100	35
9	Ozone group	69/100	85/100	35
10	Total environment	91/100	96/100	21
11	Vaswani group	73/100	63/100	26
12	HM Constructions	44/100	52/100	26
13	SNN builders	38/100	31/100	13
14	Nitesh estates	52/100	65/100	31
15	Brigade group	55/100	69/100	40
16	DRA Group	39/100	47/100	NA
17	Casa Grande	69/100	76/100	22
18	Asset Property	43/100	54/100	24
19	Mahindra Life spaces	66/100	79/100	41
20	Godrej Properties	41/100	57/100	46

2.3 SOCIAL MEDIA MARKETING FOR REAL ESTATE:

With the use of social media increasing every day, it is wise for a marketer to use this opportunity to market their products online. Popular social media channels include Facebook, Twitter, YouTube and LinkedIn. The other upcoming channels include Instagram and snapchat which is not utilised completely. Social media marketing not only involves posting Ads in these channels. There are various other dimensions too like writing good quality content about the brand in various channels like Quora, indiblogger, blogadda etc. With the increasing Ads and

promotions in these channels each of these social media companies have come up with different features such as Facebook business manager, Twitter analytics etc. especially for business purposes. The real estate companies have used this opportunity to attract customers for lead generation, pre-booking and site visits.

Observations:

- Facebook forms and context cards are frequently used by customers who come through these Ads for enquiry purposes and works well for real estate business.
- For prebookings, virtual walkthrough videos via YouTube are often found helpful.
- For attracting young working professionals Instagram is found quite useful with pictures of upcoming projects in the neighbourhood.

2.3.1 Case study on Casa Grande:

Casa Grande is one of the top clients in real estate for Social Beat, Chennai. The complete picture on digital marketing activities of Casa Grande for the month of April is detailed below:

- There are a total of 20 projects of Casa Grande in Chennai
- The digital marketing services offered by Social Beat for Casa Grande include social media marketing, branding and SEO.
- The average cost per lead was found to be around Rs.1232.
- More than 50% leads came from Facebook form leads upon which only 12% of the total amount was invested
- For brand keywords the click through rate was 17.26% with a total of 1987 clicks and 11513 impressions

Social Media Engagement

The social media posts reached 55.8 lakh people in April and most of the reach was achieved through paid post boosts.



Figure 1: Google analytics report of Casa Grande on paid and organic reach

The social media posts were from different categories such as IPL & Election related campaigns, tip of the day, quotes, blog posts, Project specific posts etc.

Table 6: Overview on various social media posts for April month and their reach

Post type	Number of posts	Avg (Likes/Shares/Comments) per post
IPL campaign	5	955
Election campaign	2	343
Tip of the day	3	45
Quotes	2	14
Blog post	2	15
Project specific posts	6	72

Most engaging posts:

The IPL campaign was a big hit and earned most of the likes and shares in Social Media followed by the campaigns related to Tamil Nadu Elections.



Figure 2: An illustration of social media post – IPL campaign for Casa Grande

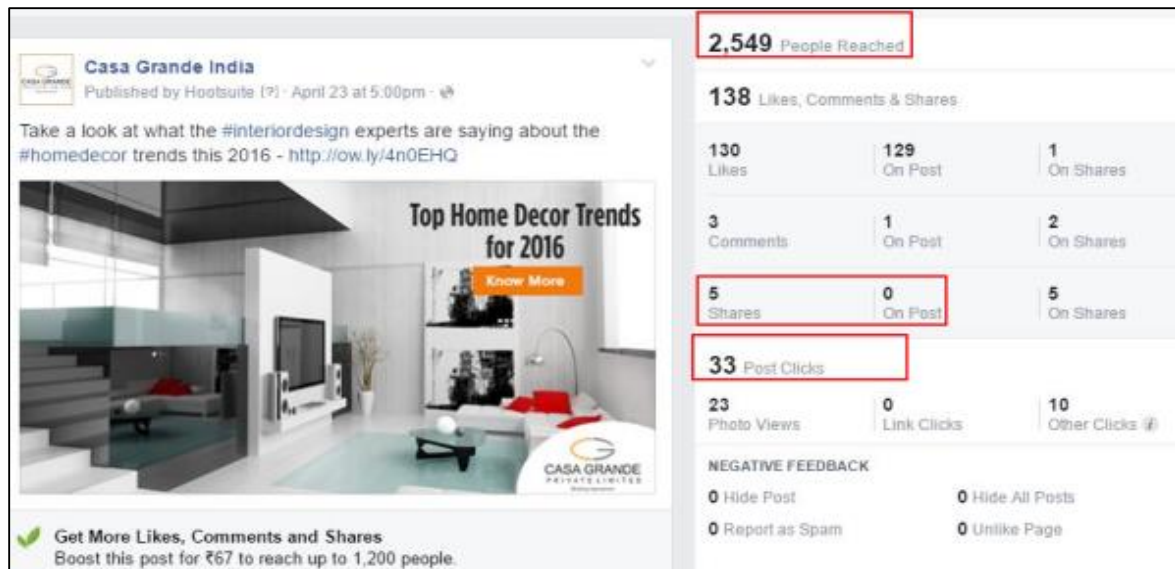


Figure 3: An illustration of Facebook reach for a blog post on IPL campaign for Casa Grande

Twitter:

Tweets on IPL and election campaigns helped them gain 229 new followers in April



Figure 4: An illustration of twitter activity reach for Casa Grande

LinkedIn:

The LinkedIn followers comprised of 36.1% working in senior roles

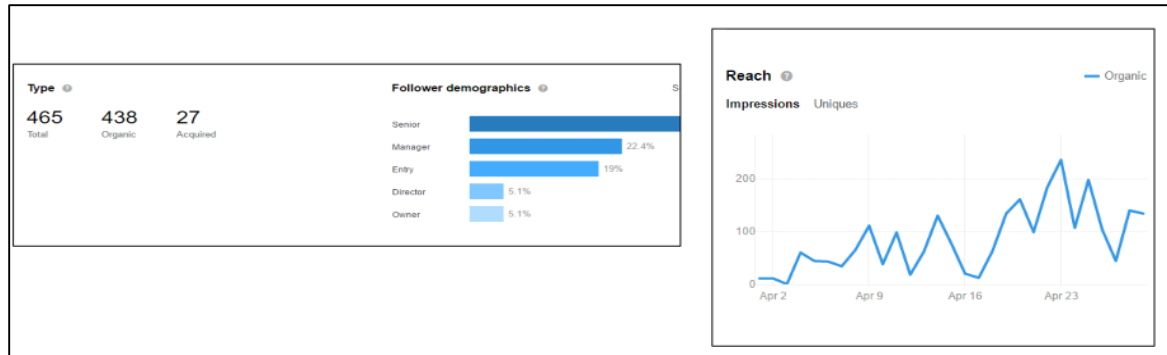


Figure 5: An illustration of LinkedIn activity reach for Casa Grande

Instagram:

Many real estate companies are yet to explore Instagram as a marketing medium. Casa Grande took a lead to leverage Instagram very well adding on to their advantage as compared to their competitors.



Figure 6: Illustration of Instagram posts for Casa Grande

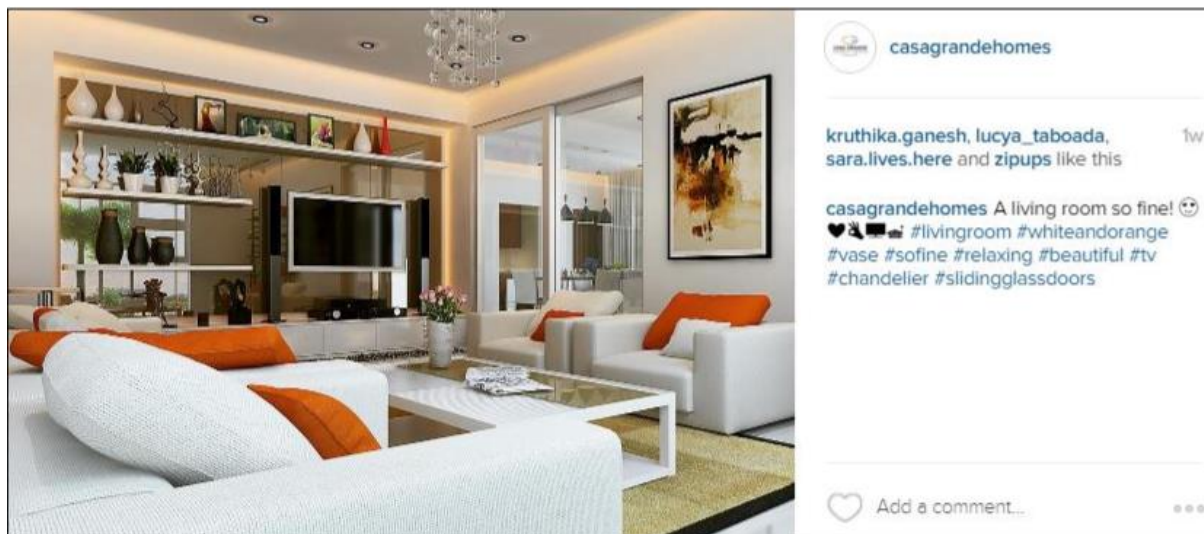


Figure 7: Top performing Instagram post of Casa Grande for April month

2.4 INFLUENCER MARKETING FOR REAL ESTATE:

Another major trend which is coming up in real estate business is the use of social media influencers to create a buzz for the upcoming projects. These influencers are not celebrities and big personalities but general public who have huge number of follower base in social media channels. Thus influencers are not highly paid brand ambassadors but instead a public figure whose opinions can influence customer buying behaviour which is a much cheaper option for real estate clients. Social Beat has a product called influencer.in where a large number of influencers sign up. These influencers are outsourced to clients to write blogs for their projects and also post backlinks on their social media profiles.



Figure 8: Top influencers in India

2.4.1 Case study – DRA homes:

Summary

DRA homes is a leading real estate company in Bangalore and wanted to become expand in Chennai as well with their projects Pristine Pavilion and Tuxedo. Pristine Pavilion is a project for upper middle class category whereas Tuxedo is a project for elite class. They used a network of influencers to market their projects in various social media channels.

Few takeaways of influencer marketing for DRA homes:

Quora influencer:

As a part of internship, I was a Quora influencer for DRA homes and wrote answers for real estate investments with back links to DRA pages which actually gave good leads

Mahindra world city in chennai a good place to live?



Akila Priyadarshini

229 Views

Mahindra world city in Chennai has been growing and a lot of apartments are coming up with full amenities and slowly it is expected to become heartrob for real estate investments especially for people who likes to stay nearby their work place and not travel.. With Make inIndia projects coming up there is going to be lot of projects in this area.. Watch out for big real estate leaders like DRAProjects if you are planning to live as a couple or planning for future investments in and around Mahindra City.. The phase 1 of Pristine Pavilion is sold out and they are coming up with [Pristine Pavilion](#) phase 2 which is moving fast..

Written May 5

Figure 9: Illustration of backlink seeding in Quora

YouTube influencer:

A character called “Square feet Subbu” was used to influence buying decisions across YouTube channels. A stand-up comedian Venkatesh was signed for the same. His videos gave audience not only a laugh ride but were thought provoking as well. This is an interesting approach to attract customers who get bored with usual Ads by brand ambassadors. Here they get information as well as get to know about the brand.

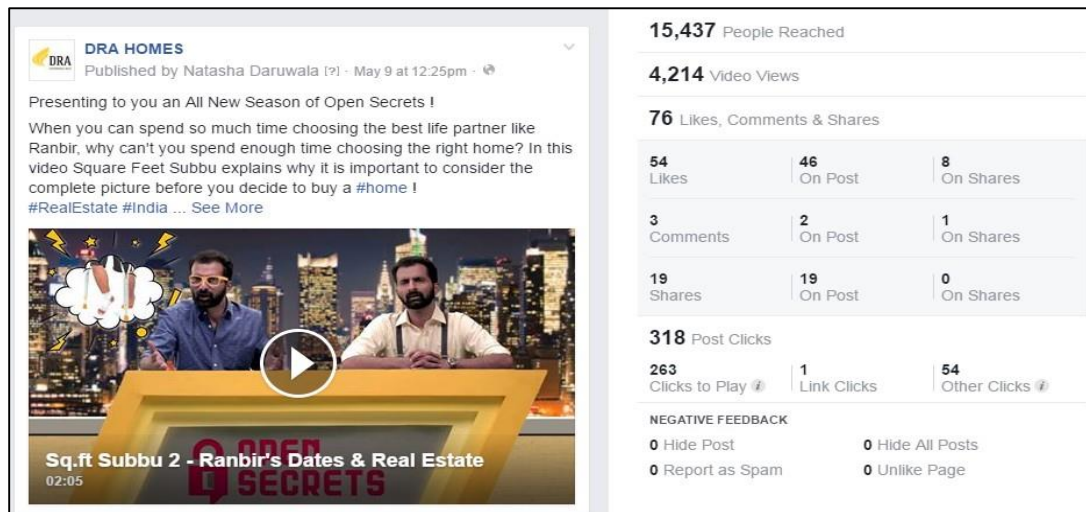


Figure 10: Facebook reach of Square feet Subbu video

Social media influencers

Influencers with huge fan base in Facebook and twitter were used to share posts and videos about their upcoming projects to create awareness and buzz around.



Figure 11: Top tweets for Square feet Subbu campaign

Bloggers as influencers

Bloggers were used to write articles with backlinks to DRA pages to drive traffic to the website. Interesting contents are important for SEO and can also become a branding strategy. Good bloggers who have a huge follower base charge anywhere between Rs.5000 – 10000. The platform like influencer.in made the work simpler for DRA homes to connect with good bloggers across the country. The company can select the blogger based on the content and budget expectations.

3.0 OBSERVATIONS:

- With lot of home buyers researching online, real estate companies are being prompted to seek online marketing strategies before they convert leads to site visits.
- Cost of investment in digital marketing is going to increase in the near future for the real estate sector with numerous leads coming up from online channels
- Digital marketing is also used for branding and promotional activities apart from lead generation. This is clearly visible from the use of Instagram by these companies.
- The cost per lead via digital media is far lesser than the leads coming from other offline marketing channels like television, print media etc.
- Companies with higher average time spent on their website and less bounce rate are found to have higher leads.

- Once the real sector companies get a hold of how to improve their website with good quality contents and find out what works well for them, their search engine ranks are going to improve as well which will give them good profits.
- Real estate sector are also trying to come up with online payment channels with high presence of customers online.

4.0 RECOMMENDATIONS:

- The real estate companies have made their presence felt well in Facebook, Twitter and LinkedIn whereas channels such as YouTube and Instagram are yet to be leveraged completely. The upcoming real estate companies can use this space available and create innovative campaigns in these under utilised channels to have competitive advantage.
- The concept of gamification is not yet utilised by the real estate companies with all the websites seems to be more informative and less interactive. Features of gamification such as rewards and leaderboards must be integrated to the website to increase the average time spent on the website and thereby increasing the engagement rate.
- The objective of the blog contents must be shifted from project branding to customer attractiveness. Most of the company blogs seems to have contents with respect to their upcoming projects which can decrease the number of visits to the website in the long run. To increase the number visits to the website, the blog content must contain facts such as “Joy of living in high rise apartments”, “Apartment Vs Independent homes”, “Essentials of luxury living” etc. and inside such blogs the details of projects can be mentioned. In this way, the customers attraction increases and backlinks to projects are good from SEO point of view also.

5.0 CONCLUSION

Traditionally the real estate companies invested themselves in print media. However with the advent of digital platforms and increasing online presence, their investment structure is slowly getting changed. The biggest challenge in the real estate sector is the stiff competition in the market. With every Tom, Dick and Harry in real estate trying to leverage digital Ads as a lead generation strategy, only the ones with innovative campaigns and user friendly online experience are going to sustain in the near future. If the digital marketing strategies are wisely planned then their ROI is definitely going to be better than the ones they can get via offline channels.

6.0 LIST OF REFERENCES:

Journals

Bhaskar Kumar, Impact of Digital marketing and E-commerce on the real estate industry, Impact Journals

Fletcher, J. High-tech is coming for high-end house sales. Wall Street Journal.

Fletcher, J. What's your house worth? Wall Street Journal

Bottenberg, T. A. Making the Internet Work for REALTORS

Wigand, R. and Benjamin, R. Electronic markets and virtual value chains on the information superhighway

Websites

<http://www.socialbeat.in/2014/05/24/marketing-real-estate-companies-time-shift-print-digital-media/>

<http://www.socialbeat.in/2013/07/11/infographic-digital-social-media-real-estate-chennai/>

<http://www.socialbeat.in/2014/06/28/digital-marketing-real-estate-companies-key-takeaways-et-conf/>

<http://www.influencer.in/blog/internship-experience-akila/>

<http://economictimes.indiatimes.com/wealth/real-estate/should-you-buy-or-rent-a-house/articleshow/50053339.cms>

<http://www.ndtv.com/video/property/the-property-show/measuring-india-s-urban-green-footprints-324540>

<http://www.indiamart.com/company/9054626/aboutus.html>

<http://www.pocketnewsalert.com/2016/04/Digital-Technology-thrust-to-help-Realtors.html>

<http://www.dtnext.in/News/City/2016/03/01022255/Real-estate-sector-finds-muchdeserved>

<http://godrejsummitgurgaon.net/blog/>

<http://www.brigadeproperties.in/blog/?p=8>

<http://www.vaswanigroup.com/blog/>

<http://www.draas.com/>

<http://www.ozonegroup.com/ozone-group-announces-lifestyle-apartments-in-whitefield.php>

<https://www.newswire.com/prestige-group-launches-falcon/130693>

<http://linkis.com/www.youtube.com/eW7TP>

<https://twitter.com/propertyfloor>

<http://teuxedochennai.com/>

<https://www.similarweb.com/>

<https://moz.com/researchtools>

<https://app.buzzsumo.com/>

<https://developers.google.com/speed/pagespeed/insights/>

<https://pro.iconosquare.com/>

APPENDIX (OTHER WORKS)

Published blogs:

1. Top marketing events in Bangalore
<http://www.socialbeat.in/2016/05/12/top-marketing-events-bangalore>
2. Why social media matters for search engine optimisation
<http://www.socialbeat.in/2016/04/18/social-media-matters-search-engine-optimisation/>
3. My internship experience
<http://www.influencer.in/blog/internship-experience-akila/>

DAILY REPORTS AS SENT IN E-MAIL:

Area	Activity / Deliverable	Deadline
Business development	Sowbhagya Meeting	6th April
Business development	Casensation Meeting	7th April
SEO	GetInsights Quora Ques Compilation	5th April
SEO	Citibank Quora Ques Compilation	10th April
Client	Murugappa Pre Survey	5th April
Client	Murugappa Post Survey	5th April
Client	GetInsights Survey for Sowbhagya	5th April
Client	Influencer write-up revision - Fisdome	6th April
Client	Murugappa - Press Release Content Migration	6th April
Client	Murugappa - Chola Tracking Report	7th April
Client	Murugappa - RBI Campaign Report	7th April
Client	Murugappa-Campaign for each IPL city	7th April
Client	Infographic - Insights from the GetInsights Survey	8th April
Client	Citibank SEO	8th April
Client	Digital CPC - Amplification	9th April
Influencer	Influencer write-up revision - Fisdome	9th April
Influencer	Influencer - Photo Concierge	11th April
Client	Murugappa - Chola Tracking Report	11th April
Content	GetInsights - How to fuel your content marketing strategy with fresh perspectives & new stories that consumers can relate to	12th April
Influencer	Influencer campaign - Cambridge	12th April
Client	Facebook Advertising & Targeting - ithought	11th April
Client	GetInsights Tweets - GoaFest	12th April

SEO	GetInsights Quora Ques - answering 2 a day	Ongoing
SEO	DRA Quora Ques - answering 2 a day	Ongoing
Content	GetInsights - How smartphones are now disrupting B2B industries	26th April
Content	Social Beat - Why Social Media matters for Search Engine Optimisation	23rd April
Influencer	Influencer - engagement ideas	Ongoing
Business development	Saint Gobain Meeting	12th April
SEO	Keyword research shared for Murugappa	18th April
Client	DRA - MoU signing and launch plan meeting	19th April
Content	Content Calender prepared for DRA	21st April
Content	Notion press blog on Book videos	21st April
SEO	Quora questions for citibank property insights	23rd April
Social Beat	Digital CPC emailer	22nd April
Client	Emailer campaign for DRA	22nd April
Client	Get Insights SEO	25th April
Client	Murugappa Meeting for upcoming campaigns	25th April
Client	Get Insights twitter campaign	26th April
Client	Policy99 Content calender	27th April
Client	iThought post boosts	27th April
Client	GetInsights twitter campaign	27th April
Client	GetInsights quora questions	27th April
Client	iThought content calender	28th April
Client	Insights for IPL infographic	28th April
Client	Murugappa idea Adda	28th April
Client	Getinsights twitter campaign	28th April
Client	Influencers list for DRA	28th April
Client	Qura questions for Sq feet Subbu Videos	29th April
Client	Sq feet Subbu Youtube Video descriptions	29th April
Client	Getinsights twitter campaign	29th April
Social Beat	Visiting EA for chit chat session	29th April
Client	Get Insights twitter campaign	30th April
Client	Getting quote for influencers campaign for DRA	30th April
Business development	Digital marekting summit plan	30th April
Social Beat	Social Beat - Why Social Media matters for Search Engine Optimisation - Revision	30th April
Client	DRA Content Calender revision	Ongoing
Social Beat	Get Insights twitter campaign	2nd May
Client	Influencers follow up for DRA	2nd May
Client	iThought post boosts	2nd May
Business development	Digital marekting summit PPT	2nd May
Client	GetInsights twitter and quora	3rd May
Client	Influencers follow up for DRA	3rd May
Client	iThought report	3rd May
Client	Getinsights report	3rd May
Client	Murugappa Mother's day	3rd May
Client	Forum mall emailer suggestions	3rd May
Client	GetInsights Twitter campain	4th May
Client	DRA Quora answers	4th May

Business development	List of Companies in Bangalore to target	4th May
Client	Sq feet Subbu emailer	4th May
Client	Murugappa Book Release function! Live tweets and Social media posts	4th May
Client	GetInsights Tweets	5th May
Client	Quora seeding for DRA homes	5th May
Client	IPL campaign for Getinsights	5th May
Business development	List of Companies in Bangalore to target	5th May
Client	DRA social media campaign	Ongoing
Client	Get Insights twitter campaign	6th May
Client	Quora questions for DRA Pristine pavilion	6th May
Social Beat	Top marketing campaigns in bangalore - Blog	6th May
Client	Quora questions for Sq feet Subbu Videos	9th May
Social Beat	Top marketing campaigns in bangalore - Blog	9th May
Business development	Survey questionnaire for marketing managers in Bangalore	9th May
Business development	Emailer for Bangalore leads	9th May
Client	DRA influencer marketing kickstart mails	9th May
Business development	Top marketing events in Bangalore - Blog	10th May
Business development	Meeting attended for BD	10th May
Business development	Top 2000 companies in chennai research work shared	10th May
Business development	Social Beat now in Bangalore - emailer	10th May
Business development	Gamification product for social beat	10th May
Client	GetInsights Tweets	10th May
Client	Quora answers for DRA	10th May
Client	Follow up with DRA influencers	10th May
Social Beat	Digital leadership Summit revised draft	10th May
Client	Open Media Experts lounge blog sent	11th May
Client	DRA Quora answers	11th May
Client	DRA influencers follow up	11th May
Social Beat	DRA tweets link	11th May
Client	List of followers for top conglomerates for Murugappa	11th May
Client	2 blogs taking live	11th May
Client	Quora answers for Sq feet Subbu	12th May
Social Beat	Tweets for Top marketing events in Bangalore Blog	12th May
Client	Just Pass for Social Cause NGO meeting	12th May
Client	Influencer marketing for Just Pass	12th May
Client	Murugappa Branding Survey Questions	12th May
Social Beat	E mailer campaign for Social Beat Bangalore using mail chimp	12th May
Client	GetInsights Tweets	12th May
Social Beat	Feature images for old blog posts	14th May
Client	Influencer marketing for Just Pass	13th May
Social Beat	Presentation skills Training	13th May
Social Beat	Tweets for Top marketing events in Bangalore Blog	13th May
Client	iThought content calender	13th May
Client	DRA influencer marketing mails and tweets	14th May
Social Beat	Presentation skills Training - Presented on positive thinking	14th May
Client	Murugappa Brand pulse survey	14th May
Client	Get Insights tweets	14th May

Client	DRA influencer marketing follow up	16th May
Client	Blog topics for Olympia	16th May
Client	Get Insights tweets	17th May
Client	DRA twitter and Quora links for reports	17th May
Client	Quora answers for Citibank	17th May
Business development	Godrej RFQ and follow up	17th May
Client	DRA meeting	17th May
Client	Digital leadership Summit meeting	17th May
Client	Murugappa Survey - Getting traction	17th May
Client	iThought creatives	18th May
Client	Digital leadership Summit revised draft	18th May
Client	Quora answers for Getinsights	18th May
Client	Quora answers for Citibank	18th May
Client	GetInsights Tweets	19th May
Client	Quora answers for Getinsights	19th May
Client	iThought game of thrones creatives	19th May
Client	iThought comic strips	19th May
Client	DRA influencer marketing for 2nd video - Tweets	20th May
Business development	Bangalore company address for posting	20th May
Business development	Bangalore emailer campaign with Nandita	20th May
Client	iThought game of thrones creatives	20th May
Client	Olympia blog - Importance of Gated community Living	20th May
Client	Get Insights tweets	20th May
Client	Quora for getinsights	20th May
Client	DRA influencer marketing - Getting new quotes	20th May
Business development	Bangalore blogpost infographic with Rohit	20th May
Business development	Bangalore emailer campaign with Nandita	20th May
Client	Get Insights tweets	23rd May
Business development	Bangalore emailer final draft	23rd May
Client	DRA influencer marketing quotes	23rd May
Business development	Social Beat Bangalore Survey	23rd May
Business development	Insights for Social Beat Bangalore Infographics	24th May
Business development	Digital leadership summit - Prelim list	24th May
Client	DRA influencer marketing final quotes	24th May
Client	Olympia blog - Advantages of having your own house	24th May
Client	Ajit Chordia links for Wiki Page	24th May
Client	Get Insights tweets	25th May
Social Beat	IAMAI Conclave Mumbai - Live tweets	25th May
Client	DRA influencer tweets/blog - Taking live	25th May
Business development	Insights for infographics - for the new companies added	25th May
Business development	Digital leadership summit invitees list	25th May
Client	Olympia blog - City vs Suburbs - Pros and Cons	28th May
Social Beat	Bangalore companies appointments	31st May
Social Beat	Digital Leadership Summit	17th June
Social Beat	Gamification as a digital marketing strategy for Social Beat	20th May

TURNITIN REPORT:



Digital Receipt

This receipt acknowledges that **Turnitin** received your paper. Below you will find the receipt information regarding your submission.




The first page of your submissions is displayed below.

Submission author:	Akila Priyadarshini
Assignment title:	CPS
Submission title:	Digital marketing for real estate ind..
File name:	DIGITAL_MARKETING_FOR_REAL...
File size:	2.31M
Page count:	23
Word count:	3,938
Character count:	22,393
Submission date:	27-Jul-2016 05:22PM
Submission ID:	692100436

Class Homepage

This is your class homepage. To submit to an assignment click on the "Submit" button to the right of the assignment name. If the Submit button is grayed out, no submissions can be made to the assignment. If resubmissions are allowed the submit button will read "Resubmit" after you make your first submission to the assignment. To view the paper you have submitted, click the "View" button. Once the assignment's post date has passed, you will also be able to view the feedback left on your paper by clicking the "View" button.

Assignment Inbox: Batch2015-17

	Info	Dates	Similarity	
CPS		Start 18-Jun-2016 2:09PM Due 30-Jul-2016 11:59PM Post 30-Jul-2016 12:00AM	7% 	<div>Resubmit View </div> <div>Originally submitted format PDF format</div>

CPS TRACKER:

CPS BATCH 2015 – 2017
(To be recorded and submit with CPS hardcopy)

Student Information tracker

Mentor Name: Dr. Pradnya Chitrao

Student name: Akila Priyadarshini

S.No	Date of meeting - Emails	Discussion points at company	Remarks	Faculty signature	Student signature
1	01/04/2016 (Email)	Induction and Internship Plan -	Mam guided about the frequency and format of reporting	P.V.C.	Akila
2	12/04/2016 (Email)	Digital marketing tools and daily ad posts for various clients	CPS Weekly report 1 - Mam received the report	P.V.C	Akila
3	18/04/2016 (Email)	Digital chape charcha influencer marketing	CPS weekly report 2 - Mam received the report	P.V.C	Akila
4	29/04/2016 (Email)	Murugappa and Saint gobain Marketing plans and foreward	CPS Weekly report 3 - Mam asked to start working on the paper	P.V.C	Akila
5	4/05/2016 (Email)	Gamification app for Social Beat	CPS Weekly report 4 - Mam received the report	P.V.C	Akila
6	12/05/2016 (Call)	Digital Leadership Summit in Chennai and Publication of articles	CPS Weekly report 5 - Mam was in earned leave and hence was available over call. She was happy with articles	P.V.C	Akila
7	23/05/2016	Business development	CPS Weekly report 6 -	P.V.C	Akila

		for Bangalore office	Mam received the report	PVC	Akila
8	05/06/2016	Reported completion of internship and appreciation letter recieved	Mam Congratulated	PVC	Akila

SCREENSHOTS OF EMAILS

akila ganesh <akila.ganesh2017@sims.edu>
to Prof Dr

Apr 1

Dear Madam

I have reached Chennai. The CPS is starting on Monday on 4th April 2016 at Social beat in Digital marketing profile

Thanks and Regards
Akila Priyadarshini
MBA 2015-2017
Marketing and Operations

Prof.Dr.Pradnya Chitrao <pradnyac@sims.edu>
to me

Apr 1

Good Akila.

Keep track of your communication with me. You will have to fill in the tracker sheet when you return to SIMS.

In the meantime do some secondary research on digital marketing.

Regards.
Pradnya

PVC


akila ganesh <akila.ganesh2017@sims.edu>
to Prof Dr Pradnya

Apr 4

Dear Madam

Today is my 1st day of internship and it was quite hectic. I had introduction on all the basics of digital marketing such as Facebook marketing, twitter campaigns, blogging, content writing etc. I have attached the excel sheet containing list of tasks I have completed today for your reference.

Thanks and Regards




X CPS daily report....

PVC

SCREENSHOTS OF EMAILS

PRE CPS REPORTING:


**akila ganesh** <akila.ganesh2017@sims.edu>
to Prof.Dr. ▾

Apr 1 ☆ ↶ ▾

Dear Madam

I have reached Chennai. The CPS is starting on Monday on 4th April 2016 at Social beat in Digital marketing profile.

Thanks and Regards
Akila Priyadarshini
MBA 2015-2017
Marketing and Operations

**Prof.Dr.Pradnya Chitrao** <pradnyac@sims.edu>
to me ▾

Apr 1 ☆ ↶ ▾


Good Akila,

Keep track of your communication with me. You will have to fill in the tracker sheet when you return to SIMS.

In the meantime do some secondary research on digital marketing.

Regards,
Pradnya

DURING CPS REPORTING:

**akila ganesh** <akila.ganesh2017@sims.edu>
to Prof.Dr.Pradnya ▾

Apr 4 ☆ ↶ ▾


Dear Madam


Today is my 1st day of internship and it was quite hectic. I had introduction on all the basics of digital marketing such as Facebook marketing, twitter campaigns, blogging, content writing etc. I have attached the excel sheet containing list of tasks I have completed today for your reference.

Thanks and Regards

☺ ☺ ☺

Task completed	
✓	Introduction of Social Media Marketing and interaction with team members
✓	Read all 30 blog posts, study the theories, types and characteristics of digital marketing and its importance
✓	Understanding the basics of Social Media & Digital Advertising (PA, content, advertising)
✓	Introduction to image and language advertising using structure
✓	Assignment a case study with the help of a case study platform

 CPS daily report....



akila.ganesh <akila.ganesh2017@sims.edu>
to Prof.Dr.Pradnya

GP Apr 12


Dear Madam

Find attached the week 1 report of my internship. Apart from daily work my learnings in digital marketing include

1. SEO optimisation using BuzzSumo, Moz and Quora
2. Facebook Ads
3. Google Adwords
4. Google analytics
5. Twitter analytics
6. Influencer marketing

Regards

[CPS report.xlsx](#)



Prof.Dr.Pradnya Chitrao <pradnya@sims.edu>
to me

Apr 12

Dear Akila,

Can you explain terms like Sowbhagya meetings, etc?

I also think you should simultaneously do secondary research on digital marketing and start writing a paper(Review Paper) which we can submit if we see an opportunity

Regards,

Pradnya

Dear Madam

Apologies for the delayed reporting.

Thank you so much for the wonderful support you gave me through out my internship. I completed my internship officially on 31st May 2016. Please find attached the compilation of all the day to day activities and also my article on my internship experience which got published at [influencer.in](http://www.influencer.in/blog/internship-experience-akila/) for your reference.

<http://www.influencer.in/blog/internship-experience-akila/>

Thanks & Regards

Akila

7708837845

[Internship - Akil...](#)

Prof.Dr.Pradnya Chitrao <pradnya@sims.edu>
to me

Jun 15

Good Akila,

I would like to see a paper from you now!

Regrds,

Pradnya

My articles published Inbox x

akila ganesh <akila.ganesh2017@sims.edu> May 12 ☆ ↶ ⌵
 to Prof.Dr.Pradnya ⌵

Hi Mam

Find below the links of articles which got published :)

<http://www.socialbeat.in/2016/04/18/social-media-matters-search-engine-optimisation/>
<http://www.socialbeat.in/2016/05/12/top-marketing-events-bangalore>

You could share the same with your friends

Thanks & Regards

Prof.Dr.Pradnya Chitrao May 12 ☆
 Congratulations Akila! Regards, Pradnya > This email is governed by the Discl...

akila ganesh <akila.ganesh2017@sims.edu> May 12 ☆ ↶ ⌵
 to Prof.Dr. ⌵

Thank you madam :)

Thanks and Regards
 Akila

POST CPS REPORTING:

akila ganesh <akila.ganesh2017@sims.edu> Jun 15 ☆ ↶ ⌵
 to Prof.Dr. ⌵

Dear Madam

Apologies for the delayed reporting.

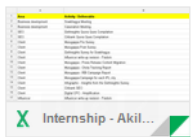
Thank you so much for the wonderful support you gave me through out my internship. I completed my internship officially on 31st May 2016. Please find attached the compilation of all the day to day activities and also my article on my internship experience which got published at [influencer.in](http://www.influencer.in/blog/internship-experience-akila/) for your reference.

<http://www.influencer.in/blog/internship-experience-akila/>

Thanks & Regards

Akila

7708837845



Prof.Dr.Pradnya Chitrao <pradnya@sims.edu> Jun 15 ☆ ↶ ⌵
 to me ⌵

Good Akila,

I would like to see a paper from you now!

Regrds,

Pradnya