

Real estate (Branding, Promotion & Social Media Virality)

Background

A reputed real estate builder wants to promote their new property and to generate leads.

Problem

The real estate builder wanted to promote the new properties that are for sale. The builders are going through a recession as the local market is not favorable for real estate investments. They approached vidCampaign to increase the lead generation.

Solutions

vidCampaign came up with the concept of 3D virtual walkthrough video for the property that they wanted to promote. We decided to target the Indian customers who are living abroad. The virtual walkthrough video helps customers who are living abroad to get a good understanding of the building, its features, etc., The virtual walkthrough video was stitched in the email and sent to the audience who are living in UAE, USA, Canada, UK, Australia, etc.,

Result

The campaign execution results were measured very closely to identify the target audience who has seen the video and who have taken steps to download the brochure. Once the information is collected in the lead generation format, we followed up with them with additional information. The second level follow up gave the promoters a good amount of lead enquiries.

Benefits

Virtual Walkthrough videos helped the audience understand and feel about the property that will be built. Since the videos were auto-played in the emails using the native player, the engagement level increased drastically.