



# Case Study on Real Estate Industry



[www.accoladesmedia.co.in](http://www.accoladesmedia.co.in)

Kochi | Calicut | Trivandrum | Bangalore | Mumbai

# Welcome to ACCOLADES

## Sharp Sighted in Technological Strategy

As a certified **Google Partner**, we stand tall among our peers in Google's best practices, innovation and customer satisfaction. Our consistent effort, quality deliverables and time tested results has made us stand out as one of the best digital marketing company.

It never gets easy, we just get better. The quest to conquer the digital expeditions is not an easy one. We help our clients to conquer every one of them.

We know that success of our clients is the success of our business. Thus we always scale up our services to meet your exact requirements and add a bit of our know how to achieve your marketing objectives.



# STEP METHODOLOGY



DISCOVERY  
PHASE



STRATEGY  
PHASE



SETUP



VALIDATION



LAUNCH

# REAL ESTATE

Our proven track record

*Total*  
**UNITS**

**SOLD SO  
FAR**

**300+ UNITS  
SOLD OUT**

*Total*  
**REVENUE**

**GENERATED  
FOR CLIENTS**

**₹300+ CR.**

*Highest*  
**TICKET**

**VALUE OF  
PROPERTY SOLD**

**AVERAGE COST OF  
₹2.5 CR. PER UNIT**

# TAILORED STRATEGIES FOR GROWTH

- **Demand Analysis:**

- In-depth market research to identify target audiences.
- Focus on high-demand demographics and property segments.

- **Iconic Branding:**

- Creating a luxury appeal to establish projects as premium brands.
- Highlighting unique features such as sustainability and innovative design.

- **Cost-Effective Marketing:**

- Achieving maximum lead generation with minimal spend.
- Leveraging re-marketing strategies to close deals effectively.

# CASE STUDY: NATIONAL BUILDERS

- **Background:**

- 30+ years of presence in Kerala and Mumbai.
- Limited digital presence, primarily reliant on traditional methods.

- **Challenges:**

- Ineffective communication of brand values.
- Difficulty reaching target demographics.

- **Solutions:**

- Revamped digital strategies with a focus on SEO, Google Ads, and SMM.
- Targeted remarketing campaigns to convert website visitors.

- **Results:**

- Enhanced brand visibility.
- Achieved a 10x ROI.
- Strengthened market reputation

# CASE STUDY: NATIONAL BUILDERS

- **Detailed Explanation of Solution:**

We were brought on board to enhance National Builder's online presence to address the challenges. Our team of experts, worked closely with National Builder's to revamp their content and posting strategy in a standardized and professional manner. We developed a cohesive and engaging online presence that effectively communicated National Builder's value and offerings to the targeted audience. Our strategy included focusing on the targeted audience and demographics, implementing best practices using Google Ads, YouTube video promotion, and Social Media Marketing (SMM), including posters, creative videos, creative content, etc, which led to most conversions. Used Search Engine Optimization (SEO), and website management to increase the visibility of National Builder's website and social media pages making it easier for potential customers to find them online. We utilized remarketing techniques that allowed us to target customers who had at-least once visited their digital platform.



*Developed*  
**OFFICAL  
WEBSITE**

**FOR  
NATIONAL  
BUILDERS**

Ready to Occupy  
No GST  
Homes

K-RERA/PRJ/121/2020  
rera.kerala.gov.in

The true sense of belonging

NATIONAL SIGNATURE TOWER I  
2&3 BHK  
Luxury Apartments

**68** Lakhs Onwards\*  
Edappally, Kochi

NATIONAL BUILDERS SINCE 1986

NATIONAL SIGNATURE

T&C Apply

1516 Sq.Ft - 1604 Sq.Ft  
K-RERA/PRJ/ERN/143/2023  
rera.kerala.gov.in

Ongoing  
[Project]

NATIONAL BUILDERS SINCE 1986

**CLOSE TO CARE**

Amrita Hospital - 3 Km  
Aster Medcity - 3 Km  
CIMAR Hospital - 1.8Km

NATIONAL SIGNATURE TOWER II  
**1.10cr** Onwards\* | 3 BHK  
Luxury Apartments  
Cheranalloor, Edappally

NATIONAL SIGNATURE TOWER II

T&C Apply

RERA K-RERA/PRJ/066/2021

NATIONAL TREEDOM PARK

**TAKE A LIFT TO THE FUTURE**

Make your loved one extra happy at **Treedom Park**, Vyttila.

**2&3 BHK**  
READY FOR POSSESSION FLATS

**₹83 Lakh** Onwards

Book your home now  
[www.nationalbuilders.in](http://www.nationalbuilders.in)

NATIONAL BUILDERS SINCE 1986

NEARING COMPLETION

K-RERA/PRJ/121/2020

YES I AM GOING TO LAND SAFE

2 & 3 BHK  
Luxury Apartments

**65** Lakhs Onwards\*

National Signature Edappally

NATIONAL BUILDERS SINCE 1986

NATIONAL SIGNATURE

T&C Apply

NEARING COMPLETION

K-RERA/PRJ/ERN/022/2023  
www.nationalbuilders.in

Nature's HOME IN URBAN LANDSCAPE

NATIONAL TREEDOM PARK TOWER 2

2 BHK | ₹88 Lakhs Onwards\* | VYTILLA, KOCHI

NATIONAL TREEDOM PARK VYTILLA

NATIONAL BUILDERS SINCE 1986

# CASE STUDY: SKYLINE BUILDERS

- **Background:**

- Legacy of excellence that spans over three remarkable decades
- Limited digital presence and didn't have individual project website and promotions.

- **Challenges:**

- Differentiating from competitors in the luxury segment.
- Building trust with high-net-worth individuals (HNWIs).

- **Solutions:**

- Leveraged influencer marketing and virtual property tours.
- Developed personalized email and SMS campaigns.

- **Results:**

- Increased sales of premium flats and villas.
- Strengthened Skyline's position as a luxury brand.



*Developed*  
**PROJECT  
WEBSITE**

**FOR  
SKYLINE  
BUILDERS**

# DEMAND-DRIVEN CAMPAIGNS

- **Campaign Highlights:**

- Targeted Google Ads with high-performing keywords.
- Social media campaigns showcasing 3D visuals, videos, and testimonials.
- Placement ads on popular regional platforms (e.g., Manorama, Mathrubhumi).

- **ROI Metrics:**

- Cost per lead reduced by 30%.
- Conversion rates improved by 25%.

# DIGITAL TRANSFORMATION TECHNIQUES

## Key Initiatives:

- **Search Engine Optimization (SEO):** Enhanced visibility on search engines.
- **Social Media Marketing (SMM):**
  - Increased engagement through creative content.
  - Platforms: Instagram, LinkedIn, Facebook, and YouTube.
- **Remarketing:** Targeting users who previously interacted with ads.
- **Performance Analytics:** Tracking KPIs to optimize campaigns.

# RESULTS AND IMPACT

- **Key Achievements:**

- Website traffic increased by 50%.
- Over 300 high-value units sold annually.
- Conversion rates exceeding 25%.

- **Client Success Stories:**

- Established National Builders, Skyline Builders, Classic Homes, CIDBI and more as top brands in their segments.
- Strengthened client reputation and market trust.

RERA K-RERA/PRJ/066/2021



# City Outside. Tranquility Inside.

Your love will rule in this **KINGDOM**  
we have made for you at **Palarivattom**

Starts at  
**1.63** Cr  
Onwards

**3, 4 & 5**  
**BHK**  
SKY VILLA

Contact us:  
[www.nationalbuilders.in](http://www.nationalbuilders.in)



ONGOING PROJECT

RERA K-RERA/PRJ/066/2021



## Freedom **TO LIVE!**

Treedom Park Vyttila-Your  
Comfort is our responsibility

Ready for Possession :  
**2&3 BHK**  
Luxury Apartments

Starting at  
**₹83 Lakh**  
Onwards

Don't wait, just buy it:  
[www.nationalbuilders.in](http://www.nationalbuilders.in)



## We are sorry if choosing one is difficult with all three being **impressive.**



UNRIVALED AMENITIES  
Redefining Your Living Experience



+91 9846 011 111

[www.trinitybuild.com](http://www.trinitybuild.com)

1516 Sq.Ft - 1604 Sq.Ft  
K-RERA/PRJ/ERN/143/2023  
[rera.kerala.gov.in](http://rera.kerala.gov.in)

Ongoing Project

**Fun for all!**

**NATIONAL SIGNATURE TOWER II**  
3 BHK **1.10** cr Onwards\*  
Luxury Apartments  
Cheranalloor, Kochi

**GDBI**  
The Builder with Expertise Care

K-RERA/PRJ/TSR/112/2021  
[www.rera.kerala.gov.in](http://www.rera.kerala.gov.in)

Unpredictable **LUXURY**

**CANDOR**  
Punkunnam, Thrissur

**2&3 BHK**  
Luxury Apartments

VISIT OUR SAMPLE FLAT  
Nearing Completion

+91 9496 933 000

+91 9496 933 000  
K-RERA/PRJ/TSR/112/2021

**GDBI**  
The Builder with Expertise Care

ON-GOING PROJECT

VISIT OUR SAMPLE FLAT

**BUILDING HOME AND BRINGING HAPPINESS**

**CANDOR**  
2&3 BHK  
Luxury Apartments

Punkunnam, Thrissur

# OUR CLIENTELE

							
							
							

## Contact Us

### Corporate Office Kochi

Accolades Integrated Pvt Ltd

No.32/3071-B, First Floor  
Anjiparambil Building, Ponnuruni  
NH Bypass, Vyttila, Cochin - 682 019

✉ mail@accoladesmedia.co.in

☎ +91 90726 19923, +91 99478 47237



### Branch Office Mumbai

301, 3rd floor, Corporate  
Corner, Sundar Nagar, Malad  
West, Mumbai – 400064

✉ mumbai@accoladesmedia.co.

☎ +91 90726 19925

### Branch Office Trivandrum

3B, Unity Towers, Chempakassery  
Nagar Lane, Opp. M. G. College,  
Kesavadasapuram, Trivandrum,  
Kerala - 695004

✉ tvn@accoladesmedia.co.in

☎ +91 90486 89977

### Branch Office Bangalore

5th Floor, 91 Springboard Building,  
ITPL Main Road, Garudachan Palaya  
Mahadevapura, Bangalore - 560 048

✉ bangalore@accoladesmedia.co.in

☎ +91 89944 35631



**SCAN ME**

We provide best  
customer support

facebook.com/accoladesmc/

instagram.com/accolades\_integrated/