



ACCOLADES Integrated™



CONFIDENT GROUP CASE STUDY

ACCOLADES INTEGRATED

Confident Group stands as a prominent real estate developer in Kerala. Their comprehensive digital transformation strategy has yielded significant results, with digital media contributing to 70% of sales. This success is notably driven by the implementation of targeted digital advertising campaigns across more than 120 countries, particularly leveraging META and Google Ads platforms





Objective

The digital marketing initiatives were strategically designed to amplify brand awareness, attract high-quality leads, and expand audience reach through a multi-channel digital approach.

Google Ads

Our primary marketing channel strategy focused on leveraging highly relevant keywords to ensure top-ranking ad placements within search engine results.

Re-Marketing

Strategies were implemented to re-engage users who had previously interacted with Confident's website through targeted ad displays.

To achieve broader audience reach, ad placements were strategically secured on platforms such as Manorama and Mathrubhumi.

Social Media

To enhance brand engagement and broaden audience reach, we implemented a redesign of Confident's Facebook presence, prioritizing visually rich contents and videos showcasing both completed and ongoing developments. Targeted and compelling advertisements were deployed, emphasizing the unique features and benefits of Confident's projects and amenities. These initiatives also contributed to a notable increase in followers across Meta and LinkedIn platforms.

Results

Confident's collaboration with our agency marked a transformative phase for the company. The demonstrable success of the digital marketing campaign underscored the critical value of strategic investment in digital channels to expand audience reach, enhance brand visibility, and accelerate business growth.

A meticulously executed digital marketing strategy offers a powerful pathway to engage new customer segments, cultivate stronger brand recognition, and establish a distinct competitive advantage.



Our Designs for Confident Group

CONFIDENT GROUP

K-RERA/PRJ/284/2020
www.rera.kerala.gov.in

MOVE IN WITH NO DELAY

Blueberry
Premium Apartments

CLOSE PROXIMITY TO SCHOOLS, HOSPITALS AND LIFESTYLE ESSENTIALS.

Enquire Now

2 & 3 BHK
Premium Apartments

Near Mount Wardha,
Kanjikuzhi

READY TO OCCUPY

A LUXURY BRAND OF CONFIDENT GROUP
Confiluxe
Luxury Living

QR Code

CONFIDENT GROUP

HAPPY LABOUR DAY

Every Drop of Their Effort Waters the Pillars of Progress.

CONFIDENT GROUP

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Gateway
Premium Apartments

Close to Upcoming Metro Station & Expressway

2 & 3 BHK
Premium Apartments

Near Infopark & Rajagiri Campus,
Kakkanad

Newly Launched

A LUXURY BRAND OF CONFIDENT GROUP
Confiluxe
Luxury Living

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Our Designs for Confident Group

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Astoria

NEW LAUNCH

Exclusive Private Garden Space for Each Unit

2 & 3 BHK Premium Apartments | Behind UST Campus, Near Technopark, Trivandrum | **ENQUIRE NOW**

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Be Proud of This **പ്രൗഢി**

Astoria

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കോട്ടയത്ത് നിങ്ങളുടെ COMFORT ന് ഒരു കോട്ടവും തട്ടില്ല

Blueberry PREMIUM APARTMENTS

PRIME LOCATION
PREMIUM AMENITIES

Enquire Now

2 & 3 BHK Premium Apartments | Near Mount Wardha, Kanjikuzhi | **READY TO OCCUPY**

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Gateway Premium Apartments

2 & 3 BHK Premium Apartments | Near Infopark & Rajagiri Campus, Kakkanad | **Newly Launched**

Why Accolades?

Leveraging Accolades' premium partnerships with **Google** and **META**, we consistently deliver exceptional **return on ad spend (ROAS)** for our clients. Our creative team's expertise in online brand building has garnered international acclaim.

Through close collaboration with each client, we gain a deep understanding of their vision and mission, enabling us to develop bespoke online image-building strategies.

Having served over **250+** clients globally, by implementing this comprehensive strategy, we are confident that we can help any developer see a significant increase in reach and engagement with our team across your audience digitally.

FIND US IN



KOCHI



MUMBAI



TRIVANDRUM

We are a multi-location company with 10+ years of experience, operating from Kochi, Mumbai, Bangalore, Trivandrum, Chennai, and Calicut.