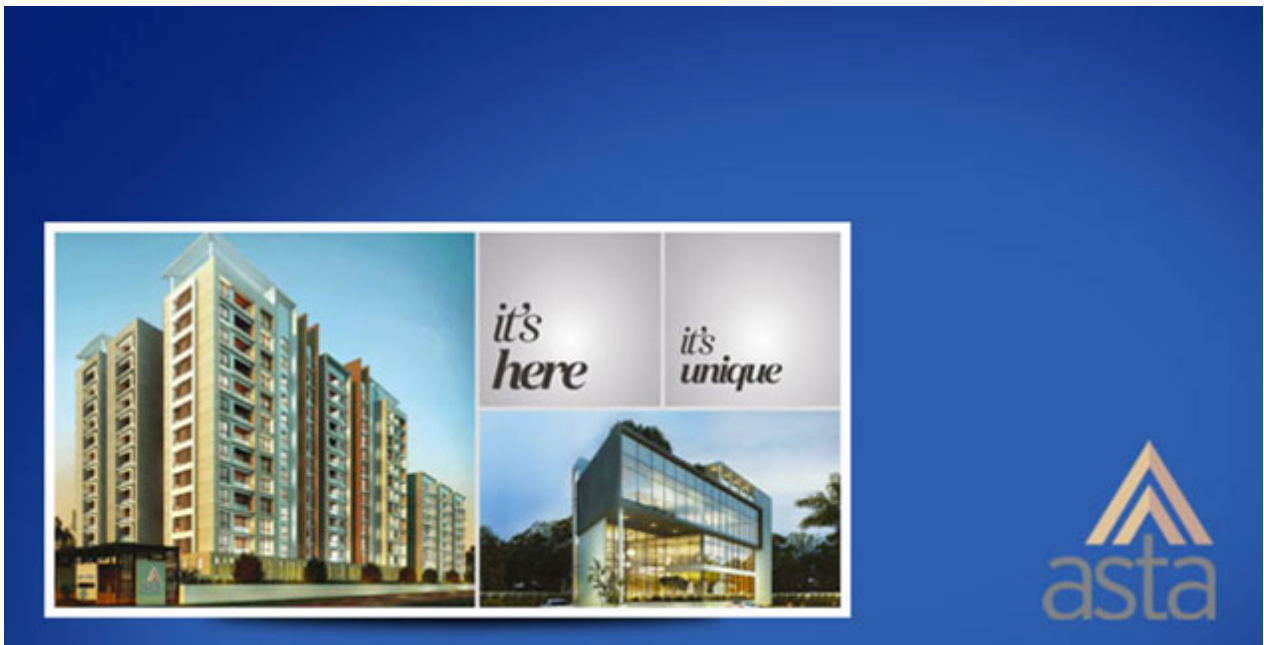


Creating the Right Buzz around Legendary Landmarks – Asta AVM



Opportunity & Challenge

ASTA is a joint venture by Mr. M. Balasubramaniam of AVM and of Sapthirishi Buildcon LLP. The project's promoters are among the largest in Chennai with over 12 Lakh Square Feet of commercial and residential space inside the city. ASTA is unique and a landmark project, located in the heart of city with dual access to both K K Nagar and Vadapalani. The project covers over 6 acres consisting of over 600 plus houses. The challenge we faced here was finding the right audience to occupy the premium piece of real estate at a legendary landmark.

Solution

We started with getting the basics right and created a brand logo. We created a premium aura around the project using social media and online reputation management. Using the name of the brand and the legendary location to our advantage, we created innovative concepts to build trust with the audience as 'trust factor' plays a major role in real estate always.

Approach

We approached the challenge right away with the artillery using efficient, proven strategies in SEO, SMO, google adwords campaigns and social promotions. We kept updating the audience regularly depending on the projection of the premium nature and trust value of the project. We created extensive visibility, improving brand value. We also created a buzz about the importance of such a landmark project on the social media.

Outcome

The outcome was staggering and in right proportions to the enormous scale and magnitude of the project. Our social media and search engine advertising promotions paid off with over 1500+ enquiries within a week. The success of our promotions was measured with the percentage of positive lead conversions for the project.