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CREDAI-MCHI WEBINAR

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CREDAI-MCHI Webinar: Key to the Lockdown – Episode 21 Presented by Deceuninck India and Godavari Paints Episode : 21

Date: 6th May, 2020 (Wednesday)

Timing: 10:30 am

Venue: Zoom video Meetings

Topic: Digital Marketing- A Strategic Approach

Speakers: Mr. Govind Rai, Co- Founder - Insomniacs | Blueprint | RealtyX

Moderator: Mr Aaditya Shah

Mr. Govind Rai :

We will understand case studies which you can implement in your work now and post Covid.
Zero Moment of Truth

What question you should ask before starting a campaign ?

- Decide your goal
- Use data in a best manner
- Who is your target audience?
- Decide Key means of communications – Facebook, google provide platform.
- Plan you budget and duration of Campaign

Platform to use your campaign

- Brand Awareness
Consider driving an awareness campaign during the project launch to increase the brand recall and gain highest reach
- Lead Generation
Consider digital one of the fastest mediums to generate leads with the most efficient cost than any other medium available screening
- Traffic
Populating the site with right set of audiences which can be captured with help of pixel & can be re-targeted at any point
- Video Views
Driving views to the brand or project promotional videos on facebook and youtube
- Registrations
Consider driving campaigns for registration in case of on site events

Why should not rely on traditional medium? Why digital?

Just three words answer

- Low cost per lead, thus low cost of site visit, as well as booking
- Control the expenses whenever needed
- Customise your communication whenever you want

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Friction in the path to purchase

Awareness : Poor creative; lack of clarity on what should be done; lack of complete information on pricing/offers

Consideration : Limited trust for the brand; lack of testimonials, feedback; commoditised space too many brands advertised without clear USP

Intent : Not able to contact real estate company; TAT after submitting a query

Purchase/ Post Purchase : No update on property possession status; don't know how to go about interior décor, furnishing etc.

When it's digital, it is not just a lead it is a lot more

- Medium which provides the biggest breakdown of a consumer
- Audience insights to the most granular level can be obtained
- You have the data of who reacted from a particular location using a particular phone on viewing your contest on a particular platform
- On other marketing medium than digital can give you the most precise stats of the in flow
- No matter how expensive the lead cost in digital may be, it is always going to be lower than the lead through any other promotional medium
- Data world's biggest resource in crisp and to point with digital

How do you increase your quality ratio?

- Understand what the audiences searching while you're getting a conversion
- The insights which show is the best performing age group and gender.

Insights from digital help you plan your campaign

- Data that suggests which are the most favourable days of the week to go aggressive
- The insights which show which is the best performing age group & gender

How to plan your T. G. for your campaign ?

- Affinity – Audience targeting on the basis of their affinity
- Market audiences – who are looking for specific product and services in the market
- Income Bracket – Target the audience on the basis of their interest and devices being used
- Consumer Classification – Targeting on the basis of National level consumer classification
- Profession : Audience targeting on the basis of work
- Specific App – Targeting the audience on specific application

Lead generation – Best Practices

Customise the lead experience to attract only qualified leads

- Add qualifying text on top of the questions to contextualise the full details of the request
- Add up to 5 custom questions to refine the quality of the lead. Asking the right questions gets you the right leads. Access leads in real-time via API or your CRM solution and follow up immediately to drive results
- When backed with CP support and one another media at least. Digital yields even better results.
- Mobile first ads are watched for longer and are more memorable

Digital Campaigns during the Lockdown

- Winning Auctions at lowest cost and get the CPL reduced by 60% - 70%
- Chance to generate more leads at the same cost
- Redefine the qualification ratios by keeping intact the prev ratios

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- Going out with branding exercises, its always good to have a brand built & this is the time when branding exercise can be effectively carried out

Advanced realty showcase and customer engagement platform

- Most interactive format to transform your site tour to virtual 3D walk through to create a new technology advanced experience ever given in Real Estate.
- Take a site tour with your prospect and converse as if in person, while you navigate virtually with the first ever voice-based co-navigation

E-booking now in Real Estate

Be among the few record e-booking upon successful just by integration of sharp payment gateways

Consolidated tracking system for sales & visits with real-time insightful dashboard

Question and Answer session:

Q. Digital Marketing does not go well for more than 4 CR projects , is it a distill platform ?

Ans : 4 crore project is the luxury project hence Facebook and Google would not be the right target. Less number of people available for luxury projects. You have to give more for luxury projects.

Q. You were using TIK TOK for a medium as marketing , what kind of target you were looking at and how you executed this ?

Ans . Tik Tok pickup so well in India. This medium is definitely for medium and affordable projects. we know where our audiences are, affordable & mid segment, we wanted to reach this kind of audience, and it competed with no of FB views

Q. First time user of digital marketing, what do you suggest easy way?

Ans.: Facebook and Google have always showcased, as there is so much depth in it, you can start with a basic target through Facebook, give budgets, you are able to back with technology and CRM for midterm & affordable projects. 80% to 90 % can we taken care of in house capacity itself.

Q. Social Media marketing, in the recent past has really picked up, in the near future social media picking up, do you seen a way in the next few years social media marketing taking over from search engine marketing?

Ans : There are two different things customer want something and then something pops up. Social media strategy is a push strategy. In future so much of competition come in. Social media has some limitation. SEO element topic I don't think is coming time its going away till the time google search exist. For any good developer having a right mix between SCO and SCM is very important phenomena. So SCO is very organic phenomena. Building up your own youtube channel so normal search you are continuously appearing. In long term SCO should always be important.

Q. How do you strike the right balance between content and also marketing yourself basically between hard sales and hard marketing ?

Ans :Creativity is good but not going through the point, it may be great use . So showcase the technicality is the best mixed that you actually get but if you are doing something for very niche audiences possibility is it would not reflect well and in digital marketing the adds are not just goes out facebook decides it is relevant or not. Creating a mix between creativity and

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technicality where real solution lays grab the right attention.

Q. What would you think for a few thing look out for so that your campaign on Digital marketing does not fail ?

Ans : You are sustaining enough, once you pause your campaign and again start the whole setting goes for a change that one thing you have to take care, Second thing not optimizing the campaign.

Q Youtube is expensive medium to advertise, how effective Youtube is?

Ans : When Real Estate generate any campaign our objective is always regeneration, and Youtube is experimenting the same, Real Estate developers they want result in real time. So youtube is not a platform to reach in real time but as a platform to build awareness. It would be help for luxury. But as a content Video format is amazing has content. Most interesting phenomena in Covid is ODT platform like Hotstar, Voot etc. you can reach out your customer with ODT platform.

Q. What do you see in the market after Post Covid ?

Ans : In this lockdown everyone realize that there no asset like home that anyone can own. We don't know when the Covid situation end and how economically country going to be placed for sure if there 100 buyers we may have 50 will be buyers for sure. It will have impact on customer.

Q. You didn't say anything about LinkedIn, throw some light on that?

Ans : Linkdin is quite well, it has not been direct regeneration platform for any of the strategies apart from luxury space. It come up on 5th position because result not at par as per the cost, quality has great. But number of changes that are going experimenting on luxury spaces.

Q. Our president has a question that can you gives us five most important points how we can negotiate with Facebook and Google to get the best rates and get better CPS.

Ans. : I believe nowadays what they're doing that, you know, Facebook and Google both are open all the times, that's the conversation that we have had with their Partners. They are ready to make sure that you know, they're able to give and pass on the training to the respective teams are not with only the agency partners but have for the developers. Also Facebook and Google are continuously, you know addressing and trading events for Real Estate so that the real estate people can come in and the training sessions are being given all across India Bombay and Delhi these sessions happen quite a regular to twice a year and in terms of the negotiations or to be very honest once you know, the team is understanding it is all about the negotiation always with the thing is here if you understand the platform, well, if you're able to optimize it this invariably nothing cheaper than facebook and google right now. We are doing two cameras right now. We're beginning a leader 200 rupees for our inventory of one color one and a half crore what cheaper than this that things can go? So as I said it is all about how do we use the platform well, that is very important on Facebook and Google and to make that happen they are ready to trained and they are continuously training our team us and we have been we can engage now with the real estate developers as well. And that's what we're trying to do with MCHI if they go well with this next sessions, we will have more share with them.

Q. There is a great distance between the sales team that is currently there with majority of the developers and their digital marketing or digital adaptation capability. So, it's like I have a wonderful car, but I don't know how to drive it. So, how can we have a series of training sessions maybe from you maybe from other digital people of Facebook, Google, you know in a very structured manner. So for the next three to four months where the takeaway could be

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that 90% of the sales team, which is there in our industry, you know has the basics of digital. This is my first request as today MCHI. Second is what would be the most five important takeaways from you or five most important things that you would say in the entire thing, you know that these are the most important things that these are my two questions?

Ans. : I believe the responsibility lays in the hands of the leaders base from where I am coming from, I believe these are the two things we have to understand and the way they are so there's a thing called you taking making your company digitized and one thing is going digital. We got to understand is they're not same things are two different things, getting digitized is their internet is not one important force but getting digital internet is a very important force. So why they're two different things your marketing team or your digital team will generate the leads but how they are being taken into the funnel into the particular software that you are using or the CRM system that we are using and how strictly you're making sure that all the sales representative, and not taking any shortcuts and are making sure that they are filling all the details as much of them on the platform's and that platform is ready to give you actionable insights. Now that three stage which I explain the digital team generating the leads your team, you are forcing them to use the platform in the right manner will all the details possible and then the platform should be ready to give you insights when these three plays things are happening simultaneously. What happens here is you have the car you are making sure that there's a driver who's driving it because your digital marketing team is going to drive it, but other people who sitting they can also learn and being seen with him by ensuring that they are in the car and they're doing everything that is needed which is needed for a hygiene to be maintained to run a good digital marketing campaign and to create the right lead fun. So that is happening you will see a huge amount of zinc all a cross between the distal marketeers, between the sales team and response system because this sales and marketing forces are actually connected keeping them separate as two different divisions is not the future, the future is making sure that these two phenomena and domains are coming together as one and taking insides from each other. So sales team tells us boss this is inside we got the customer come from this angle. Why don't you start your campaign in this particular catchment area also, you know, we saw this inside that the people with from Tamil Nadu they are approaching why don't you open specific targeting and you use Tamil as a language to Market yourself. So these insights from sales and marketing will form a circle and will do effective, will fetch effective results.

So, I will ensure that Facebook and Google have given their approvals in terms of they will be joining us on the day that we close now in done next week Monday to Wednesday anytime and we will even talk to linkedin and Ticktok team if needed for them to do the session and one of the sessions we will create from you know, making sure that how do we ensure that? All the processes between sales and marketing can get automated. So we get the right people from this domain also who will be representing their technologies as well and few people who can weave it together and give conduct the few session around this on this particular platform. So, we will arrange it within the next coming week itself and we will do the sessions.

I believe the vice five most important most important things are

One thing as I said, no your target audiences well.

plan your keep your communication. Very start do not confuse yourself not to confuse people.

The third point is do not forget to read between the data. Do not undermine. Just try to understand at the superficial level. Try to see the very fine insights of it.

The fourth part as I said, keep optimizing the communication based on the responses in terms of which cashnet areas are doing good. In terms of what is the feedback that is coming in from each and every call that you are making, the call centres and digital market should always be

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connected in the real time, you can actually get the feedback, from making the calls for your leads so that you can optimize your campaigns.

The fifth part is always been touched with your sales team, that's a very important phenomena but don't just run the campaign on your own believing that what you believe is good or this is the data that you are getting. The sales team on the ground they have a great amount of insight because they're interacting with the customers in real time. They will have a lot more discoveries try to use those discoveries to accelerate your sales and your digital marketing game plan. So, this will be five alignment for my side.

Q. What is the CRM platform that you found very effective for developers to have good integration between all Digital platforms. So basically I would interpret this question as see all CRMs are customizable as we all know. So basically what I would ask you is how do we best customize our CRMS and to monitor our digital marketing campaigns in the best possible way?

Ans.: So when you are looking out for CRMS, as I explained multi-touch attribution. You should always remember that if your platform or CRMs what kind of insights they are giving so it is very important whether your platform is handling lead telephony well or not, you know so that you can run virtual numbers and data from other platforms of lead telephony is important of course user interface something which is very personal what you believe about your team like it, but a third part which is the most important part is how it is interpreting the data and you know how it is putting how much of data that it is ready to give you and how it is structuring the data to give you a better output is the real requirement most of the CRMs that we have seen in India right now to be very honest is a huge scope of improvisation in this space because also of course, US is also struggling with the same. So, customization and yes, you can provide stock to your CRMs guys and improvise data implementation of it because the insights are very raw. It is not that you know, what you can do on excel in the same insights are coming on CRM there is a certain problem in CRM. So, the interpretation that you can fetch from Excel if the same thing is there is something which is wrong. See to it how many data can come are you tracking the customers behaviour is in any way with any of your interfaces, your core your channel Partners behaviour and your engagement with them are those things automated. So, these things are going to be playing a very important parameter or a bit of time the CRM space is going to evolve a lot in the next two to three years is from where we see a and based on whoever, whichever CRM we are dealing with right now try to show these opportunities with them to make your platform technologically ready for the times to come.

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