



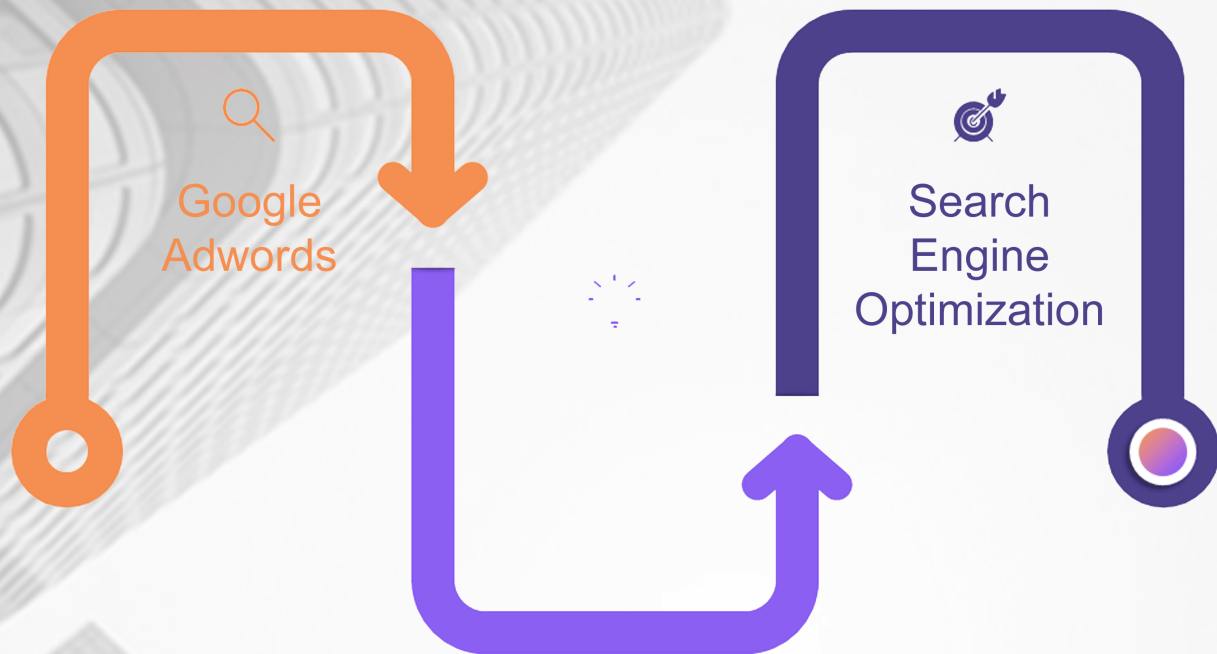
Enchanter
Digital Marketing Solutions
For Residential Projects

Services Offered

Inbound Lead Generation for Residential Projects



Technologies Used



Technologies Used

Farming VS Hunting

We need both the strategies to generate a healthy repository of clients.

1

GOOGLE ADS -
HUNTING APPROACH

2

SEO –
FARMING APPROACH

Google Ads



TYPES

Search Ads – CPC
(Cost per click)

Search Ads – CPA
(Cost per Acquisition)

SEO

(Search Engine Optimization)

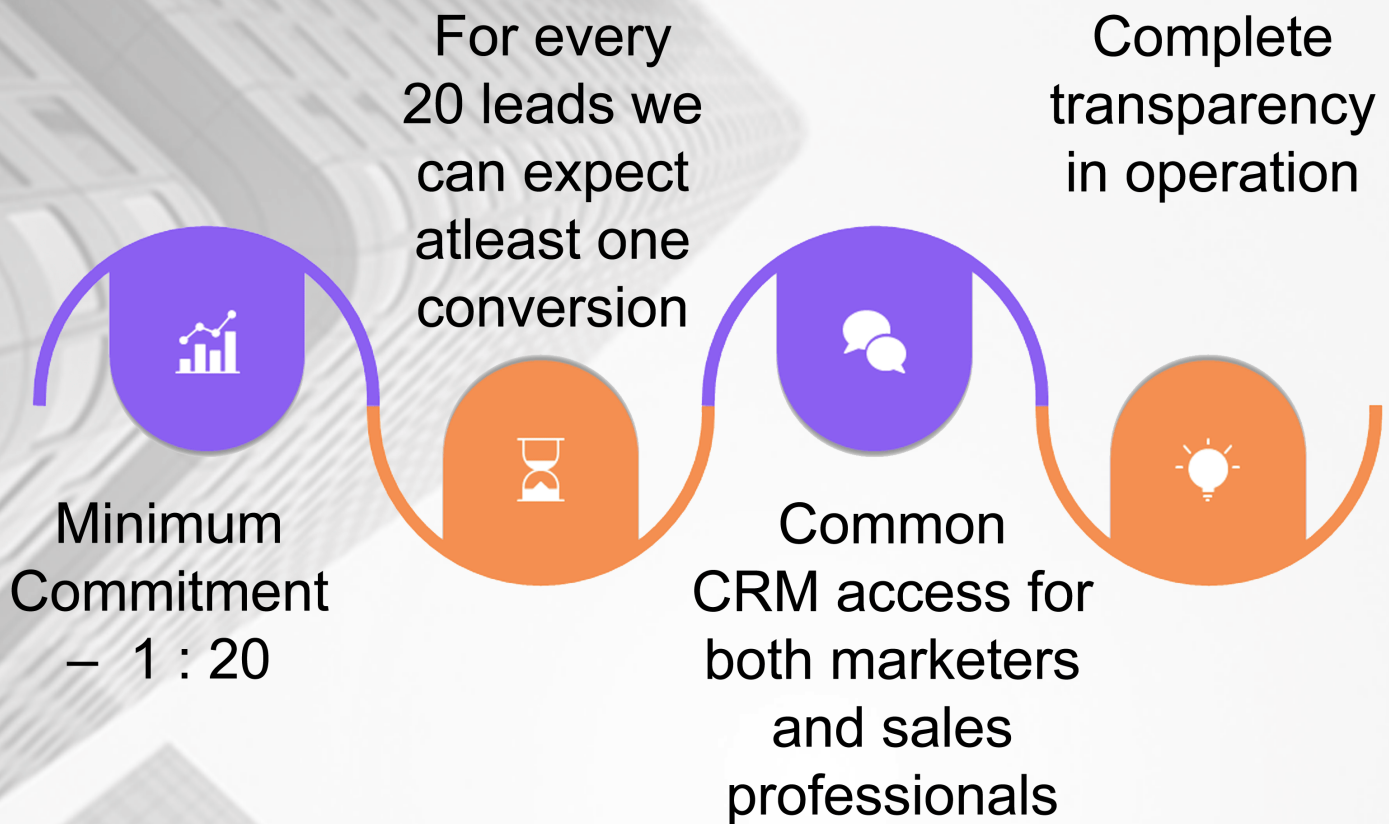


1. Organic week on week growth in traffic to your website
2. Steady stream of free leads generated using SEO
3. Onsite and Offsite optimization to ensure maximum enquiries

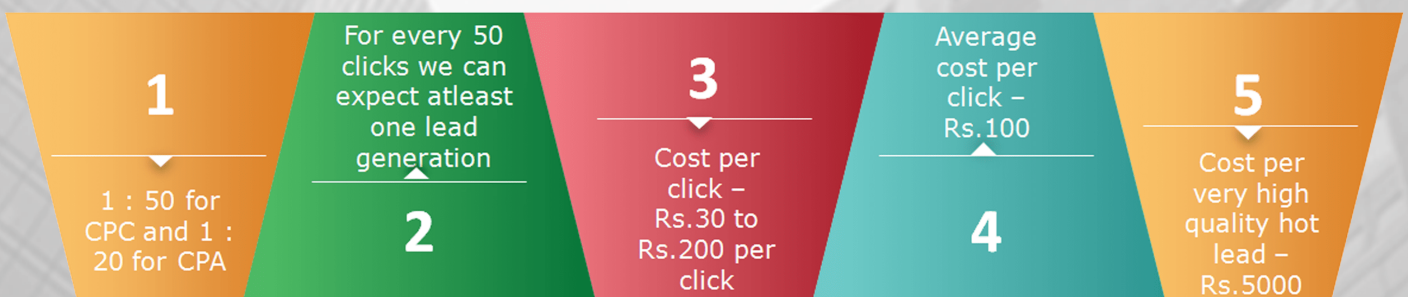
Pricing

Strategy	Cost per month	Optimum Tenure
SEO	Rs.25,000 + GST per project	9 months
Google Ads CPC campaign	30% of budget	5 months
Google Ads CPA campaign	36% of budget	5 months

Lead to Conversion cycle



Click to lead ratio



ROI from CPC

1.

Assumed Lead Cost - Rs.5000

2.

Cost of 20 Leads - Rs.1,00,000

3.

Marketing Cost - Rs.30,000

4.

GST - 23,400

5.

Total Cost - Rs.153,400 per conversion

ROI from CPC

1.

Cost per month – Rs.25,000 per project + GST

2.

Leads for first 3 months – NIL

3.

Leads in month 4 – 5 to 10 per month

4.

Leads in month 5 – 10 to 30 per month

5.

Leads from month 6 – 30 to 50 per month

ROI from SEO

Duration	Leads	Conversions
Month 1	0	0
Month 2	0	0
Month 3	0	0
Month 4	15	0
Month 5	30	1
Month 6	50	2
Month 7	70	3
Month 8	90	4
Month 9	90	4
TOTAL	345	14

SEO

(Search Engine Optimization)



1. Lead conversion ration – 1 : 25
2. One conversion for every 25 leads
3. Cost of SEO for 9 months –
Rs.2,25,000 + GST
4. Cost of SEO for 9 months –
Rs.2,65,500
5. Cost per conversion – Rs.18,964.8

Ideal plan for Less than 10 units project



✓ CPC and CPA strategy for 9 months

✓ Recommended budget – 7.2 Lakhs

✓ Average Cost per conversion – Rs.72,000 (For 10 units project)

Ideal plan for 10+ units but less than 50 units

A. SEO - 9 months

01.

**Recommended Budget –
Rs.25,00,000**

B. CPA - 9 months

02.

**Average Cost per conversion
– Rs.50,000
(For 50 units project)**

C. CPC - 9 months

Ideal plan for 50+ units but less than 300 units

A. SEO - 18 months

01.

Recommended Budget –
Rs.36,00,000

B. CPA - 9 months

02.

Average Cost per conversion
– Rs.12,000
(For 300 units project)

C. CPC - 9 months

Ideal plan for 300+ units but less than 2000 units

A. SEO - 18 months

01.

Recommended Budget –
Rs.1,80,00,000

B. CPA - 9 months

02.

Average Cost per conversion
– Rs.9,000
(For 2000 units project)

C. CPC - 9 months

Locations

Domestic Centers

Olympia Tech Park

203, Level - 2, Altius Block,
No - 1, SIDCO Industrial
Estate, Guindy,
Chennai - 600032

Global Centers

- New York
- Shanghai
- Sydney
- Dubai
- London
- Boston

Contact

Feel Free to contact us anytime.



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A low-angle, upward-looking photograph of several modern skyscrapers in a city. The buildings are made of glass and steel, with many windows visible. The sky is a pale, clear blue. The perspective creates a sense of height and grandeur.

*Thank
You!*