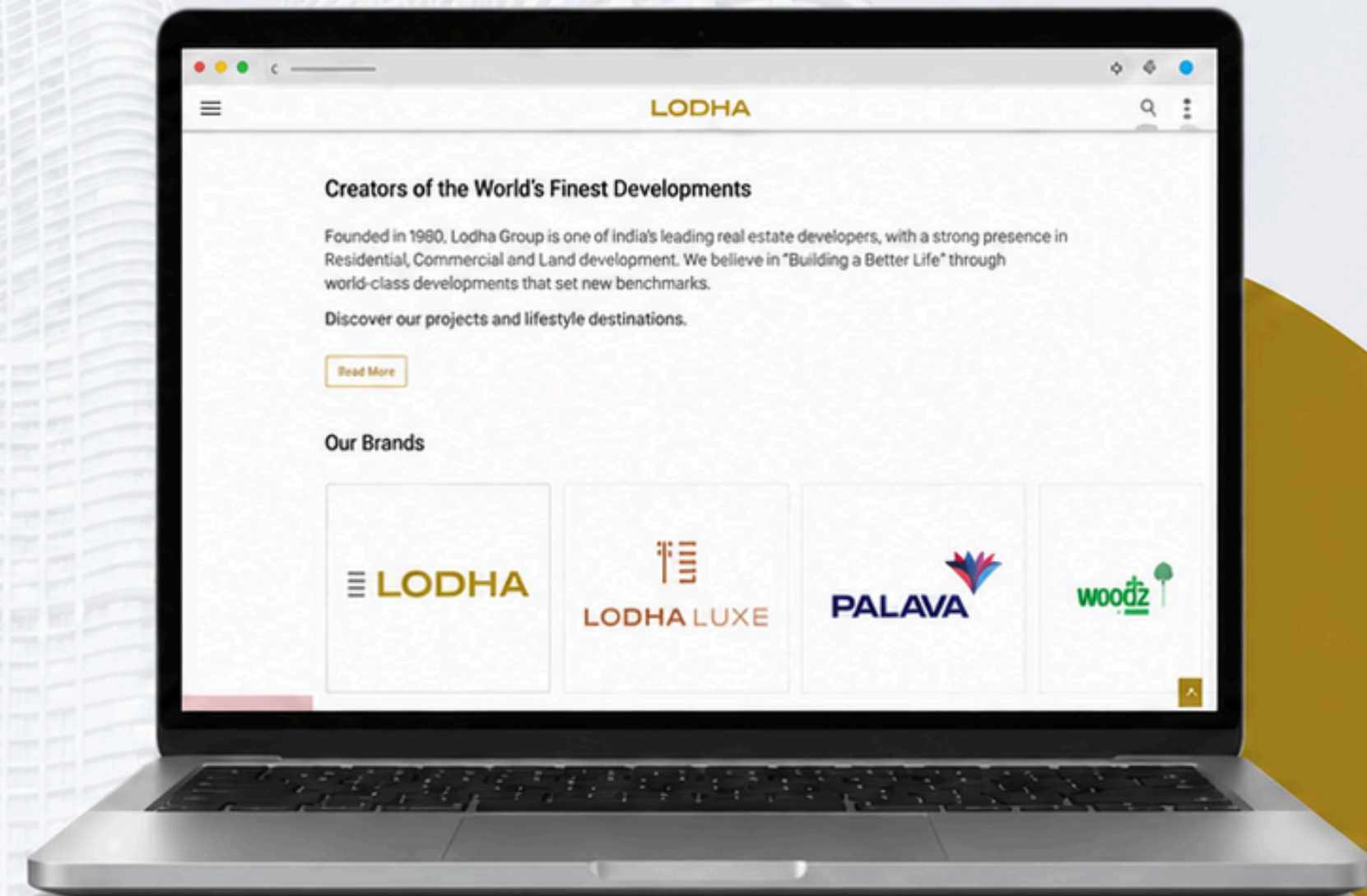




Search Ads Strategy for Lodha Group (Real Estate)

Case Study



Overview



Lodha Group is one of India's leading real estate developers, renowned for creating iconic residential and commercial properties across major cities like Mumbai, Pune, and Hyderabad.



Lodha Group is famous for their creative building designs and luxurious homes. They've won awards for their projects that make city living better with top-notch features and amenities.



The Lodha Group cares about the environment. They use eco-friendly designs and technology in their buildings, showing they're committed to being responsible while offering top-notch living spaces.

Campaign Setup



Keyword Research

Through keyword research was conducted to identify relevant search terms such as “luxury apartments in Mumbai”, “premium homes by Lodha,” and “real estate developers in India.”



Ad Copy Creation

Compelling ad copies highlighting key selling points such as luxury amenities, prime locations, and trusted brand reputation were crafted to attract clicks and inquiries.



Ad Extensions

Utilizing site link extensions, callout extensions, and structured snippets to provide additional information and enhance ad visibility.



Targeting

Geographic targeting was optimized to focus on areas with high demand for luxury real estate ensuring ads were shown to potential buyers in key locations.



Budget Allocation

A budget was allocated strategically to prioritize high-performing keywords and ad groups while maintaining a competitive presence in the real estate market.

Execution and Optimization



Ad Performance Monitoring

Constant monitoring of ad performance metrics such as click-through rate (CTR), conversion rate, cost per click (CPC), and lead quality using the Google Ads dashboard.



Keyword Optimization

Regularly optimizing keyword bids, adding negative keywords, and refining keyword match types to improve ad relevancy and reduce wasted ad spend.



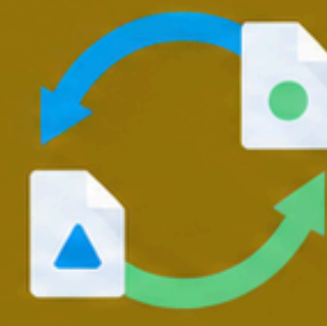
Ad Testing

A/B tests different ad variations, headlines, and call-to-action messages to identify which combinations drive the highest conversions and lead quality.



Landing Page Optimization

Ensuring the landing pages are optimized for conversions, providing clear information about available properties, virtual tours, pricing, and contact options.



Conversion Tracking

Implementing conversion tracking using Google Analytics and Google Tag Manager to attribute leads and inquiries to specific ad campaigns and keywords.

Results



Increased Leads and Inquiries

The Google Search Ads campaign significantly increased qualified leads and property inquiries for Lodha Group, resulting in a higher conversion rate.



Cost Efficiency

Optimization efforts led to a reduction in cost per lead (CPL) and improved return on ad spend (ROAS), maximizing the marketing budget's effectiveness.



Improved Ad Relevance

By continuously refining ad copies, keywords, and targeting, the campaign achieved higher ad relevance scores, leading to better ad placements and lower CPCs.



Data-Driven Insights

Utilising Google Ads data and analytics provided valuable insights into user behavior, allowing Lodha Group to make informed decisions for future marketing strategies and campaign optimizations.

Search Ads for Lodha Group

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