



## Case Study – NSL Infratech Pvt Ltd



**Client:**

*NSL Infratech Pvt Ltd*

**Industry:**

*Real Estate – Residential Apartments in Hyderabad & Luxury Villas*

**Strategy:**

*Search Engine Optimization, Pay Per Click Management, Social Media Optimization and Social Media Marketing.*

**Year:**

*January 2020*

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### Challenge:

NSL Infratech is a part of NSL Group established in 1974. NSL East County is a residential project launched by NSL Infratech in Uppal. NSL Infratech has approached Samskriti Business Solutions to make NSL East County Project web appearance effective through all digital marketing services like SEO, PPC, SMM & SMO channels.

### Key Focus:

- Generate qualified traffic to the website.
- Target the key customers.
- Increase the leads and brand visibility month over month (MoM).

### Solution:

- Over the period, since January 2020, we increased significant volume of traffic from different sources through our online marketing efforts.
- Generated quality leads through all mediums of direct, organic, social and referral channels.
- Achieved good number of keywords in the top 3 pages of SERP's for targeted keyword variants.
- We are able to top on both sponsored and organic search results for the specific set of keywords.
- Improved target keywords search rankings in Google Search Results Page.
- Generated potential leads through advertising for growth of the business.
- Increased Facebook likes through organic reach and branding strategies.
- Improved the retargeting visitors to increase the conversion rates.
- Adding variations of the performing keywords and placing the ads at optimal positions to generate more leads by increasing the ROI.
- Improved social marketing optimizations to gain more prospects.
- Increased the website traffic to Improve brand reputation.
- Prepared winning ad copies based on the website content targeting highly sophisticated audience.

