

SAMSKRITI BUSINESS SOLUTIONS

One-Stop Solution for All Your Digital Marketing Needs

SEO | PAID DIGITAL | SOCIAL MEDIA | AFFILIATE MARKETING | LEAD ENRICHMENT | WEB DESIGN AND DEVELOPMENT

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

CHALLENGE:

NSL Infratech Pvt Ltd is a prestigious group of companies that stands at the forefront of various sectors including Sugars, Textiles, Power, Cotton, Infrastructure, and Real Estate since 1974.

Currently known for their prominent residential and commercial projects across Hyderabad, NSL East County has been hailed as their current high-profile offering in the last five years.

However, the year 2020 posed significant challenges for the real estate industry. In the wake of the COVID-19 pandemic, the times were unpredictable and spending was minimal.

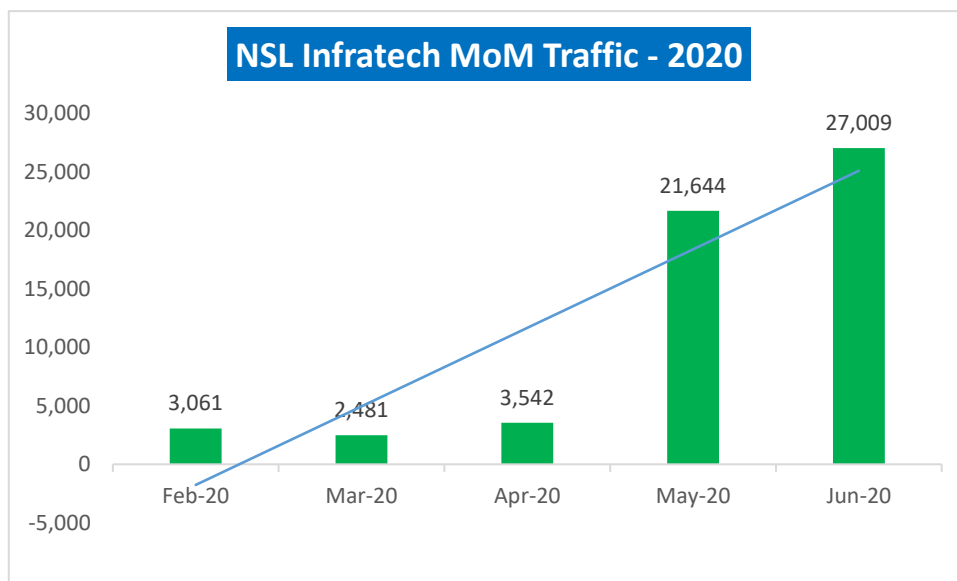
NSL Infratech approached Samskriti Business Solutions to overcome these obstacles. The task was to improve awareness and drive organic traffic for leads. However, the challenge was to garner interest amidst the challenging times and convert that interest into leads. We had to bring our A-game to effectively market and convert the target audience using SEO, PPC, SMM, and SMO channels.

KEY FOCUS:

Improve overall brand awareness and target the key customers, generate qualified traffic to the website, improve the brand visibility month over month (MoM), and score quality leads.

RESULTS:

- ✓ We have established a solid SEO foundation and generated relevant website content during the first two months.
- ✓ Despite coinciding with the pandemic, our target keywords showed rapid improvement in SERP.
- ✓ Our SMO efforts gained traction and resulted in improved brand visibility, as seen through the rapid increase in Facebook likes achieved solely through organic reach.
- ✓ Within three months, all of our target keywords reached the top three pages of SERPs for their respective variants.
- ✓ The organic traffic, starting at 3,000 in February 2020, grew outstandingly to 21,000 in May 2020.
- ✓ Our online presence has been firmly established across organic, paid, and social media channels, leading to rapid lead generation.
- ✓ Dedicated content marketing efforts, targeted social media postings and ad copies, as well as consistent retargeting for specific visitor niches over 65 months, contributed to achieving our target leads in a record short time.
- ✓ Starting with six leads in February 2020, we were able to achieve 652 and 630 leads in May and June 2020.
- ✓ Our highly impactful digital marketing efforts across all channels enabled us to surpass our target number of flats to be sold in less than six months.



TESTIMONIAL:

NSL Infratech Says -

“Our association with Samskṛiti Business Solutions has spanned over eight years. During this time, we have had the satisfaction of receiving assistance from a highly competent and passionate group who consistently delivered on their promises.

Their proficiency is truly impressive, and we wholeheartedly recommend their services to anyone in need of internet-based solutions. We extend our sincere thanks to them for contributing to our visibility among clients that need our help.”