



FORTUE  
GROUP

# REAL ESTATE Case Study and Report

**Presented by: Fortue Group**

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# 1. OSTWAL BUILDERS



## INSTAGRAM LINK

- <https://www.instagram.com/shreeostwalbuilders/>
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## Facebook Link

- <https://www.facebook.com/ostwal.builders/>

## Website Link

<https://ostwal.com/>

# CASE STUDY

## **Challenges Faced:**

Ostwal Builders, a renowned name in Mumbai's real estate sector, had been facing a daunting challenge: despite a strong portfolio, lead generation, social media woes, underperforming campaigns, and their social media efforts were not translating into valuable business leads. With the market saturated and potential buyers overwhelmed by choices, their social media ads struggled to capture attention.

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## Strategic Approach

When Ostwal Builders partnered with us, we knew it was time for a digital transformation. Our strategy wasn't just about making ads; it was about engineering a system that would work like a well-oiled machine in the background. Here's how we approached it:

### 1. Audience Persona Redefined:

We delved into understanding their ideal customer and went beyond demographics to learn their aspirations, motivations, and pain points. This data helped us create hyper-targeted campaigns.

### 2. Dynamic Ad Creatives:

Instead of generic ads, we crafted dynamic, personalized content that spoke directly to buyers' needs, highlighting specific properties, locations, and unique selling points through carousel ads, video tours, and engaging copy.

### 3. Performance Marketing at the Core:

We implemented a performance marketing strategy where every ad placement, click, and conversion was tracked and optimized in real-time. This allowed us to refine campaigns on-the-go, adjusting ad spends, formats, and audiences with precision.

### 4. Building a Backend Ecosystem:

We worked on enhancing their social media backend, setting up tools like CRM integration, lead tracking systems, and A/B testing mechanisms to ensure no lead was missed, and each ad could be analyzed for performance.

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## Results Achieved

### 1. 400% Increase in Qualified Leads:

Through precise targeting and optimized content, we increased the volume and quality of leads generated from social media campaigns.

### 2. 90% Engagement Growth:

By aligning ad creatives with customer interests, engagement rates shot up by 90%, signaling a deep connection with the audience.

### 3. Reduced CPA (Cost per Acquisition) by 35%:

With a focus on performance marketing, we significantly reduced the cost per acquisition, delivering more value from every Rupees spent.

### 4. Streamlined Operations:

With the backend ecosystem we built, Ostwal Builders now has a seamless system for lead tracking, reducing friction between marketing.

# References



**Ostwal BUILDERS LTD.**

*Ostwal Palace*

An epitome of grace and grandeur, crafted for those who appreciate the finest in life.

 [www.ostwal.com](http://www.ostwal.com) |  Palghar(W) |  7710022610

MAHA RERA NO.: P99000034236

\*T & C Apply | \*Artistic impression



**Ostwal BUILDERS LTD.**

DISCOVER YOUR DREAM RESIDENCE WITH **OSTWAL BUILDERS**

 [www.ostwal.com](http://www.ostwal.com) |  Palghar(W) |  8082551607

MAHA RERA NO.: P99000051610

\*T & C Apply | \*Artistic impression



**Ostwal BUILDERS LTD.**

Which One Feels Like Home to You?

**A**

Ostwal Palace

**B**

Ostwal Villa

*Choose Your Dream Lifestyle!*

 [www.ostwal.com](http://www.ostwal.com)

Check their profile for more!

# 2. JANGID GROUP



## INSTAGRAM LINK

- <https://www.instagram.com/spacesbyjangid/?hl=en>
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## Facebook Link

- <https://www.facebook.com/SpacesByJangid/>
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# CASE STUDY

## Challenges Faced:

Jangid Group had mastered building structures that touch the sky, but when it came to building their digital presence, things weren't quite as solid. They were pouring resources into social media ads, but nothing seemed to stick. Their campaigns weren't attracting the right audience, and the business leads that did trickle in were far from their expectations. The digital world felt like unfamiliar terrain, and they needed a strategy that could convert casual scrollers into serious prospects.

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## **Strategic Approach**

Much like an architect designs a building with purpose, we began by architecting a new digital strategy for Jangid Group. We didn't just aim to create ads—we designed campaigns to connect with potential buyers emotionally, highlighting the dreams behind every property.

### **1. Audience Persona Redefined:**

We built in-depth profiles of their audience, from first-time homebuyers to seasoned investors, and tailored ad messaging to speak directly to their needs and concerns.

### **2. Dynamic Ad Creatives:**

Transitioned from generic promotional content to personalized, emotionally-driven storytelling, creative , videos, highlighting the lifestyle and value of Jangid's properties.

### **3. Performance Marketing at the Core:**

Implemented a performance marketing framework, focusing on optimizing for high-quality lead generation and ensuring the right people were seeing the right ads.

### **4. Building a Backend Ecosystem:**

Strengthened the backend with robust analytics and tracking tools, ensuring every campaign could be measured and tweaked for optimal performance.

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## Results Achieved

### 1. 70% Increase in Lead Quality:

The refined strategy led to a significant boost in high-quality leads, improving the chances of conversion.

### 2. 150% Engagement Growth:

By aligning ad creatives with customer interests, engagement rates shot up by 90%, signaling a deep connection with the audience.

### 3. 45% Improvement in ROI:

More effective ad spending, with a strong focus on generating real business leads instead of vanity metrics.

### 4. Streamlined Operations:

Implemented advanced tracking tools to monitor social media performance, adjusting campaigns dynamically based on real-time insights.

# References



**JANGID GROUP**  
CREATING LANDMARKS™

Surpassing Expectations

**JANGID TRINITY**   **ANNEXE** by JANGID   **JANGID ELYSIUM**  
A Project by Inprint Construction Pvt. Ltd.



**JANGID GROUP**  
CREATING LANDMARKS™

THE PRICELESS COMFORT THAT KEEPS YOU CLOSE TO LIFE'S BEST.

**JANGID TRINITY**   **ANNEXE** by JANGID   **JANGID ELYSIUM**  
A Project by Inprint Construction Pvt. Ltd.

COORDINATOR  
**THE BIG LIFE**  
— M&A BOARD EAST —



**JANGID GROUP**  
CREATING LANDMARKS™

Where Visionary Discussions find a Room to Flourish

**JANGID TRINITY**  
WEH, BORIVALI

OFFICES SPACES RANGING FROM  
**801 – 8400 SQ. FT.**

MahaRERA Registration No.: P51800051923 & is available on the website <https://maharera.mahaonline.gov.in>

Check their profile for more!

# 3. GHAR HO TO AISA

घर हो तो ऐसा®



## INSTAGRAM LINK

- <https://www.instagram.com/rashmigrouppofficial/>

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## Facebook Link

- <https://www.facebook.com/p/Ghar-Ho-Toh-Aisa-100064604655574/>

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## Website Link

- <https://www.gharhotoaisa.com/>

# CASE STUDY

## **Challenges Faced:**

When Ghar Ho To Aisa first approached us, they faced a dilemma common in the Mumbai real estate market: their social media presence felt like shouting into the void. Despite frequent social media advertisements, they were missing the mark in terms of engaging the right audience. The leads they needed were out there, but their approach wasn't capturing attention or generating quality interest. The noise of the online space had swallowed their message.

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## **Strategic Approach**

We realized that the problem wasn't just visibility, but relevance. Our first task was to reimagine their social media strategy through the lens of performance marketing. Rather than simply broadcasting ads, we shifted the focus to making meaningful connections.

### **1. Audience Persona Redefined:**

We crafted detailed audience personas based on market research and in-depth analysis of Ghar Ho To Aisa's existing clientele. This helped ensure their ads resonated with people most likely to convert.

### **2. Dynamic Ad Creatives:**

Instead of sticking to static ad formats, we introduced dynamic ads tailored to different personas and stages of the buyer's journey. Ads changed in real-time based on user interactions and preferences.

### **3. Performance Marketing at the Core:**

We introduced a data-driven, performance-centric marketing strategy that enabled precise tracking, real-time adjustments, and scalability.

### **4. Building a Backend Ecosystem:**

To fully capitalize on the increased ad engagement, we overhauled the backend lead management system to ensure every lead was nurtured and followed up on.

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## Results Achieved

### 1. 200% Increase in Ad Reach:

With targeted strategies, the ads reached double the audience they previously could.

### 2. 75% Engagement Growth:

In just three months, lead generation skyrocketed, bringing in a high volume of quality inquiries.

### 3. Reduced Ad Spend by 40%:

Thanks to improved ad efficiency and smart performance marketing, Ghar Ho To Aisa was able to slash their cost-per-lead while boosting their overall results.

### 2. Streamlined Operations:

With a strong creative strategy, Ghar Ho To Aisa built a recognizable online presence, making them a go-to name in the Mumbai real estate scene.

# References

घर हो तो ऐसा  
Original... Since 1998

Horizon  
COMPLEX

Setting the Standard,  
Raising the Bar

With  
Ghar Ho To Aisa.




Kanakia Rd, Mira Road (E)  
+91 7208 771999




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MAHARERA  
#P91700054008

घर हो तो ऐसा  
Original... Since 1998

Horizon  
HEIGHTS



Rashmi Ameya Smart City, Vasai (E)  
+91 88988 88988



MAHARERA  
#P99000055719

घर हो तो ऐसा  
Original... Since 1998

Horizon  
HEIGHTS

Aapke Sapno Ka Naya  
**ADDRESS.**

"Where Stories Are Made  
Sky Amenities."



Rashmi Ameya Smart City, Vasai (E)  
+91 88988 88988

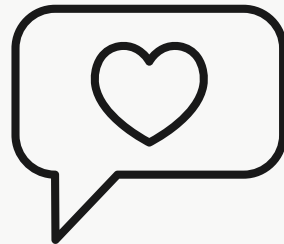


MAHARERA  
#P99000055719

Check their profile for more!

# Get In Touch

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## Social Media

@fortuegroup



## Call us

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