


Case Study India Properties

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|  | <p style="text-align: center;">eBrandz Appraisal:</p> <p>The success of the campaigns has clearly given a new direction to the Company. In fact they saved me my business. Based on their internal recommendations and advice I did some technology enhancements that saved me millions of dollars.</p> <p style="text-align: right;">- Mr. Naresh Malkani, CEO of IndiaProperties.com</p> |
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Client: IndiaProperties.com is India's largest and most comprehensive Property Listing Company. Through its easy-to-use Listing Services, Indiaproerties assists individual customers and real estate industry professionals in the sale purchase and leasing of all types of property located across the length and breadth of India. Indiaproerties leverages technology extensively to offer the most effective and efficient medium that also provides the best value for money.

Challenge: When Indiaproerties approached eBrandz, their objective was not only to drive traffic but to increase number of property listings which were happening on the website. The target audience was well to do Indians who owned properties and wanted to sell these properties. The whole point of the internet marketing campaign was to get these people list their property on Indiaproerties.com website. Targeting this small group of people was the biggest challenge. Non Resident Indians were also target audience. And in middle of all this, Indiaproerties wanted to do a technology upgrade. This technology upgrade was threatening to hit natural traffic from search engines.

Solution: After having numerous discussions with client, eBrandz came up with an internet marketing strategy which involved Search Engine Optimization, Pay per click campaigns with Google Adwords & Yahoo as well as banner advertising with Rediff and MSN. Budgets were spread across months based on seasonal nature of real estate industry in India. As for the technology upgrade, based on numerous brainstorming sessions with client, eBrandz came up with a solution which helped Indiaproerties migrate their back end MIS and reporting to a new system. The solution also allowed Indiaproerties to change their website look and feel. And the migration was planned in such a way that it would not hit existing rankings of IndiaProperties.com

Results: According to Mr. Naresh Malkani, CEO of IndiaProperties.com, "The entire eBrandz team right from Upper Management to Lower Management has taken full responsibility of all our promotions and are doing an excellent job! eBrandz has not only help increase my business but has got me thinking that there is so much more I can do with my business. The success of the campaigns has clearly given a new direction to the Company. In fact they saved me my business. Based on their internal recommendations and advice I did some technology enhancements that saved me millions of dollars."



| Search | Google |
|-----------------------------|--------|
| buy property in India | # 1 |
| india properties | # 1 |
| india real estate | # 1 |
| indian properties | # 1 |
| properties in india | # 1 |
| property india | # 1 |
| pune property rates | # 1 |
| bangalore property rates | # 2 |
| buying property in India | # 2 |
| flats in india | # 2 |
| indian property | # 2 |
| indian real estate | # 2 |
| real estate in india | # 2 |
| realestate in india | # 2 |
| baroda flats | # 2 |
| real estate hyderabad India | # 3 |
| real estate india | # 3 |
| real estate pune | # 5 |
| real estate in pune | # 6 |
| baroda properties | # 7 |
| property in baroda | # 8 |
| property in cochin | # 8 |
| pune real estate | # 8 |
| apartments in baroda | # 9 |
| home loans in india | # 9 |



| Search | MSN |
|--------------------------|-----|
| apartments in baroda | # 1 |
| bangalore property rates | # 1 |
| baroda flats | # 1 |
| baroda properties | # 1 |
| cochin properties | # 1 |
| goa properties | # 1 |
| jaipur properties | # 1 |
| pune property rates | # 1 |
| delhi properties | # 2 |
| mumbai property rates | # 2 |
| properties in chennai | # 2 |
| property in baroda | # 2 |
| india properties | # 3 |
| mumbai properties | # 3 |
| baroda real estate | # 4 |
| bangalore properties | # 5 |
| properties in india | # 5 |
| property india | # 5 |

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| chennai properties | # 6 |
| india real estate | # 6 |
| property in cochin | # 7 |



| Search | YAHOO |
|--------------------------|-------|
| apartments in baroda | # 1 |
| bangalore property rates | # 1 |
| baroda flats | # 1 |
| baroda properties | # 1 |
| chennai properties | # 1 |
| cochin properties | # 1 |
| flats in india | # 1 |
| jaipur properties | # 1 |
| properties in chennai | # 1 |
| properties in india | # 1 |
| property in baroda | # 1 |
| property in cochin | # 1 |
| property in mumbai | # 1 |
| property india | # 1 |
| bangalore properties | # 2 |
| flats in bangalore | # 2 |
| flats in chennai | # 2 |
| goa properties | # 2 |
| india properties | # 2 |
| mumbai properties | # 2 |
| mumbai property rates | # 2 |
| property in goa | # 2 |
| pune property rates | # 2 |
| baroda real estate | # 3 |
| delhi properties | # 3 |
| flats in pune | # 3 |
| buying property in india | # 4 |
| apartments in pune | # 5 |
| buy property in india | # 6 |
| cochin real estate | # 6 |
| home loans in india | # 6 |
| india real estate | # 6 |
| apartments in chennai | # 7 |
| indian properties | # 7 |
| flats in mumbai | # 8 |
| flats in delhi | # 9 |
| property in delhi | # 10 |
| real estate in pune | # 10 |