

Case Study-Digital Marketing

# Boosting Leads & Traffic for “Evora Villas” with Strategic Digital Marketing Strategies

Launching of a lead-generation campaign for “Evora villas” using targeted LinkedIn and Meta ads, along with content marketing strategies such as blogs, videos, and virtual tours to attract quality leads.

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# About the client:

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**Models Group** is a renowned real estate firm in Goa, celebrated for its exceptional luxury properties.

With over 30 years of experience since its establishment in 1989, the company has refined the art of design, construction, and sustainability in each of its value-driven projects.

One of their prestigious developments is “Models Evora” that offers spacious villas, meticulously designed to enhance the rejuvenating effect of nature, surrounded by lush landscapes.

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# Business Challenges & Needs

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- Marketing & promoting “**under-construction**” properties was challenging due to limited visuals, requiring innovative social media strategies.
- Reaching the right audience in tier-one Indian cities was crucial, as property prices started at ₹75 crore.
- Maintaining brand consistency while differentiating between luxury, hospitality, and real estate sectors was complex.
- Models Group’s diverse portfolio required a strategic approach to enhance brand visibility across multiple sectors with distinct target audiences.
- Meta Ads generated inquiries at scale, but filtering high-intent prospects from lower-quality leads remained a challenge.

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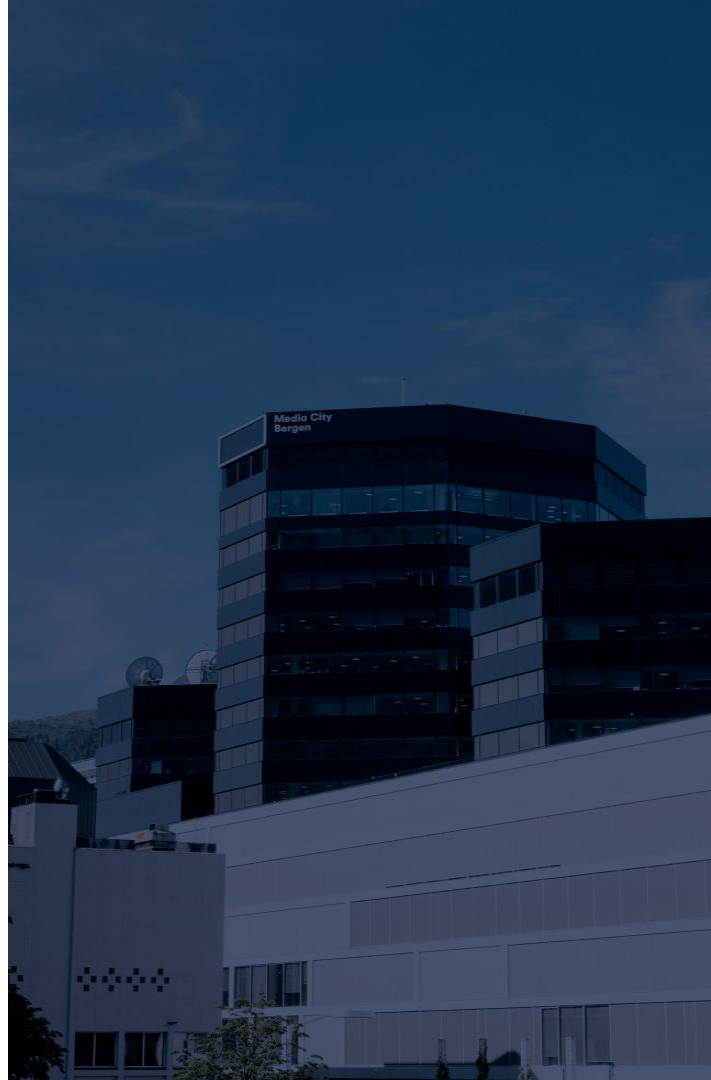
# Solutions Delivered:

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- Developed a strategic content plan to ensure consistent branding across luxury, hospitality, real estate, and leisure.
- Created immersive promotional content using high-quality renderings, videos, and virtual tours for under-construction properties.
- Executed a targeted paid ad strategy for Evora luxury villas with precise location and demographic targeting.
- Maintained a strong brand identity with captivating visuals, showcasing property features and guest experiences.
- Implemented Meta lead generation with ₹5+ Cr budgets and instant forms for better sales-qualified leads.
- Used LinkedIn intent-based questions to qualify high-net-worth individuals, optimizing CPL for valuable SQLs.

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# Results Achieved:

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- **Increased Engagement via Meta & LinkedIn Ads** – Targeted ad campaigns significantly boosted both reach and lead generation. Consistent monthly improvements demonstrated the effectiveness of strategic audience targeting.
- **Expanded Audience Reach** – Demographic and interest-based targeting helped attract high-potential buyers. By refining audience segments, the campaigns ensured maximum exposure to the right prospects.
- **Higher Engagement** – Boosted posts led to increased interactions, inquiries, and conversions across platforms.
- **Stronger Brand Awareness** – Consistent ad placements maintained a strong digital presence, reinforcing credibility. Regular exposure positioned the brand as a top choice in the luxury real estate market.
- **Cost-Effective Advertising** – Smart budget allocations maximized ad efficiency, reducing cost per lead. Compared to traditional methods, the digital approach delivered better returns on investment.
- **Competitive Advantage** – Paid strategies helped outperform competitors who relied only on organic traffic. Data-driven insights allowed for real-time optimizations, keeping the brand ahead in the market.

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# Numbers That Speak:

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## Meta Ads:

|355,640+ monthly reach

|80+ Leads

## Insta Avg Monthly Gains:

|1600+ monthly organic reach

|150+ new followers

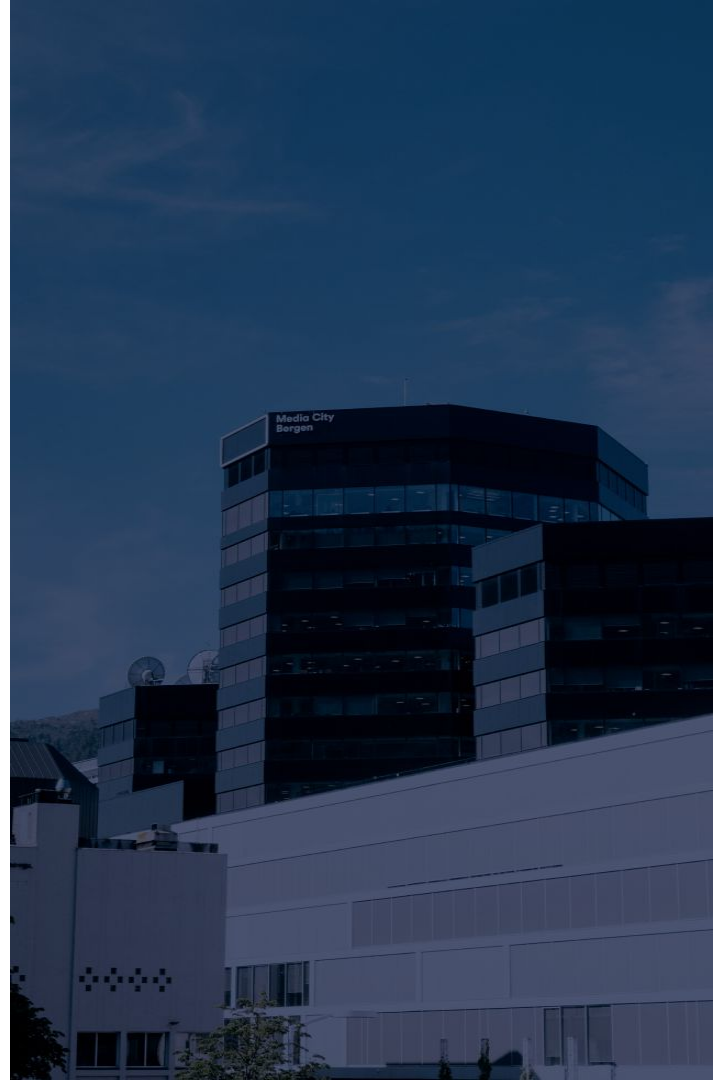
## LinkedIn Ads:

|80,000+ monthly impressions

|15+ Leads

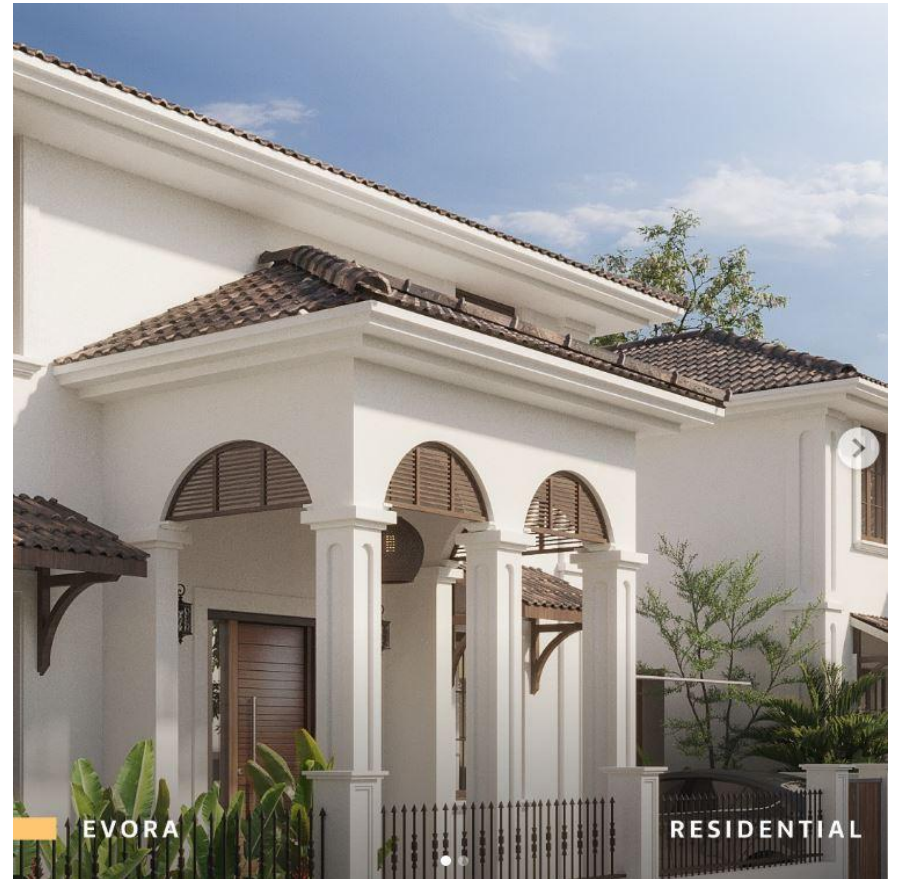
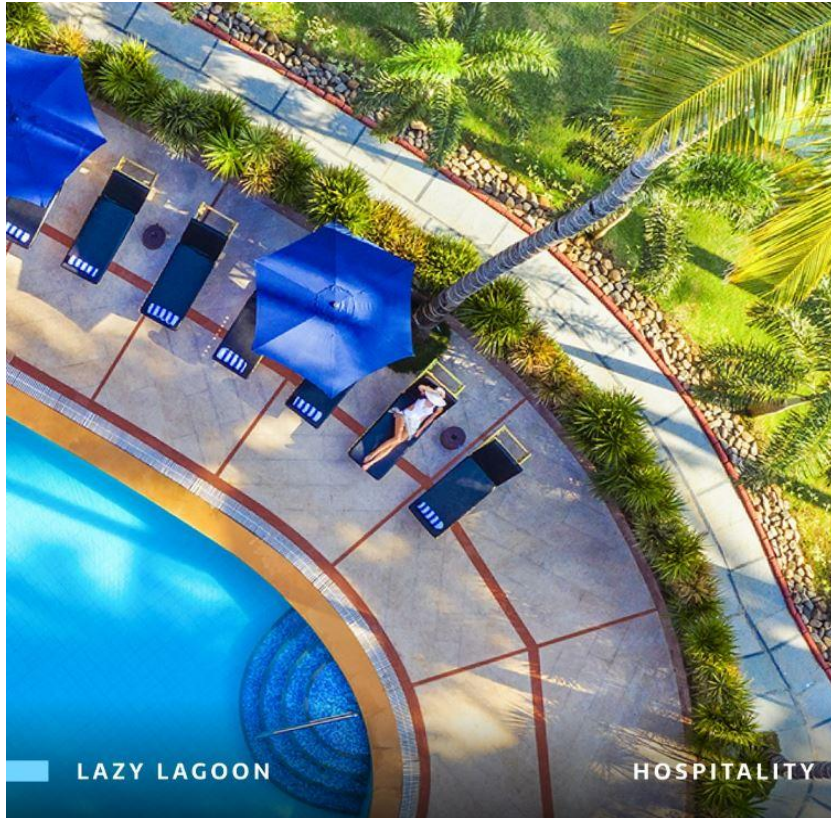
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# A Peek at Our Posts:

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# Thank You!

Let's talk: [sales@kilowott.com](mailto:sales@kilowott.com)

## Our Offices



### Norway

Haugstuntet 16 1634 Vi ken, Østfold



### United States

317 N Layton Ave Wyoming DE 19934



### Netherlands

Drentse Poort 18 9521 Ja Nieuw-Buinen



### India

Lane 4, PDA Colony Porvorim, Goa



### Germany

Lorcher Strasse 2 73547 Waldhausen (Loch)



### U.A.E.

Meydan Grandstand, 6th floor, Meydan Road, Nad Al Sheba, Dubai, U.A.E.

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