



ZAMSTARS

Real Estate Play.

ZAMSTARS | BANGALORE



Partnership

# Your competency



# Our competency

360° Positioning solutions

THE RATIONAL AND EMOTIONAL BRAND EXPERIENCE COMPANY.



# Why should you trust Zamstars

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for your real estate business

# Because of the 4 Real Estate Myths that we busted!

Customers are wary of builders

RNR Syndrome

Sales closures are always about price discounts

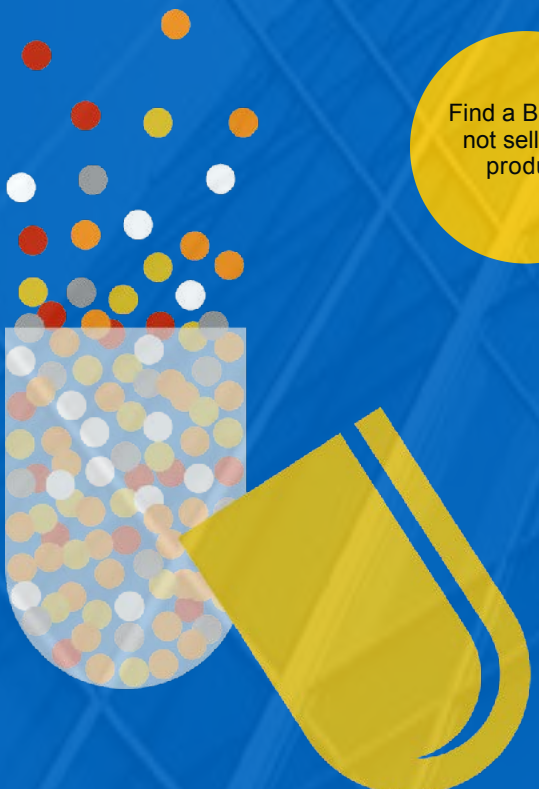
Customer Engagement is difficult





# or that we have a prescription of a 5 point mantra!

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Find a Buyer &  
not sell your  
product

Be on platforms  
that matter

Have  
conversations and  
tell stories

Have constant  
customer  
engagement  
programs

Training &  
Monitoring

or simply...

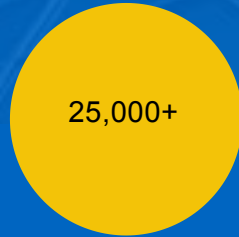
# Aspirational **Vision**, Thoughtful **Strategy** & Passionate **Execution**

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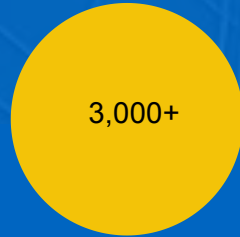
that has delivered



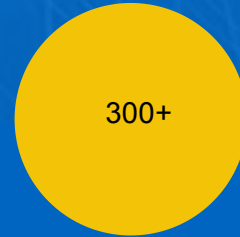
Audience Reach



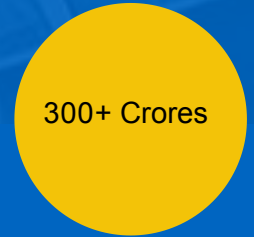
Leads



Site Visits



Units Sold



Revenue Generated

7+ years working with 15+ real estate clients



How did we  
achieve this?

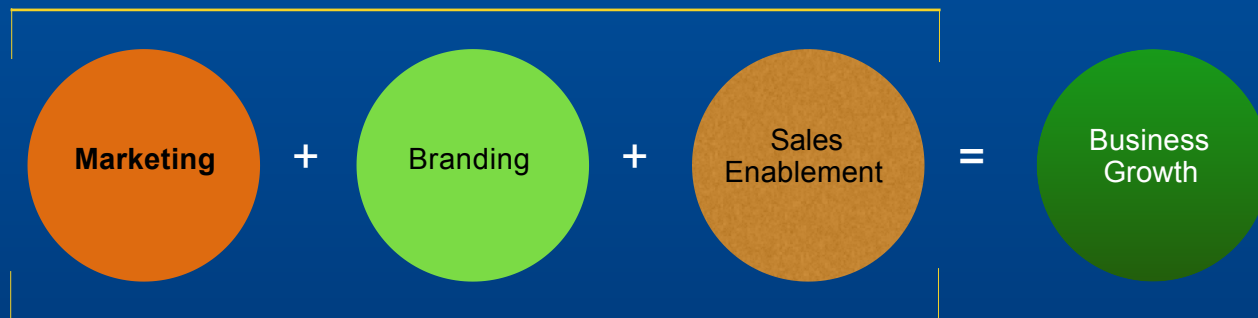




You are RERA Approved. **RERA** We are RERA ready.

Real Engagement. Rapid Action.

↓ 360° Positioning Solutions ↓



Power of Execution





# Marketing

01

## Social Media and SEM

Execute & Optimize channels that are relevant to your business to generate quality leads

Execute & Optimize PPC campaigns on Google, Social & other content publishing platforms

Search Engine Optimization

02

## Campaigns & Lead Generation

Execute & Optimize campaigns

Creative campaigns to build community of loyal followers

Sales driven campaigns to generate quality leads

Managing Property Portals

03

## Content & PR

The key to generating quality leads is in the right content. Content that engages your audience, influences the changes of consideration

PR is a very effective tool for your brand's TOMA

04

## Events

Customized Events and Corporate Outreach Programs at Technology Parks

OnSite events for existing customers & prospects

Real Estate Expos

05

## Market Research

Up-to-date Analysis of Competitor projects in the vicinity

Market and Customer Analysis

06

## Media Planning & Buying

Media Planning & Execution

Empowered with Times of India, PR Agencies and Radio Networks

Trusted network of partners

45%

Qualified Leads from overall leads generated

10-14%

Site Visits from Qualified Leads



# Branding

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01

## Website Design & Management

Robust and Optimized Wordpress CMS websites

Micro sites

Beautiful landing pages

02

## Project Collateral

Project Name & Identity

Project Brochure & Mailers

Pamphlets and Other collateral

Site Branding

03

## Event Collateral

Stall Design

Launch Event Creatives

Launch Event Collateral

04

## Audio & Video

3D Walkthroughs and Fly throughs

Corporate Video & Customer testimonials

05

## Marketing Collateral

Prospects touch points like emailers, WhatsApp images and more

Monthly project updates / newsletters

Hoardings, Print Creatives, Online Creatives

06

## Sales Collateral

Enquiry Forms

Sales Cheat sheets / ready reckoners and more

Offer based communication



# Sales Enablement

01

## Interviewing & Hiring

Schedule Interviews and Hire the right talent to drive sales

02

## Training of Sales & CRM teams

How to present the project and respond to customers

How to process information from customers and qualify them

03

## Supply & Demand Study

Maintaining a monthly market research report on various parameters of competition projects within 5 kms radius

04

## Leads Qualification & Assessment

How to Update the Leads conversation data and review the leads and qualify them to next stage

How to qualify and reach out to RNR status leads

Report the same to Management on a weekly basis  
Classify as Hot, Warm or Cold Lead

Identify and State the ASK or OBJECTIONS (if any) of the lead to the management, for solutions / answers

05

## Site Office Management

Upkeep of site sales office

Customer experience at the site office

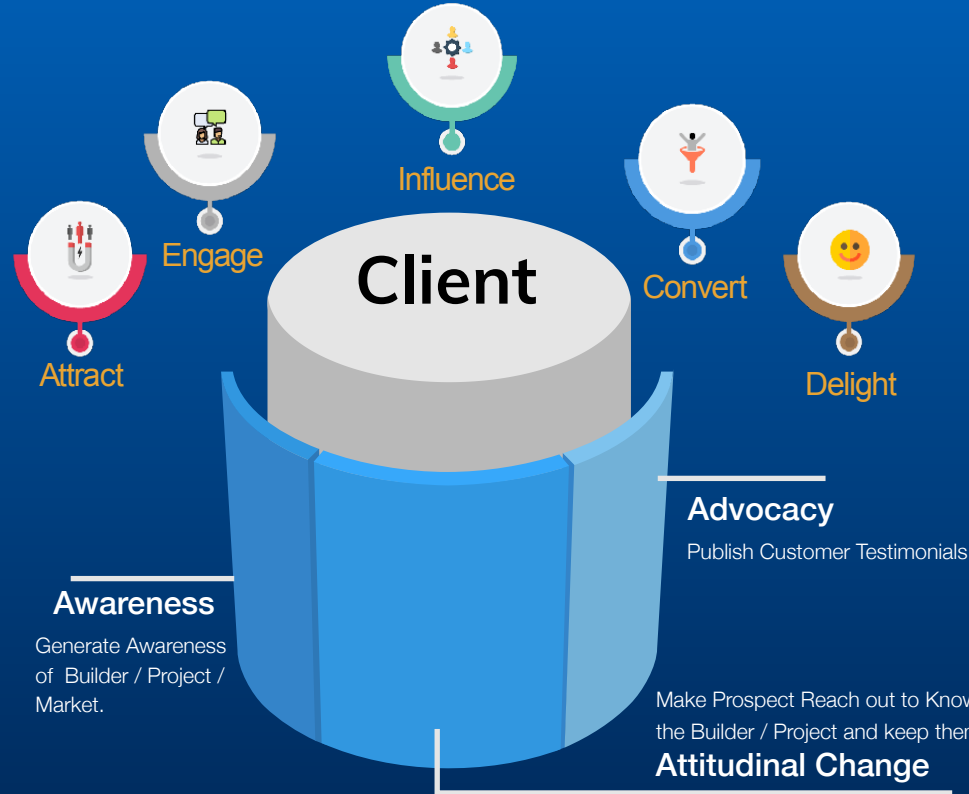
RNR

The biggest issue with leads is the status “RNR” and is deemed dropped; Zamstars has a defined process to reach out to the RNR status leads and qualify them



# Content Strategy Framework

The Framework we will be following to curate, create and publish content.

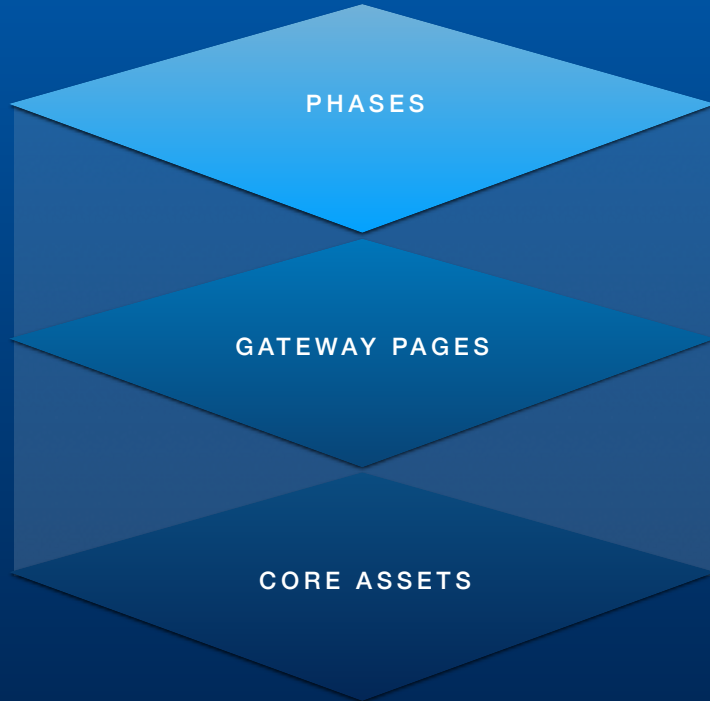


Content → Conversation → Community → Conversion



# Content Strategy Framework

Detailed breakdown of the framework



## AWARENESS

### INFORMATIVE

SOCIAL MEDIA CREATIVES  
INFOGRAPHICS  
LISTICLES  
BLOGS

MICROSITES/PAGES AS  
CAMPAIGN DESTINATIONS  
SOURCED ARTICLES

FACEBOOK PAGE  
LN / TW ACCOUNT  
WEBSITE

## ATTITUDINAL CHANGE

### INTERACTIVE

SOCIAL MEDIA CREATIVES  
INFOGRAPHICS  
LISTICLES  
BLOGS  
VIDEOS

MICROSITES/PAGES AS  
CAMPAIGN DESTINATIONS  
SOURCED ARTICLES

FACEBOOK PAGE  
LN / TW ACCOUNT  
YOUTUBE CHANNEL  
WEBSITE

## ADVOCACY

### PARTICIPATIVE

SOCIAL MEDIA CREATIVES  
INFOGRAPHICS  
EVENTS / DRIVES  
POSTERS/ HOARDINGS

MICROSITES/PAGES AS  
CAMPAIGN DESTINATIONS  
SOURCED ARTICLES

FACEBOOK PAGE  
LN / TW ACCOUNT  
YOUTUBE CHANNEL  
WEBSITE





# How we delivered consistently to our clients

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See our case studies

# 01



Marketing, Branding & Sales Enablement for their flagship project in Bangalore



## Summary

- Durga Projects is a Patna based builder with very few projects in Bangalore
- A relatively unknown brand in the city compared to already established players
- Durga Petals is the largest project that the group has done till date

## Problem Statement

- Virtually unknown compared to Category A builders
- How would it get leads considering its a new builder

## Objectives

- Brand building - Get Durga to be a known brand Customer Trust and Loyalty Leads for the new project

## What we did

- **Marketing, Branding & Sales Enablement**
- **15000+ leads**
- **200+ closures**
- **200+ crores revenue**
- **150+ Registrations**



# Leads Campaign



Durga Petals

Sponsored · 🌐

Located on the #Equator of IT corridor at #marathahalli, Durga Petals is home to 40+ of the finest #amenities in town, from a Club House Outdoor games to activities for Senior



**EXQUISITE  
QUALITY & DESIGN**

2.5 BHK & 3 BHK in Marathahalli 99  
1 Lakh Onwards  
Durga Petals

Get Quote



**ENRICHING  
LUXURY LIFESTYLE**

2.5 BHK & 3 BHK in Marathahalli 99  
1 Lakh Onwards  
Durga Petals

Get Quote



**EXPERIENCE  
DURGA PETALS**

2.5 BHK & 3 BHK in Marathahalli 99  
1 Lakh Onwards  
Durga Petals

Get Quote



**VISIT OUR  
EXPERIENCE CENTRE  
TODAY**

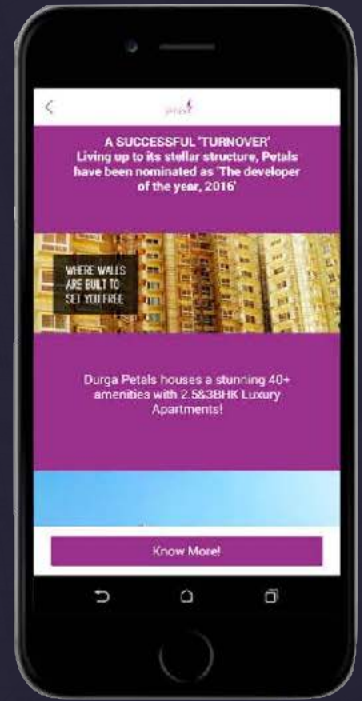
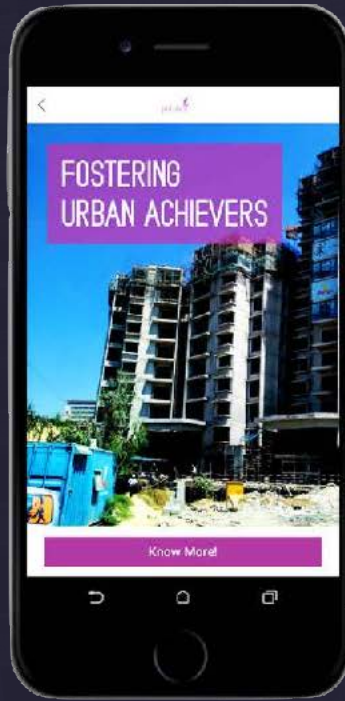
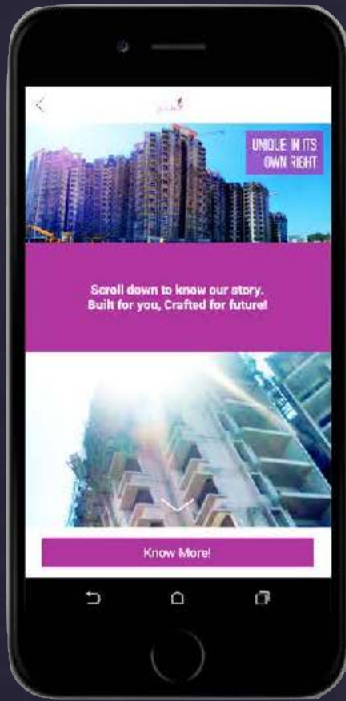
2.5 BHK & 3 BHK in Marathahalli 99  
1 Lakh Onwards  
Durga Petals

Get Quote





# Canvas Ads for Engagement





# 02



Marketing, Branding & Sales Enablement for their project on Old Madras Road, Bangalore



## Summary

- Ohana is a project by three builders - Ahuja, Skav & AG
- Located at Bhattarahalli on Old Madras Road

## Problem Statement

- Project is surrounded by projects of known developers (5kms) Getting lost in its branding and communication

## Objectives

- To stand out from its competition by running innovative campaigns
- Leads for the project

## What we did

- **Marketing, Branding & Sales Enablement**
- **1000+ leads**
- **CPL - INR 300-INR 400**
- **100+ site visits**
- **25+ Units Sold**
- 



# Leads Campaign



**'BRITAIN' COMES TO OLD MADRAS ROAD!**

OHANA 857 - OMR

2 BHK, 3 BHK, 4 BHK & Duplex Penthouses

[Learn More](#)

**WITH A SKY LOUNGE & POOL DECK**

OHANA 857 - OMR

2 BHK, 3 BHK, 4 BHK & Duplex Penthouses

[Learn More](#)

**A MODERN TAKE ON CLASSIC LIFESTYLE**

OHANA 857 - OMR

2 BHK, 3 BHK, 4 BHK & Duplex Penthouses

[Learn More](#)

**AN ODE TO CLASSIC BRITISH ARCHITECTURE**

OHANA 857 - OMR

2 BHK, 3 BHK, 4 BHK & Duplex Penthouses

[Learn More](#)

**PRESENTING OHANA 857, OMR**

OHANA 857 - OMR

2 BHK, 3 BHK, 4 BHK & Duplex Penthouses

[Learn More](#)

**OHANA**  
- 857 OMR -

**TIMELESSLY BRITISH**

OHANA 857 - OMR

2 BHK, 3 BHK, 4 BHK & Duplex Penthouses

[Learn More](#)



# Leads Campaign



TIMELESS BRITISH HOMES UNDER PMAY AFFORDABLE HOUSING SCHEME



APARTMENTS STARTING AT JUST ₹61 LACS\* Limited Units available



A MODERN TAKE ON CLASSIC LIFESTYLE on Old Madras Road



OWN YOUR HOME BY JUST PAYING 10%



ENQUIRE NOW!



03



Marketing, Branding & Lead Generation for their project in  
Koramangala, Bangalore





## Summary

- Advaita Aksha is a luxury project with a ticket size of 2.0 Cr+

## Problem Statement

- Project is surrounded by projects of known developers (5kms)
- Target audience was CEO, CXO level. Reaching out to target them was an issue that needed resolving

## Objectives

- To stand out from its competition by running innovative campaigns
- Leads for the project

## What we did

- **Marketing, Branding & Sales Enablement**
- **1500+ leads**
- **150 site visits**
- **20 units sold**



# Leads Campaign



04



Lead Generation for their project in Electronics City, Bangalore



## Summary

- The Green Terraces is a Keya Homes project
- There are two projects from Keya Homes who is a relatively new builder

## Problem Statement

- Project is surrounded by projects of known developers (5kms)
- With this being the second project, leads were the need of the hour

## Objectives

- To stand out from its competition by running innovative campaigns
- Leads for the project

## What we did

- **Marketing, Branding & Sales Enablement**
- **120+ leads**
- **CPL - INR 400-INR 500**
- **10 site visits**



# Leads Campaign



### Quality

STRENGTHENED WITH ALUMINIUM FORMWORK TECHNOLOGY

2 BHK, 3 BHK, 4 BHK & Duplex  
Penthouses  
KEYA MOMES

[Learn More](#)

### Utilities

ECO-FRIENDLY ORGANIC WASTE MANAGEMENT

2 BHK, 3 BHK, 4 BHK & Duplex  
Penthouses  
KEYA MOMES

[Learn More](#)

### Amenities

A JOGGING TRACK WITH A GREEN COVER

2 BHK, 3 BHK, 4 BHK & Duplex  
Penthouses  
KEYA MOMES

[Learn More](#)

### Budget

STARTING AT 33.32 LAKHS

2 BHK, 3 BHK, 4 BHK & Duplex  
Penthouses  
KEYA MOMES

[Learn More](#)

### THE GREEN TERRACES

KEYAHOMES

PAY 10% NOW, REST ON HANDOVER

2 BHK, 3 BHK, 4 BHK & Duplex  
Penthouses  
KEYA MOMES

[Learn More](#)

### THE GREEN TERRACES

KEYAHOMES

# QAB

Quality at Budget

2 BHK, 3 BHK, 4 BHK & Duplex  
Penthouses  
KEYA MOMES

[Learn More](#)



# Leads Campaign



**Embrace Luxury Lifestyle**  
Pay Only 10% Until Possession

2 BHK, 3 BHK, 4 BHK & Duplex Penthouses  
KEYA HOMES [Learn More](#)

**Located Amongst 175 Corporate Houses**

2 BHK, 3 BHK, 4 BHK & Duplex Penthouses  
KEYA HOMES [Learn More](#)

**Homes In The Heart Of Nature Yet, In The Midst Of Technology**

2 BHK, 3 BHK, 4 BHK & Duplex Penthouses  
KEYA HOMES [Learn More](#)

**Assert Your Ownership**  
Pay Only 10% Until Possession

2 BHK, 3 BHK, 4 BHK & Duplex Penthouses  
KEYA HOMES [Learn More](#)

**THE GREEN TERRACES**  
NATURE INSPIRED

**Visit Us Today!**

2 BHK, 3 BHK, 4 BHK & Duplex Penthouses  
KEYA HOMES [Learn More](#)





# Meet the team

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who delivered outcomes to our clients





## Leadership Team



Sivaram Kuppachi  
Director, Chief Executive Officer

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Responsible for business growth and client relationships.

**“Effectiveness is not a metric anymore. It is converting leads to new business through a predictable model”**



Shivakumar Viswanathan  
Director, Chief Creative Officer

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Responsible for creative definition and strategy with overall creative delivery.

**“Brands should focus on customer experience across acquisition, engagement and retention. That is a complete brand experience”**



Vishwanath Sivaswamy  
Director, Chief Strategy Officer

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Responsible for strategy and expansion plans.

**“Creating a rational and emotional brand experience is a great business. Lay the foundation today for a greater tomorrow. It is the cornerstone for success”**



# Leadership Team



Atul Verma

DIGITAL LEAD

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Assists in Campaign Ideation, research insights with overall project management and delivery.

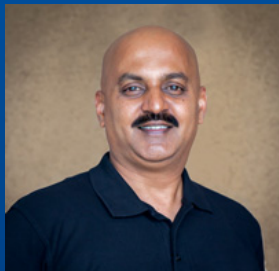


Aakanksha Verma

CLIENT PARTNER

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Manage Client Relationship. Single Point of Contact for Communication Escalations and Relationship Management.



Vaseem Ahmed

SALES HEAD

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Responsible for Sales Training, Lead Follow Ups, CRM Management and Market Insights.



Abhijit Sen Gupta

RESEARCH HEAD

---

Responsibility for Managing Market Research and Presenting Insights and Analytics



# Thank you

SIVARAM KUPPACHI *for* ZAMSTARS | BANGALORE