

HappyKey Project Document

1. Objectives

- Build a strong, minimalistic digital presence for HappyKey as a trusted real estate marketing firm in Pune.
- Showcase selected projects (currently 3 apartments) through dedicated project pages.
- Provide clear, transparent information and guidance to potential buyers.
- Centralize communication channels: WhatsApp, Call, Email, Instagram, Facebook.
- Use website and Meta Suite as primary lead generation platforms.

2. Work Completed So Far

- Brand identity finalized: positioning, voice, and visual direction.
- Website content drafted: Home, About Us, Projects Overview, Project Pages, Process, Contact.
- Sitemap created (text version + detailed & simplified diagrams).
- Action buttons defined: WhatsApp, Call, Email, Brochure Download, Explore Listings.
- Hostinger Website Builder selected and structure implemented.
- Footer finalized with global links and communication socket.
- WhatsApp Business number set up (+91 7796649090).
- Instagram handle: @happykey.in
- Facebook Page planned: facebook.com/HappyKey.in
- Central email for operations: mkt@happykey.in

3. Meta Suite Setup (in detail)

- Facebook Page and Instagram linked under Meta Business Suite.
- All assets (FB Page, Instagram, Ads Manager) owned and managed via mkt@happykey.in.
- WhatsApp Business account integrated with Meta for ads and communication.
- Meta Ads Manager ready for campaign creation (lead gen, traffic, retargeting).
- Benefits:
 - Single dashboard for FB + IG content scheduling and insights.
 - Unified ad campaign management across Facebook, Instagram, WhatsApp.
 - Future ability to run property-specific campaigns with lead forms.
- Next step: verify domain (happykey.in) inside Meta Business Suite.

4. Plan Ahead

- Website:
 - Finalize dedicated project pages with real project content (overview, highlights, amenities, gallery, floorplan).
 - Connect central contact form (Connected Form in Hostinger).
 - Add Google Analytics (GA4) and Search Console verification.
- Lead Management:
 - Short-term: download form submissions from Hostinger and manage in Google Sheets.
 - Medium-term: connect Google Sheets directly or integrate Zoho CRM.
- Marketing:
 - Prepare project-specific creatives for Meta campaigns.
 - Run initial awareness + lead generation ads on Instagram and Facebook.
 - Use WhatsApp as the main CTA for quick engagement.
- Content:
 - Regular Instagram/Facebook updates: project highlights, tips, brand building posts.

4. Plan Ahead (cont.)

- Optional: blog/insights page for SEO in future.
- Tracking & Reporting:
 - Weekly review of website leads, ad performance, and social reach.
 - Monthly optimization of campaigns and budget allocation.