

Digital Marketing Strategy for real estate

Build trust, visibility, and secure more projects through targeted digital marketing packages

Digital marketing growth plans for construction builders

Mission Build trust. Build visibility.
Build more projects.

Designed for Real estate developers and
construction builders

Why it matters

Why digital marketing is important for builders

Buyers search online
Today's buyers research online before visiting a site

Trust and credibility
Strong digital presence builds higher trust

Close deals faster
Showcasing projects digitally accelerates decisions

Brand authority
Personal branding increases industry authority

Buyers search online first. A strong digital presence builds trust, showcases your projects professionally, and helps close deals faster.

Our strategic approach to builder marketing

Establish strong online identity that resonates with potential clients. Showcase construction projects professionally to attract attention.

Connect with genuine buyers and investors through targeted content. Position builders as trusted industry leaders to stand out from competition.



■ Industry-focused content for construction and real estate



Package 1

Foundation presence plan

Best for: Builders starting their digital journey

- Professional post designs (projects, updates, offers)
- Educational content (construction quality, materials, trust factors)
- Brand-aligned visuals and captions
- Monthly content calendar
- Posting strategy for consistency

Benefits

- Builds online visibility
- Creates brand recognition
- Improves trust among buyers

Foundation presence plan

Made with  chronicle

Professional designs with brand-aligned visuals for projects, updates, and educational content about construction.



Package 2

Growth and engagement plan

Best for: Builders who want higher engagement and reach

- Everything from Package 1
- High-impact reel content: ongoing site progress, project walkthroughs, before/after transformations, construction quality highlights
- Trending reel strategy for higher reach

Benefits

- Increases engagement and inquiries
- Shows real progress and transparency
- Attracts modern buyers via short videos

Premium Plan

Growth and engagement plan with video content

Includes foundation plan plus high-impact reel content showcasing site progress, walkthroughs, and quality highlights.



Package 3

Authority and brand leader plan

Best for: Established builders and business owners

- Everything from Package 2
- Personal branding and PR for the business owner: founder spotlight, leadership stories, industry expertise, trust-building personal reels
- Positioning as a trusted real estate authority

Benefits

- Builds personal trust with buyers
- Creates a premium brand image
- Helps close high-value projects faster
- Differentiates you from competitors

Premium

Authority and brand leader plan



Trust building

Trust-building personal content that differentiates from competitors. Priced at ₹40,000 per month for established builders with premium projects seeking market authority.



Complete presence

Complete social media presence with personal branding for owners. This plan offers a comprehensive approach to showcase your premium projects through sophisticated digital marketing.



Leadership spotlight

Founder spotlight content showcasing leadership and industry expertise. Position yourself as a thought leader in the construction industry with content that highlights your knowledge and vision.

- Today's buyers search online before visiting construction sites. Digital presence builds trust, credibility, and helps close deals faster. Personal branding establishes the builder as an authority in the industry.

Why choose us. We deliver results that matter.

Industry-focused content
Specialized for construction
and real estate

Professional branding Expert
storytelling and design

Consistent growth Strategic
approach for long-term
success

Leads and trust Focus on
generating real business value

End-to-end management
Complete digital presence
handled for you

Proven expertise Years of
experience in digital marketing

Our approach. We help construction businesses grow digitally.

Strong online identity
Establish a professional presence that stands out

Showcase projects
Present your work professionally to attract buyers

Attract and position
Reach genuine buyers and become a trusted leader

Let's build your digital foundation

You build structures. We build your brand digitally.

Email / Phone

Social handles

