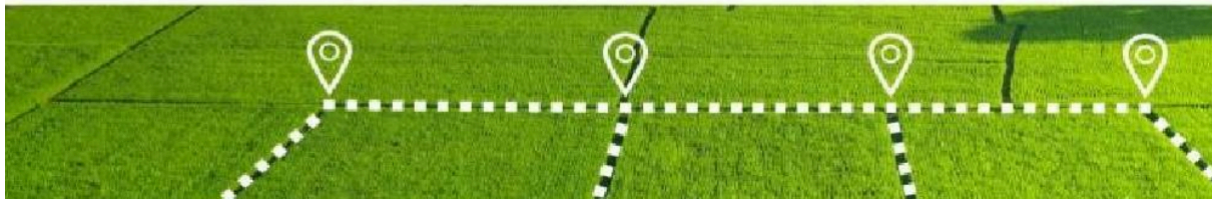




Digital Marketing Plan for Gramer Bari



Full-Funnel Real Estate Marketing Strategy & Execution – Gramer Bari

≡ Text	My role. Lead Digital Marketing Strategist & Campaign Manager Project description. I was hired to lead the complete digital marketing strategy and execution for Gramer Bari, a premium land development project targeting aspirational real estate buyers in Bangladesh. The goal was to increase brand awareness, build authority, and drive qualified leads through a comprehensive full-funnel marketing approach using Meta Ads, Google Display & Search Ads, YouTube, SEO, Native Ads, Influencer Campaigns, and Email Marketing. I created a detailed marketing funnel, content strategy, and platform-specific ad plans while managing execution across all digital touchpoints. Challenges Faced
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- No Online Brand Presence: The project had no prior structured digital identity or authority.
- Highly Competitive Market: Competing against top-tier brands like Rupayan City.
- Unqualified Leads: Earlier campaigns resulted in unfit inquiries with low buying intent.
- No Landing Page Optimization: The website was not designed to support conversion-focused traffic.
- Lack of Consumer Trust: Real estate buyers in Bangladesh are cautious due to market scams.
- No Video or Virtual Tour Assets: Needed to build visual credibility fast for land showcase.

Strategic Solution

I designed and launched a TOFU-MOFU-BOFU strategy:

- TOFU (Awareness): Facebook/YouTube/Native/Display Ads with land lifestyle content
- MOFU (Consideration): Remarketing, downloadable brochures, webinar invites, and virtual tours
- BOFU (Purchase): Personal consultation offers, limited-time discounts, and trust-building testimonials

SWOT Analysis

Strengths

- ✓ Premium land offerings with strong location advantage
- ✓ Appealing visuals and lifestyle positioning
- ✓ Unique market proposition (peaceful rural life close to Dhaka)
- ✓ Flexible investment offers for different buyer levels

Weaknesses

- ✗ Weak online reputation at the beginning
- ✗ No virtual tour/video assets available initially
- ✗ Lack of influencer and testimonial content
- ✗ Basic landing page without conversion elements

Opportunities

- ✓ Rising digital activity in real estate sector

- ✓ Trust-building via influencer and buyer stories
- ✓ Ability to educate market via blogs/webinars

Threats

- ✗ Saturated digital space with large competitors
- ✗ High CPC (Cost Per Click) in urban targeting
- ✗ Consumer skepticism due to real estate frauds

Skills Demonstrated

- ◆ Real Estate Marketing Strategy
- ◆ Facebook, Google & YouTube Advertising
- ◆ Landing Page & Conversion Optimization
- ◆ Funnel Design (TOFU–MOFU–BOFU)
- ◆ SEO & Local Search Strategy
- ◆ Native & Influencer Marketing
- ◆ Email Automation (Mailchimp)
- ◆ Performance Analytics (GA4, Clarity, Tag Manager)

Top 10 Outcomes Delivered

- 🚀 Increased daily website visits to 100+, up from nearly zero
- 📈 Generated hundreds of qualified leads using Facebook, Google, and YouTube
- 👥 Produced engaging video campaigns for lifestyle-based land ads
- 📧 Built an email marketing flow that nurtured leads with insights, offers & reminders
- 📊 Reduced Cost Per Lead by refining targeting and funnel steps
- 🌐 Deployed localized SEO & Native Ads to rank and feature in top property portals
- 👤 Partnered with local influencers for trust-building video testimonials
- 🔄 Designed retargeting campaigns to re-engage high-intent website visitors
- 📈 Implemented Google Analytics, Microsoft Clarity & Search Console for data tracking
- 👛 Delivered complete lead reporting structure and weekly sales team support

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