



CASE STUDY

A construction company soars high with leads for their new project

Briskon helps a 30-year old India-based construction company generate adequate leads through complete digital marketing and company branding





The Client

A well-known 30-year-old India-based construction company that has completed numerous successful residential and commercial projects. Our client has been known for its on-time and quality execution.



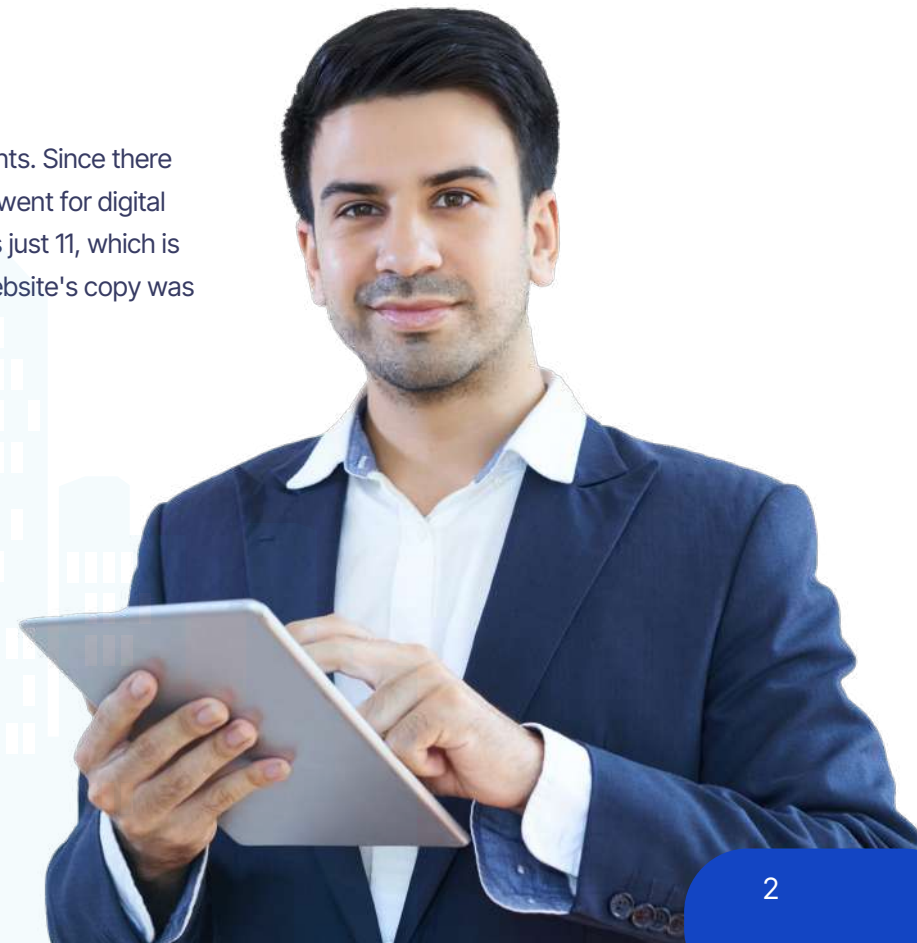
Business Situation

Our client had a brand new construction project that was one of the tallest apartments in Bangalore City. Their website was obsolete and had just one static page for the entire project. We were approached to increase the number of leads and improve the company's brand. The company was spending a huge amount of money on conventional advertising with very little recognition and inquiries.



The Challenges

The area where the new project was being constructed did not have many high-income residents. Since there were a lot of amenities, the cost per home was higher than other competitors. Our client never went for digital marketing and was not able to allocate a budget for it. The domain authority of the website was just 11, which is very low. There were no proper brand guidelines or directions for using colors and logo. The website's copy was not impressive. The number of pages on the website was way too low for SEO.





The Solution - Briskon Intranet Framework

Briskon formed a team of digital marketing experts and started setting objectives for the entire activity with multiple interviews and interactions with the client. Later, we performed an in-depth analysis of the client's competitors and target audience. Our suggestions kicked off with the revamping of the website, with a special dedication to the targeted project. We charted out design objectives where we used multiple CTAs, leading to lead capture. We designed project-centric landing pages for various channels for paid advertisements. We procured a database of 200K high-net-worth people in the locality and other potential nearby cities and performed SMS and email marketing. A brand guideline was developed for brand consistency. We provided our full-fledged digital marketing expertise to our client. Briskon also supported our client with regular emails to its customers.



Services include:

- A brand new website
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Social Media Optimization
- Social Media Marketing (FB and LinkedIn)
- Email marketing
- SMS marketing
- Video marketing
- New SEO content suggestions and implementation in design
- Creating brand guidelines
- Emailer design
- Hosting recommendation
- Analytics setup
- Online chat integration
- Complete website maintenance
- Lead capturing system
- Blog design and regular writing



Outcomes

In a period of 8 months, team Briskon out-performed and our client increased the price of each apartment 3 times.

1750+

Leads in 8 months

195

Monthly SEM/SMO
/SMM leads
generated

6483 %

Alexa rankings
increased from
79,00,000+ to
1,20,000

456 %

Increase in the number
of pages

134+

SERP on Page 1 of
Google

56%

Decrease in
conventional
advertising cost

About Briskon

Founded in 2005, Briskon is a full-service digital marketing and custom software development company that operates from Bangalore, India.

Briskon is a highly process-driven organization with extensive experience providing excellence in the digital world. The young and vibrant team at Briskon consists of highly skilled, forward-thinking managers, analysts, programmers, marketers, designers, developers, and QA personnel who have been working together to deliver world-class quality products and solutions. Our unerring commitment to quality and continuous learning to stay abreast of the latest technologies enable us to consistently deliver customer delight.

Our approach extends our innovative technological capabilities to serve clients across all domains. Briskon's solutions expand to cover the entire spectrum of IT, software products, digital transformation, digital marketing, and professional services.

Contact us today for all your software development and digital marketing needs.

Email: info@briskon.com | **Phone:** +91 99451 41100 | **Website:** www.briskon.com