



A creative agency for a
CONNECTED WORLD

We're not just another agency

At Born HI, we're a little different.

In fact, we're a lot different.

Sharing your brand with the world is our obsession and communicating your unique narrative with the right people is how we do it. Tell us your needs and we'll find the best way to tell your story via an integrated approach that involves mainline, digital, social and experiential marketing.



We can help you with

**INTEGRATED
MARKETING SERVICES**

BRANDING | DIGITAL CONTENT | SOCIAL MEDIA | VIDEO PRODUCTION

**MEDIA AND
PERFORMANCE**

SEO | PPC | E-COMMERCE | MEDIA (ATL, BTL, DIGITAL)

Partnered with top business houses



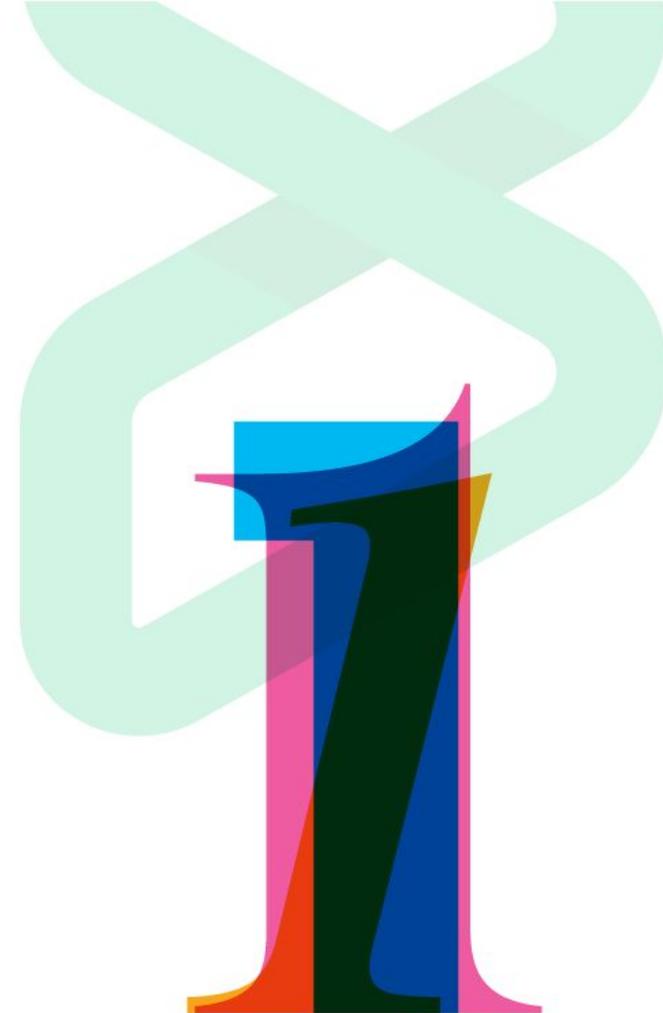
Helped launch global brands in India



Helped launch 100+ startups



Dabbled in the BFSI vertical



Worked on award winning campaigns and properties



Partnered with large ticket properties



Built new age community-led amplification



Transformed brands into household names



*We have been around and done work we are proud of.
And it's only the beginning.*

Brands

WE'VE PARTNERED





Sattva Lead Generation and Complete Revenue Generation through Online Brand Visibility and Sales

36000+

Leads Received
In 6 Months

400%

Increase in Bookings
Over last 6 Months

25%

CPL went down
over the last 6 Months

35%

CPA went down
over the last 6 Months

80%

Sell-throughs in 3
properties Over a
6 Months Period

25%

Increase in Leads to
Final Conversion

CASE STUDY



Designed to reflect a kaleidoscope of culinary delights, these books were curated with the sole purpose of exploring and celebrating food and the role Salarpuria Sattva plays in this journey. Through these books, we have created a canvas to display the potential and opportunity for recreation, entertainment and of course, food and beverage.

We give to you, The Valley, Youtopia and The Souk, all a representation of the unique ways in which Salarpuria Sattva showcases the many facets of our glorious culture



Sattva
VALLEY



Sattva
YOUTOPIA

THE
SOUK

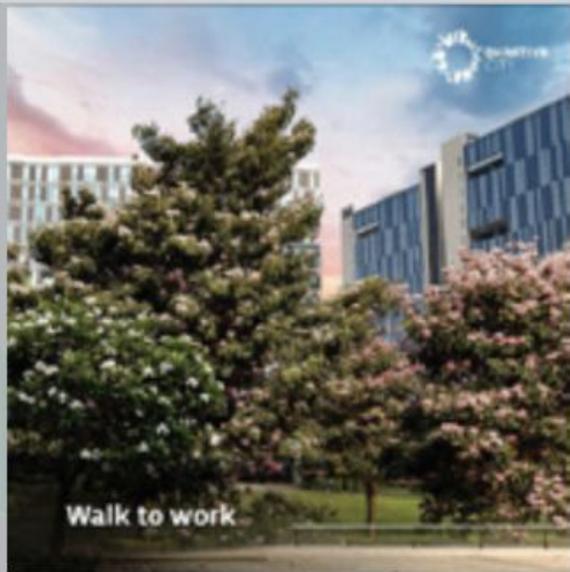
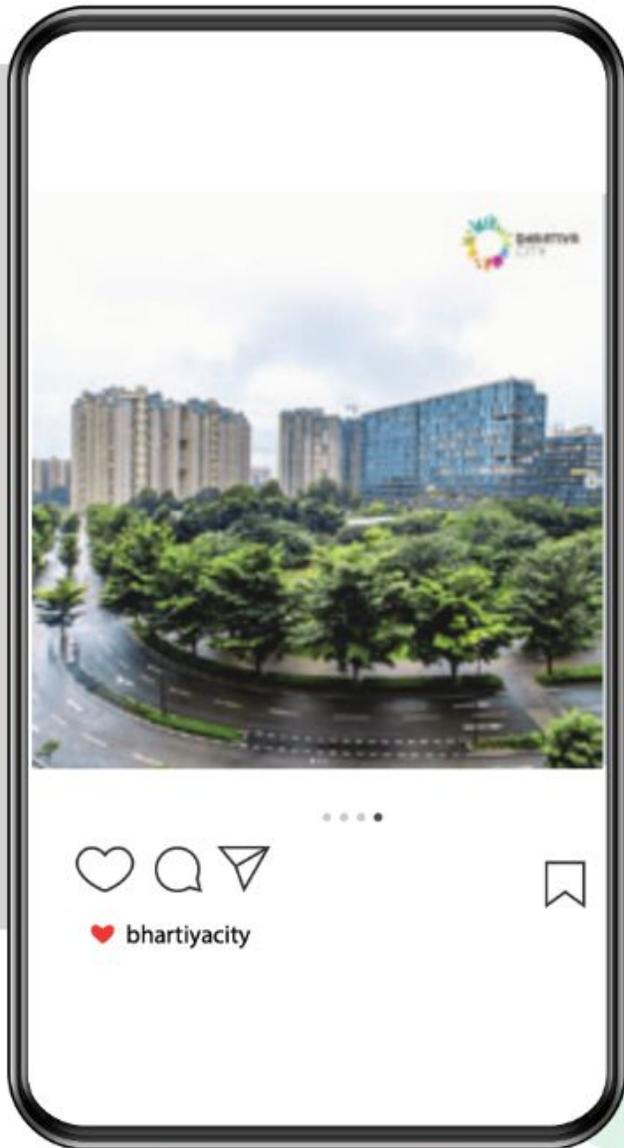


CASE STUDY



Bhartiya City has its own certified Special Economic Zone (SEZ) spanning 3.7 million sq ft of built up area. An easy walk from the residential and retail realm, it is located strategically for a good work-life balance, and offers a range of business-ready offices and infrastructure that can support both smaller businesses and larger corporations.

Focusing on a lush, urban park landscaped with trees and water gardens, the combination of offices, alfresco cafés and sports' area strikes a design balance between an orderly, businesslike environment for corporations and a relaxing, collegial retreat for employees. BCIT is an integral part of the city, not an afterthought. So people can have a stress-free walk to work, a productive day at the office and then be home in just moments. We believe this is life how it's meant to be lived, and worked



CASE STUDY



Sattva Global City is a business park with a clientele of Accenture, MindTree, Sonata, Emphasis onboard. The ask from the advertising agency was to market Global City as a community with its futuristic amenities, low-carbon and sustainable practices, residential options in the neighbourhood, and recruitment spots like universities and colleges.

Sattva comes from a legacy of building remarkable corporate spaces and residential real estate. With this legacy, the foundation was laid, we market them on linkedin and reach out to potential clients



Plus points:

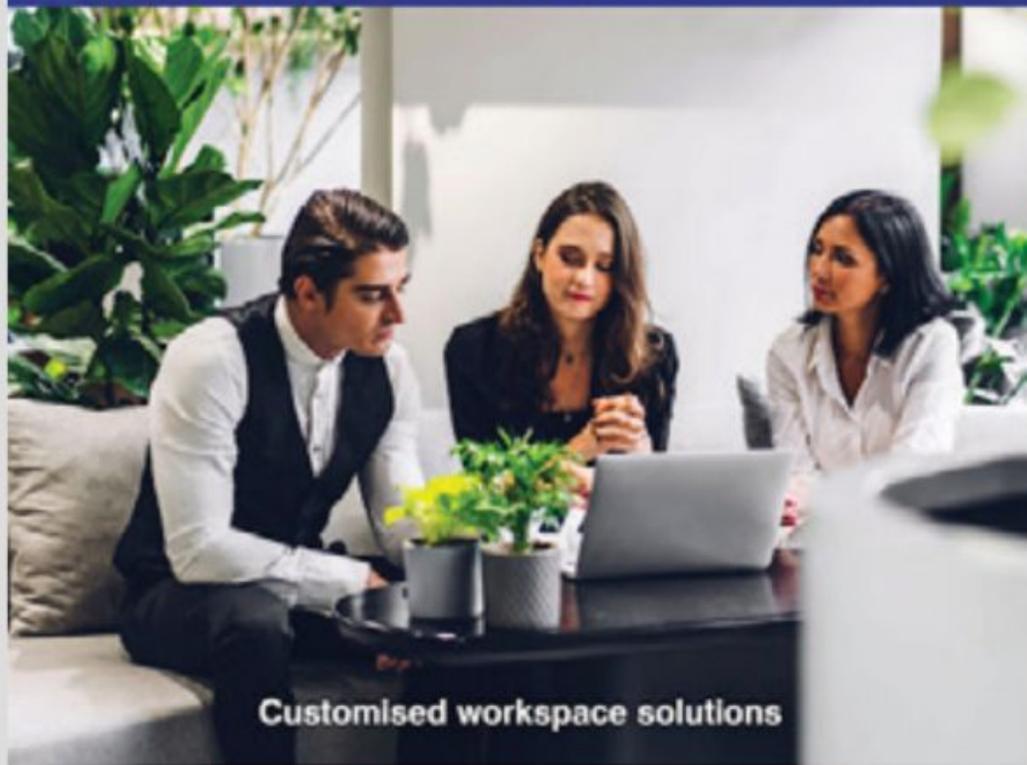
Communication: Accessibility, functionality, large open spaces, built-to-suit (customised) workspaces, low carbon and sustainable practices (healthy work-life balance), chillers, lighting, ventilation and more.

1.4 lakhs is the capacity | 5 million saleable sq ft | Pedestrian culture | Metro connectivity (250m away) | Low Carbon & Green

WORK | CREATE | ACHIEVE |
GROW | INNOVATE | SUCCEED



DO IT YOUR WAY



Customised workspace solutions



Sattva Global City, the next Silicon Valley



Top-notch connectivity



5 Million saleable sq. ft.



1.4 Lakhs capacity



Low Carbon &
Sustainable work culture

CBRE India

STRATEGY & DIGITAL PLAN



PRESENTATION



Agenda

- **Category Understanding**
- **Competition Understanding**
- **Consumer Understanding**
- **Understanding Brand Zone**
- **Recommended Campaign**
- **Creative Execution**
- **Social Media Strategy**
- **Digital Strategy**



Category Understanding

Commercial Real Estate Category

- Well organised and highly competitive and is **anticipated to expand at a CAGR of almost 13%**
- Rising economy, digitalization, growth in the IT/ ITeS sector and varied government reforms (industrial corridors, FDI policy, RERA, REITs) have **resulted in higher demand for the commercial real estate space.**
- Substantial **growth in the retail and hospitality sectors**
- Expansion has been accelerated by the **steadily rising demand from renters from a variety of industries.**
- **Class-A offices** occupy more than **61 per cent** of the office space, followed by **Class-B and Class-C offices with 32 per cent and 7 per cent**, respectively.
- Commercial real estate industry's outlook projections for 2022: Office, I&L: Supply pipeline, Retail are on high growth trajectory
- **Real Estate Investment is likely to increase by 5–10%**, and ESG considerations will take priority during due diligence.
- **Flexible Spaces:** Core + flex, Co-living spaces are going to see growth too.



Competition Analysis



We've done it!

JLL facilitates divestment of a 53,000 sq ft land parcel for a large corporate bank in Bangalore, India. The property was acquired by Indraprastha creations LLP.



JLL India

Brand Tagline- Shaping the future for a better world.

Brand Tonality- Simple and informative

Content Buckets-

- Informative and educative content- LinkedIn first
- Blogs
- Events
- Topical and Key occasions
- Media interactions and brand video- YouTube
- Stakeholder Testimonials

Content format- Static, Videos, GIF's and carousels

Platforms- LinkedIn, Twitter, Facebook and Youtube

Note- LinkedIn first approach, each platform has its own objective

Renew. Relocate. Redesign. Have you made the choice?
JLL.co.in/Office

13th Edition CII Realty & Infrastructure Conclave
Panel Discussion: **Shifting priorities: The future of alternative real estate**
21 October | 4:30 pm - 5:10 pm

Key takeaways

India will be the global data centre hub in the coming years	Industrial housing will be a big alternative real estate asset class in the next 10 yrs	Student housing will be university-led in the future instead of college-led
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Speakers
Jaikishan Challa, Founder & CEO, Curated Living Solutions Pvt. Ltd.
Nikhil Rathi, Founder & Director, Web Works India Pvt. Ltd.
Rachit Mohan, Head - Data Centre, India, JLL
Vishal Goel, Co-founder, Centrea Ventures
Karan Singh Sodhi, MD - Mumbai Metropolitan Region and Ahmedabad, JLL (Moderator)

We will soon change the way you look for a home. Forever. Stay tuned.

Congratulations Sandip!
Trade Tower, Woxsen University's start-up incubator ecosystem appoints Sandip Patnaik to its Advisory Board.

Key Takeaway; Simple and snackable content understood by everyone

JLL
1,592,800 followers
6d · 🌐

An uncertain road ahead for the economy, monetary policy and geopolitics is impacting real estate investment. While some sectors are performing better than others, investors overall remain cautious. Read more → <http://co.jll/sOYU50LHUbO>

#JLLTrendsInsights #gdi #realestateinvestment #economicheadwinds



JLL
1,592,801 followers
1w · 🌐

Improving quality of life is the number one reason that employees state for quitting their job today. So how can you help your employees to feel engaged and supported at work? <http://co.jll/M15L50LC4UP>

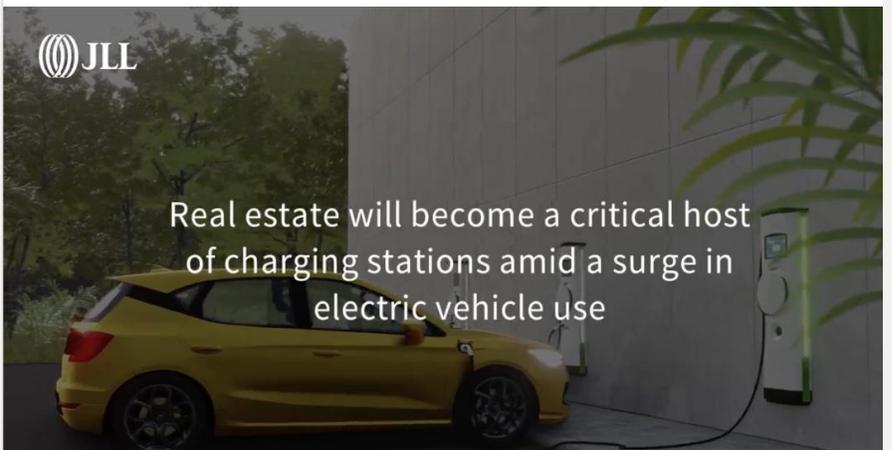
#businessfit #office #workplace #officetrends #futureproof #sustainability



JLL
1,592,801 followers
3w · 🌐

As millions of electric vehicles hit the road, real estate must accelerate plans to meet the growing need for charging infrastructure. Find out how building owners can benefit from EV market growth: <http://co.jll/eoKV50LqygT>

#JLLTrendsInsights #electricvehicles #EVcharging #RealEstate



From finding a new office, to negotiating lease terms, to workforce models and workplace experience, we're partnering with clients at every stage in their workplace strategy. Leverage our market knowledge and vast agent network to explore suitable options for your business: <http://co.jll/9Kef50K4q35>

Kaushendra Vikram Singh

#JLLIndia #OfficeLeasing #Coworking #HybridWork #CommercialRealEstate



JLL
1,592,800 followers
1d · 🌐

In an effort to keep up with hybrid working, companies are turning to new data sources focused on their people's experiences. Find out more about the key metrics that they're looking at: <http://co.jll/4G7a50LLKLW>

#JLLTrendsInsights #futureofwork #workplace #hybridworking



95 6 reposts

JLL
1,592,800 followers
3d · Edited · 🌐

Have you noticed any "quiet quitters" at work since the phenomenon gained mass media attention?

Find out what some forward-thinking HR departments are doing to address the issue → <http://co.jll/EwCI50LJfo4>

#JLLTrendsInsights



Anarock

Brand Tagline- Values Over Value

Brand Tonality- Simple and Informative

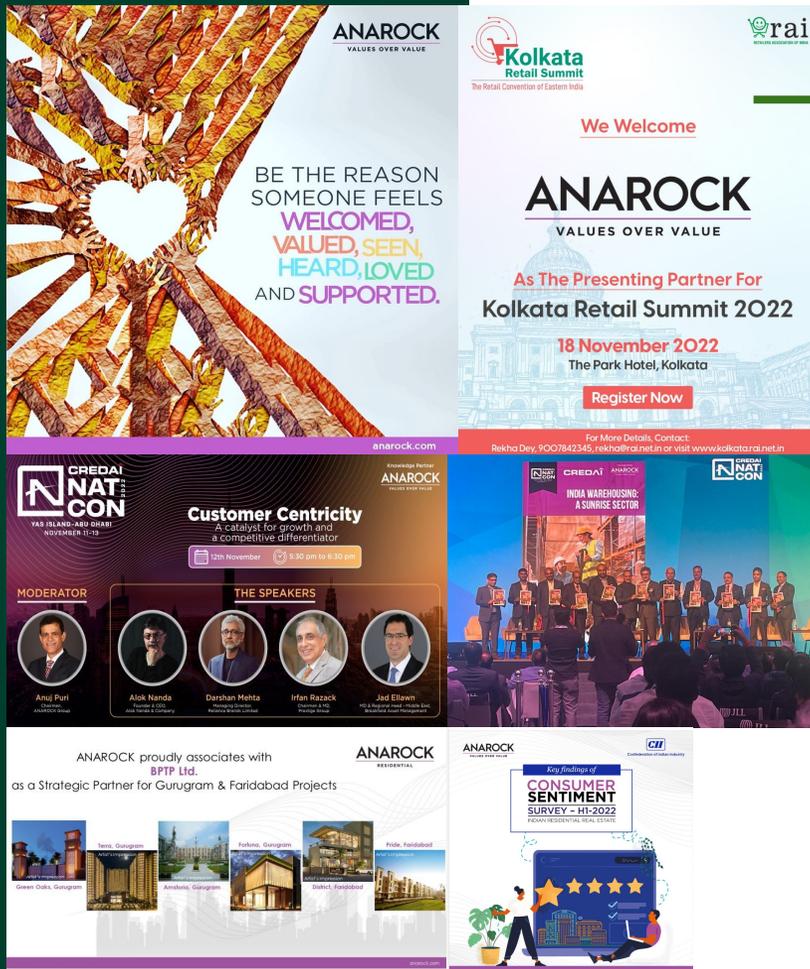
Content Buckets-

- Blogs and Events
- Organization content
- Key projects and onboarding
- Topical and key occasions

Content format- Static, Videos, GIF's and carousels

Platforms- LinkedIn, Twitter, Facebook, Instagram and Youtube

Note- Content is replicated across all platforms



Knight and Frank

Brand Tagline- Your Partners in Property

Brand Tonality- Functional and Simple

Brand Property- The View; publication that takes a fresh and enlightened look at the people, places and properties shaping the world.

Content Buckets-

- Key Projects and events
- Partners on board
- Conclaves and webinars
- Topicals and Key occasions

Content format- Static, videos and GIFs

Platforms- Linkedin, Twitter, Facebook, Instagram and Youtube

Note- Content is replicated across all platforms

The collage features several promotional materials from Knight Frank:

- Mentorship Program 2022:** A poster for a program on June 3rd, 2022, featuring Shishir Rajal (Chairman & Managing Director) and Neel Rajeja (President, K Rajeja Group).
- Done Deal:** A news article celebrating the completion of a 6,504 sqm warehouse space in Sripat, featuring Sahil Rajeja and Prashant Kumar.
- Conference on Corporate Real Estate & New Age Workplace Management - 3rd Edition:** A poster for a conference featuring speakers Tim Armstrong, Sathish Rajendren, and Viral Desai.
- Online Shopping:** A quote by Abhishek Bansal, Executive Director of Pacific Group, discussing the impact of digitalization and e-commerce on the retail sector.
- Real Estate Sentiment Index:** A report cover for Q2 2022 (April - June 2022), the 33rd edition, showing a 'Real Estate Sentiment Index' of 2.0.
- Hyderabad Property Registrations:** A quote stating that between January and October 2022, Hyderabad recorded property registrations worth INR 27,509 cr.



Cushman and Wakefield

Brand Tagline- Life is what we make it

Brand Tonality- Functional, Simple and informative

Content Buckets-

- Podcast
- Do you know content
- Events and forums
- Topicals and Key occasions
- Awards and accreditations
- Blogs and educative content

Content format- Videos, Static, Carousels

Platforms- Facebook, Instagram, Linkedin, Youtube and Twitter

Note- Content is replicated across all platforms



Savills India

Brand Tagline- Be the real estate adviser of choice in the markets we serve

Brand Tonality- Simple, Functional and informative

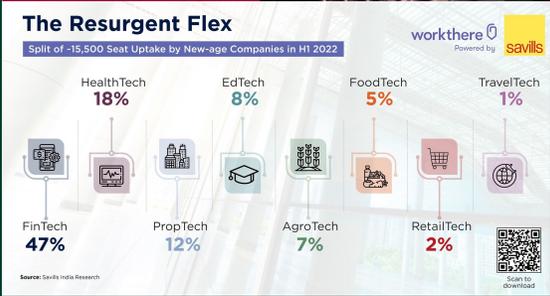
Content Buckets-

- **#Savills Roundup-** Fortnight review of latest trends and happenings
- Webinars and Events
- Key projects and Upcoming properties
- Topicals and Key occasions
- Awards and accreditations
- Blogs, quarterly reports and Whitepaper

Content format- Static, Videos and Shorts

Platforms- Facebook, Instagram, Linkedin, Youtube and Twitter

Note- Facebook content is replicated on instagram, rest all platforms have focussed platform content



Client Speak

Realizing Potential In Every Dimension

“ We were looking for optimization of office space in Chandigarh and appointed CBRE as our service provider. We had the pleasure of working with Kiran Harang for the said transaction. His market knowledge & reach, attention to details, rigorous follow-ups and continuous support were the driving forces for a seamless leasing process. We would like to thank Team CBRE for their outstanding services and look forward to a long-term business relationship with you.”

Company/Individual, Inc. is a client company and capital technology company based in Houston, Texas, U.S. that provides engineering and construction services who operate in various, state and other countries. Company/Individual partnered with CBRE for Advisory & Transaction Services, CBRE INDIA

CBRE



CBRE

Chennai: The Fastest Growing Data Center Market in India

While Chennai already hosts several small- to medium-scale DC facilities, the city also recorded large-sized investments in recent times.

[Download Our Report](#)

CBRE



Successfully Closed

INR 350 crores

CBRE is delighted to announce the successful divestment of a **prime 10-acre land** parcel in **Whitefield, Bengaluru**. This marquee transaction reinforces CBRE's position as the undisputed leader in Capital Markets & Land transactions.

CBRE

CBRE India

Brand Vision- Realizing Potential in Every Dimension

Brand Tonality- Functional and educative

Content Buckets-

- Reports and Analysis
- Key projects
- Events and panel discussions
- Employee stories and achievements
- Topical and key occasions

Content format- Static and Videos

Platforms- LinkedIn and Twitter

Note- Content is replicated across platform

LinkedIn	Followers	Engagement	Posts	Avg. Eng/Post%
CBRE India	75K	3834	24	0.212%
JLL India	265K	3.102	22	0.053%
Knight Frank India	75K	1440	23	0.086
Anarock	66K	3708	71	0.079%
Savills India	30K	1439	21	0.226%
Cushman Wakefield	963K	NA	NA	NA

Key Observation- Savills India has highest engagement rate

Twitter	Followers	Engagement	Tweets	Avg. Eng/Tweet%
CBRE India	7.8K	174	24	0.092%
JLL India	32K	5	3	0.005%
Cushman Wakefield	35K	495	3	0.47%
Knight Frank	9.3K	3	2	0.016%
Anarock	6K	229	54	0.069%
Savills India	328	33	36	0.279%

Key Observation- Anarock has highest engagement rate

Facebook	Followers	Engagement	Reach	Posts	Avg. Eng/Post%
CBRE (Global)	557K	562	3,705	37	0.003%
JLL India	160K	427	NA	4	0.067%
Cushman Wakefield	37K	116	469	9	0.034%
Knight Frank	18K	241	819	13	0.098%
Anarock	12K	1,273	9,115	72	0.142%
Savills India	342	29	2,256	30	0.283%

Key Observation- CBRE has strong community globally

Youtube	Followers	Avg. Eng. Rate/ Video %	Video	Channel Views
CBRE Global	9K	0.039%	2	475
JLL India	3K	0.017%	2	9
Cushman Wakefield	5K	0.029%	12	1288
Knight Frank	14K	0.008%	30	340K
Anarock	2K	0.617%	3	597
Savills India	415	0%	10	71

Key Observation- Knight Frank is the most active brand YouTube

Key Takeaways

- **Content**

- **Big Ideas and IP's** drives higher engagement
- **Simple and relevant conversation** to make category understanding simple for everyone
- **Snackable Content** for quick reads
- **Educative and informative content** is key communication pillar in the category
- **Blogs, whitepaper and collaborative reports** are popular content buckets

- **Platform**

- **Linkedin community** can grow for CBRE India (Cushman Wakefield and JLL India)
- **Engagement** across all platforms need to increase
- **Focussed platform approach**

Consumer Understanding



Who are we Talking To



Large Corporates
(HNI | CXO
Professionals,
Entrepreneurs)
Investors,
Businessmen,
32-48 years, M+F, Metros &
Tier-1 Markets



**CRE Industry, Real
Estate Industry
Stakeholders and
experts**
25-44, M+F, Metros & Tier-1
Markets



**Government Bodies
Infrastructure and
Investment related
governing bodies**
35-54, M+F, Metros & Tier-1
Markets



**Employees and key
stakeholders @CBRE**
22-35, M+F, Metros & Tier-1
Markets



What do they Seek



**Consultation &
Investment
opportunities**



**Industry specific
knowledge**



**Social Benefit &
Welfare Initiatives**



**Value, Culture &
Community**



Customised Message to Each Consumer



**Advisory and
Investment**



**Thought leadership on
RE opportunity,
investments and
footprint in the
country**



**Announcing brand's
initiatives & growth**



**Proud part of CBRE
community and
Culture**

Our Understanding of the Brand



CBRE - Operating every dimension of commercial Real Estate

**Integrated and Data
led services**

Domain Experts

Technology Driven

Research Oriented

**Customised
Solutions**

Setting the Context



Setting the Agenda

Building Stronger Digital Footprint for CBRE India:

- **Driving Brand Campaigns for Higher Brand Resonance**
- **Thought Leadership with Human Interest stories**
- **Industry owned and collaborated IP's** for higher Visibility
- **Humanising the Brand** (Women at CBRE SHEROES, CBRE Changemakers)
- **New Age Content:** Snackable and relevant content, Video, infographics and carousel first approach
- **Building Digital Conversations with Key Stakeholders and Employees**

CBRE

Brand Zone

Your Edge in Real Estate



Brand Zone

Your Edge in Real Estate

**Global Insights and
Deep Market & Domain
Understanding**

**Create end to end
Real Estate Solutions
for Tomorrow**

Legacy

CBRE is the world's largest commercial real estate services and investment company, with the #1 global market position in leasing, property sales, outsourcing, property management and valuation.

Campaign one



Concept Note

CBRE **sees more so that you can be more.** From instilling confidence in today's decisions to re-imagining tomorrow's spaces, we thrive in delivering **customized solutions that promises a better environment, a better future.**

We pride ourselves on being the best in the industry. Our team's global outlook and expertise, combined with our extensive pool of market knowledge, smart technology and data ensures the seamless service we're famed for.

Building A Future Together

Showcasing how CBRE is redefining the way of life with **Customised Commercial Real Estate Solutions** and **empowering customers to achieve more and align with sustainable future.**

Your business, like every business, is deeply intertwined with environmental, social, and governance **(ESG)** concerns.
That's why we aim to waste less as we build more, keeping the future in mind.

Building A Future Together- Key Communication Pillars

**Market Knowledge
and Data driven
insights**

**Customised real estate
solutions across
various industries**

**Sustainable Future
Solutions**

**Legacy and our
culture**

Building A Future Together- Content Pegs

**Market Knowledge
and Data driven
insights**

**Workplaces; present
and future and Infrastructure
for new work culture**

**Integrated customised
Industry specific Solutions
like Data Centers, life science**

**Government Projects and
collaborations**

**Customised real estate
solutions across
various industries**

Expertise and success stories

**Events and other industry
forums**

**Services and Consultant
advisory**

**Sustainable Future
Solutions**

**Sustainable Real estate
solutions**

**Eco friendly and future ready
Solutions**

CSR initiatives

**Legacy and our
culture**

**Interaction with employees
and key stakeholders**

**Organisation culture, value
and ethos**

**Organisation growth over the
years**



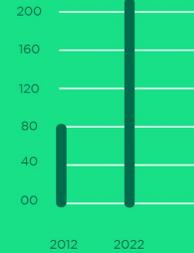
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CBRE

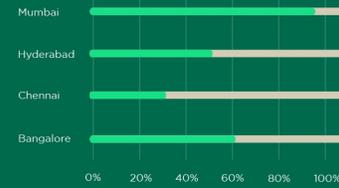
Express Insights

Certified Built Environment in India

Certified Green Office stock grew by **177%**.



Cities leading in terms of certified completed stocks



Sustainability Certifications give green projects, rental edge over non-certified projects.

LEED enjoys greater pie of total certified stock in India

79%

Peripheral locations crowded with certified green stock



REIT assets of certified green stock to grow with evolving policy and regulatory ecosystem.

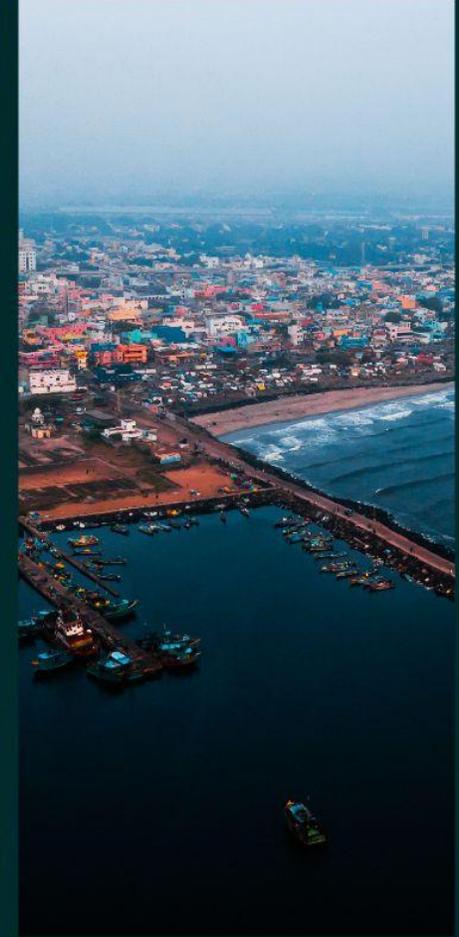
Read more in our detailed report

CBRE

What do Chennai,
New Delhi and
Hyderabad
have in common with
Osaka, Hanoi
and Taipei ?

[Read our report](#)

On Emerging Data Centers to know more



CBRE

Key Industry Sectors That Drove Leasing Activity*



*Share in Q1 2022

CBRE

Chennai 2030: Expanding Horizons

[Live Now](#)

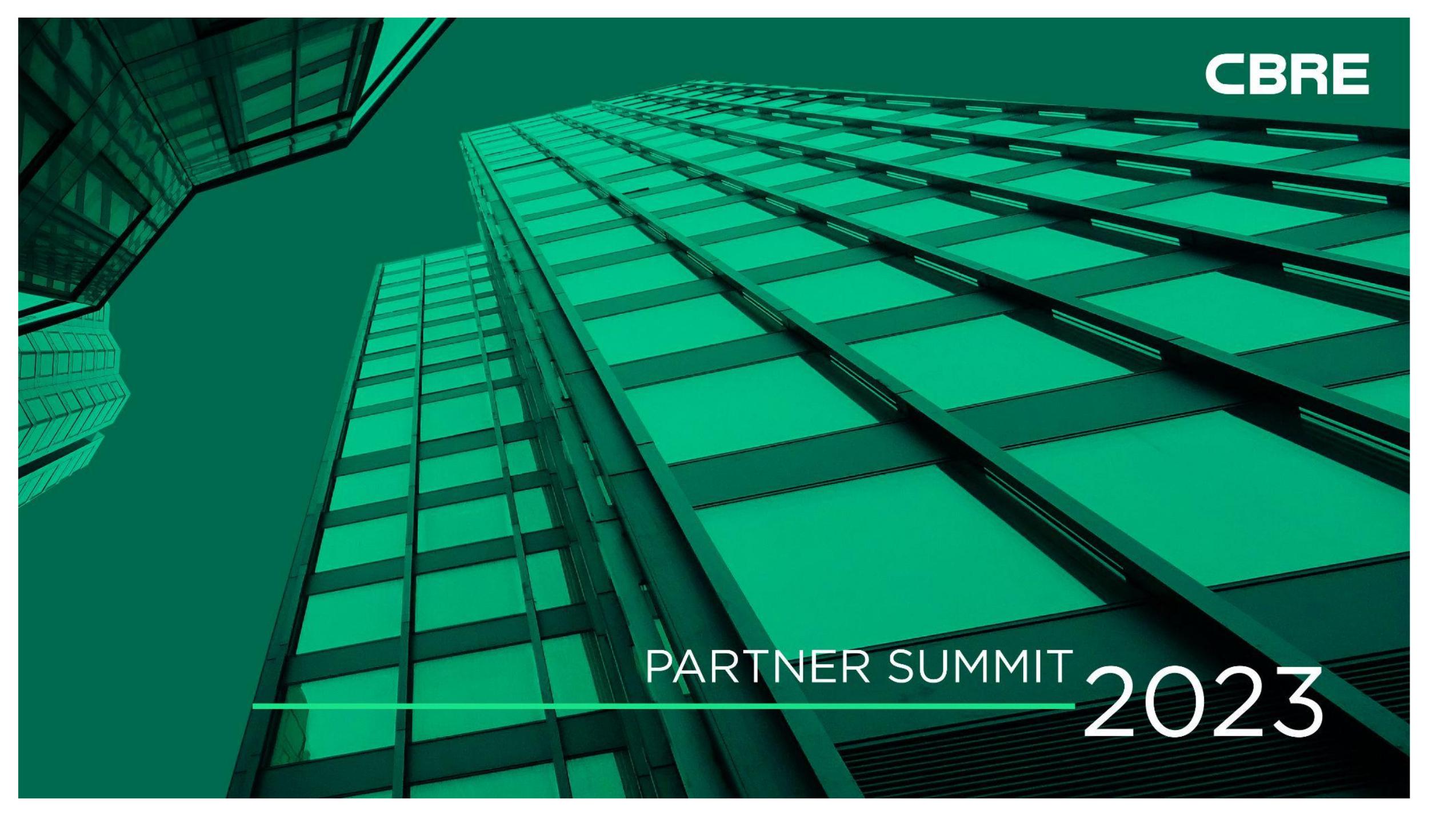
[Read Here](#)

CBRE



Podcast

Platform- LinkedIn and Spotify



CBRE

PARTNER SUMMIT 2023

In Conversation with



Shri Ashwini Vaishnaw

Hon'ble Minister of MeitY



Anshuman Magazine

Chairman & CEO - India, South East Asia,
Middle East & Africa

The Future of PropTech in Rising India

CBRE



“As the trend of ‘Work Anywhere,
Live Anywhere’ garners traction amongst
the working populace, the demand for
rental housing will be on uptick.”

Gurjot Bhatia

CBRE

Read the key takeaways for 2023
[The Changing India Report](#)

The Real Deal

India Market Monitor

Q3 2022

CBRE



In Focus

CBRE appointed
as the consultant for
PM's Multi-Modal
Logistics project

[Read Here](#)



CBRE Cares

'Turn Around Waste (TAW)' Waste Recycling Programme was responsible for collection of dry waste.



The quantum of dry waste collected during the year was about **70,900 MT** from **1,067 wards**.

Key findings

From our employee happiness study





CBRE

Summarising Content Roadmap

Social Sketch : Mentors

A short video based on the profile of the mentors and some lead investors at CBRE – which will showcase the diversity and wealth of experience.

Thought Leadership

Knowledge Sharing
Awards & Accolades
Industry Participation
Global Communication

Factoids

There is a glut of data and information that can be packaged into compelling factoids and mini infographic for social consumption.

Success ‘Stories’

Success stories can lend themselves into snackable ‘social content’. A 3 frame gif of how an entity transformed itself and how the association with CBRE helped.

Promotional

Property
Investment advice
Property management
Real estate investments

Success Stories (mentor)

Thought leadership content (ghost-written) on relevant topics that can be published on editorials like ET etc.

Authored Thought leadership (Sponsored)*

Thought leadership content (ghost-written) on relevant topics that can be published on editorials like ET etc.

Twitter activity

Ask an expert: Thought Leader and a Twitter influencer shall take part in a tweetchat to engage with the audience and answer questions related to real estate ecosystem, using a CBRE branded hashtag.

Event Amplification

CBRE Partner Summit is the perfect platforms for generating maximum buzz and online visibility. The social amplification on Twitter (supported by FB and LinkedIn) will involve a variety of content - pre event and during. This will be in the form of capsule content around the session/speakers/interviews and sound bytes.

Brand Properties

RE-Design
RE-Connect
RE-Energise
REsilience 10K
RE WorkSpaces
2023 Outlook Event Series

CSR

Highlighting our ongoing efforts to support people and the planet through sound business practices.

Campaign Two



Concept Note

CBRE hold a legacy of partnering with Fortune 100 Companies and holding the trust of 100+ countries.

We are one of the world's largest commercial real estate and investment firms, we recognise the potential of our clients, partners and professionals and assist them **to prosper into more renowned businesses with our end-to-end solutions, sustainable practices and an inclusive culture.**



CBRE

WE HELP PEOPLE
THRIVE

www.cbre.co.in

Recommended Way Forward



Strategic Way Forward

Driving Brand Resonance

Brand Campaigns, Awards, Industry Participation and Events

Through Leadership; Building Brand IP

Video first Approach, Snackable Content (Carousels and Infographics) and People Stories, The Weekly Take

Humanising the Brand

Expertise, insight, and a valuable perspective, Blogs, White papers and Content Syndication

Driving Strategic Relationships

Large Corporates, Government, Investment firms and Institutions

Sustainability and CSR

Key projects, Solutions and Key Initiatives

Branded IP's and Properties- Online and Offline

S. No	Property Name	Description	Audience
1	RE-Design	Creating video series on CBRE Design Collective	Decision makers
2	RE-Future	Platform bringing together Industry futures leaders to throw light on topics surrounding CRE. CRE TedX platform which will make the category accessible and interesting for the masses	Government institutions and officials
3	RE-Energise	Podcast series with CBRE India Top leaders talking about its contribution towards sustainable CRE ecosystem.	Masses
4	2023 Outlook Event Series	Amplifying the annual forecast event digitally and making it industry the most awaited event which talks about realising tomorrow's potential in the category and sketching a roadmap for the same	Decision makers
5	CII-CBRE City Events	Conference in each city going digital (pre event and live event)	Industry stakeholders
6	RE Flexi Workspace	Video series of covering offline event and creating digital capsules of the same	All stakeholders
7	CBRE Cares	Branded series showcasing how the initiative is contributing towards the betterment of the society	CSR
8	RE Circle	Exclusive ecosystem curated for category leaders to connect, collaborate and share their visions to build an inclusive community CRE Leaders	Industry stakeholders
9	RE Metaverse	CBRE advisory and brokerage services in the metaverse setup	All Stakeholders

Branded IP- RE Future: Strategic partner to Future Ready Cities, ecosystems and Infrastructure

Platform for CBRE India and various **Government leaders/ bodies** to demonstrate some ambitious projects and possibilities of building a Better Tomorrow for India.

Showcasing Future First properties which are built with Deep domain knowledge and expertise, Innovation and Technology and the ones which are going to solve larger problems for the ecosystem and the Country.

One of it's kind platform making the category inclusive for the Government bodies and officials.

Targeted: Government bodies and officials and recognizing their contribution towards the category

- Economic development in the State/ city and being future Ready
- Infrastructure development by the Government
- Focussed Policy Initiatives for Businesses to thrive
- Forefront of Technology and Innovation



Targeting Specific Sectors- Government

#CBRERealEstateMonitor in association with Indian Government

BCG Boston Consulting Group (BCG)
3,473,729 followers
1d · 🌐

The November edition of India Economic Monitor highlights that India's FY23 GDP is forecasted to grow between 6.5% to 7.0% YoY. GST collections recorded the second-highest value since inception, crossing the Rs 1.5 trillion | ...see more



82 5 reposts

Like Comment Repost Send

#REReports and Whitepapers with various government institutions

D. Deloitte
11,223,863 followers
1w · Edited · 🌐

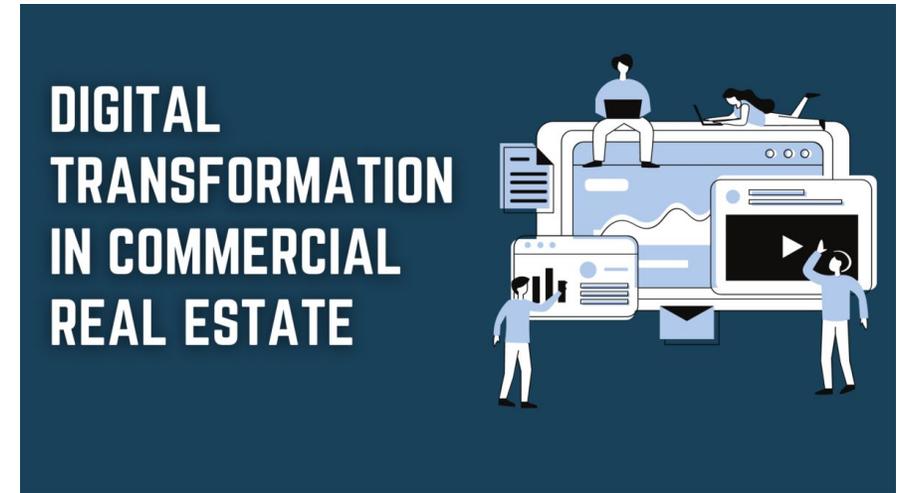
Organisations are shifting from a traditional resilience approach to a broader and more forward-looking #organisational resilience approach. ...see more

Deloitte's 2022 Global Resilience Report · 6 pages



1/6

#REDigitalEcosystem Approach for Government in CRE



BCG Boston Consulting Group (BCG)
3,474,521 followers
6d · Edited · 🌐

📌 LAST CALL COMING SOON 📌

It's time to put the finishing touches on your proposals. You have just five days to apply to the **AI for the Planet** Call for Solutions.

Submit an AI innovation that tackles climate challenges from any sector, whether private, public, or nonprofit, with solutions at any maturity stage, as long as it is ready for a first pilot.

Apply here: <https://on.bcg.com/3GL4MO5>

BCG Boston Consulting Group (BCG)
3,474,521 followers
5d · Edited · 🌐

"Food security has never been a bigger issue than today."

Last week at #COP27 we caught up with **Jim Andrew**, a BCG alumnus and current Chief Sustainability Officer at PepsiCo, to talk about the business case for regenerative #agriculture.

Watch the full conversation here: <https://lnkd.in/ehq5HZZp>

#foodsecurity #sustainability



to help leaders make informed decisions.

Fern Pais and 286 others 12 reposts

161 4 comments · 10 reposts

Like Comment Repost Send

Help to make more informed decisions with all data and technology at CBRE disposable

Sector based Targeting- Government

Government- Seek- Scale and Capability

Solution Provided- Global tech and support

Reaching Out-

- **Case Studies** (Previous work and Scalability)
- White Papers and research collaborations
- Growth of Real Estate and economy of India
- Uplifting community/sectors
- **Technology interventions** @events and Trade fairs
- **Industry Webinars** with Government officials
- **Brand IP-** RE Connect
- **Consultation and guidance on** Digital, Data analytics and speciality skills
- **Ideas/Recommendations** that will transform the public sector
- Act as an enable between government and key industry stakeholders

Key Events/Forums to be part of

S.no	Event Name	Month
1	Economic Times ACETECH - New Delhi	8-11th Dec 2022
2	CII Goa Conference on Clean Renewable Energy - Transforming Industry, Hospitality & Real Estate	14th Dec 2022
3	Annual Conference of Infrastructure Finance in India Mumbai	15th Dec 2022
4	Global Real Estate Congress- Mumbai	Feb 2023
5	International Real Estate Expo- Mumbai	Apr 2023
6	Retail Leadership Summit- Mumbai	22-23rd Feb 2023
7	Other Forums; India Retail and Food Forum- Mumbai	13-14th Sep 2023 & Dec 2023

Branded IP - RE Circle

An **exclusive ecosystem curated for category leaders** to **connect, collaborate** and share their visions to build an Inspired Future.

TedX like platform which recognises some of the most influential people and their inspiring stories of building an Inspired Future.

Platform will give CBRE India **access to the influential leaders, policy-makers, CXOs, entrepreneurs, etc.**

Perfect platform to unite the **brand with its key Category stakeholders.**

Partner with ET Realty and target stakeholders from ITES/ Retail, Hospitality and more.



Sector based Targeting- IT and ITES

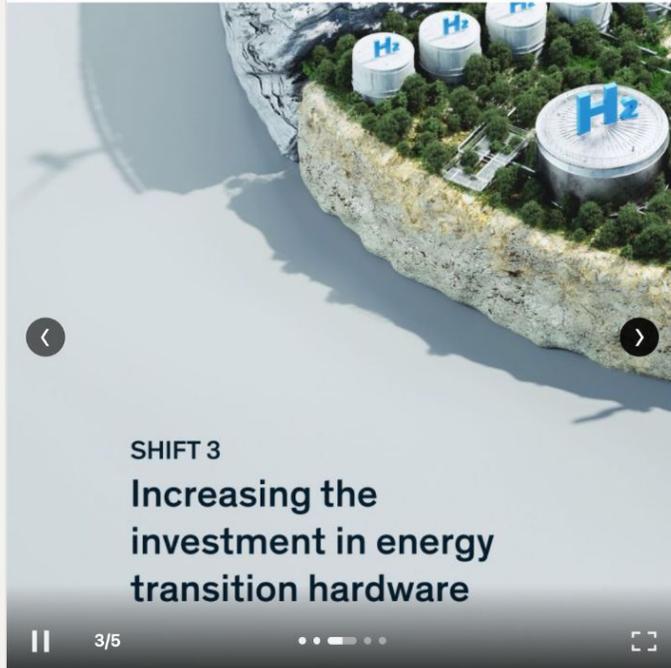
#REFutureOfIndia; Future of Workspace Ecosystem and factors that will affect them

Asia's energy transition is well underway, creating substantial opportunity for green growth and business-building in the region's energy sector.

We've identified five shifts that can help smoothen the path towards net-zero, and explore how organizations can balance both sides of the energy supply-demand equation to accelerate green growth. Learn more here:

https://lnkd.in/gZ_imPGu

#FutureofAsia #FoA #NetZero #GreenBusinessBuilding



#REPrespectives; CBRE Takes on IT industry trends

BCG Boston Consulting Group (BCG)
3,473,732 followers
3w · Edited · 🌐

Operating expenses (SG&A costs) have continued to grow over the past decade.

To stay competitive, it's imperative for businesses to optimize their cost position.

<https://lnkd.in/eC6nHhZi>

#BCGExecPerspectives #CEOsDilemma

SG&A¹ Costs Have Grown 1.9x Since 2009, That Didn't Affect Margin Due to Price Increase



Source: S&P Capital IQ; Federal Reserve Bank of Minneapolis; Social Security Administration.
Note: SG&A and Revenue values were turned into indexes, 2009 value equals 100%.
¹S&P 500 companies.

#CBREReportsAndWhitePapers; What the IT industry is looking for in CRE

BCG Boston Consulting Group (BCG)
3,473,744 followers
3mo · 🌐

A great global migration is in the making. Around 40% of the world's digital talent pool is hunting for new jobs, according to BCG research, with many workers open to changing locations. And competition for their services has never been hotter.

But what exactly is this mobile digital workforce looking for when exploring new opportunities? And what factors influence their decision about where to move? Find out in our report: <https://lnkd.in/gjtJN9k3>

#BCGinIndia #25yearsofBCGinIndia #DigitalTalent #PeopleStrategy #hiring

What is Digital Talent looking for? · 4 pages



Sector based Targeting- SMEs

SME Success Stories



square • Detroit, Michigan

Meet Victoria and Michael, owners of @icecreamsocial, an ice cream truck and mobile social media agency in Detroit, MI.

Losing their jobs at the height of the pandemic pushed Victoria and Michael to revisit an idea they had back in 2017: an ice cream themed social media business. They found a 53-year-old Good Humor truck close to where Michael grew up, restored it, and started selling ice cream out the window every afternoon. Together, they hope to keep the traditional ice cream truck experience alive in their community.

Read more about Ice Cream Social and the social media services they

238 likes
16 HOURS AGO



square • Metuchen, New Jersey

Inside @terraceplantshop, located in Metuchen, New Jersey, lush house plants cover every corner of the store. The depth of green transports customers to another place, surrounding them with calm — and life — serving as a living altar for what was lost.

Watch "Dear Dad" on IGTV or YouTube, and read Peter's full story at [squ.re/deardad](https://www.instagram.com/squ.re/deardad).

Dear Dad was directed and photographed by Red Gaskell (@redgaskell) for @evenoddfilms. Red is a Filipino/Chinese-American filmmaker and photographer, and

1,149 likes
JULY 7

Add a comment... Post

SMEs News and Updates

jason@calacanis.com • @Jason · Jul 14

Some thoughts on how I spot winning founders — for angel investors & for founders wondering if they have what it takes.



This Week in Startups: China cracks down on US IPOs, winning four... Show This Week in Startups, Ep China cracks down on US IPOs, winning founder qualities, Ask Jason: accelerators, investing | E1244... podcasts.apple.com

Industry Predictions

McKinsey & Company
4,902,033 followers
1d • Edited

At the beginning of the year, we asked global journalists, media executives, columnists, commentators, and media critics what they thought would dominate news headlines in 2022. [see more](#)

2022 media predictions: Were they right?

What's next for web3 in real estate

McKinsey & Company

CBRE Industry Explainers; Key Sector's Unwrap for SMEs

McKinsey & Company
4,902,032 followers
1w • Edited

The next revolution in industry isn't just about new technology. To thrive in Industry 4.0, entire sectors of the economy will need to reskill workers and make processes more sustainable and efficient. This article from our McKinsey Explainers series shows you what 4IR leaders have accomplished and what's next.

Get it now on our Insights app <https://lnkd.in/e4UXmFHJ>

#McKExplainers

What is Industry 4.0?

Simply...

Industry 4.0, also known as the Fourth Industrial Revolution, is the next phase in digitizing the manufacturing sector, driven by advances in data and connectivity, analytics, human-machine interaction, and robotics.

But you might have more questions ...

McKinsey

Sector based Targeting- SMEs

SME's

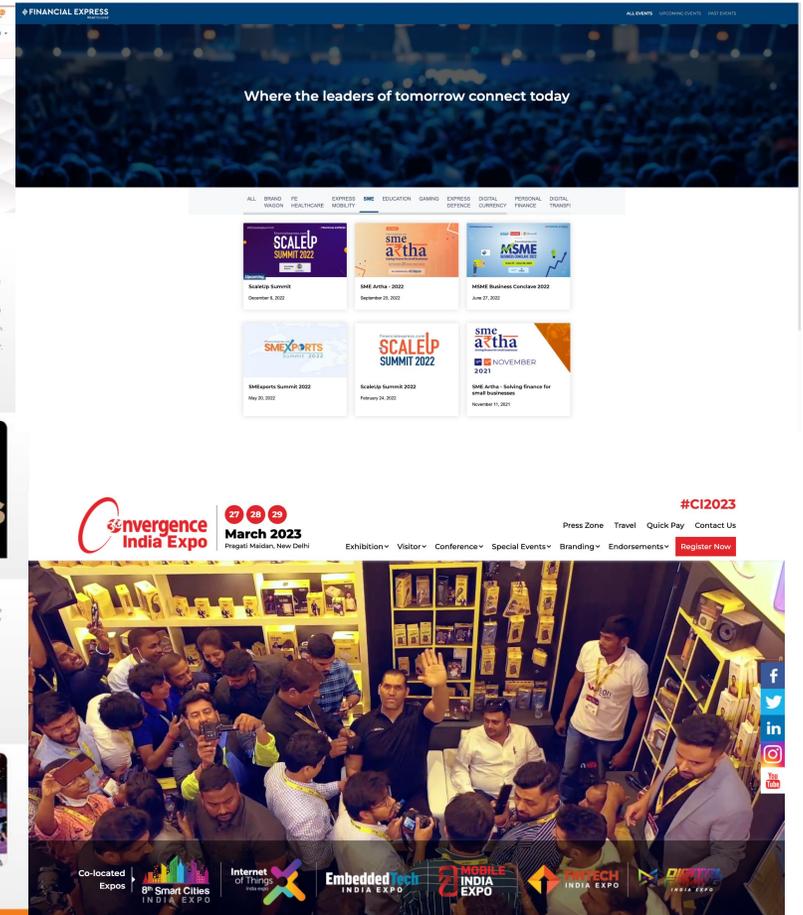
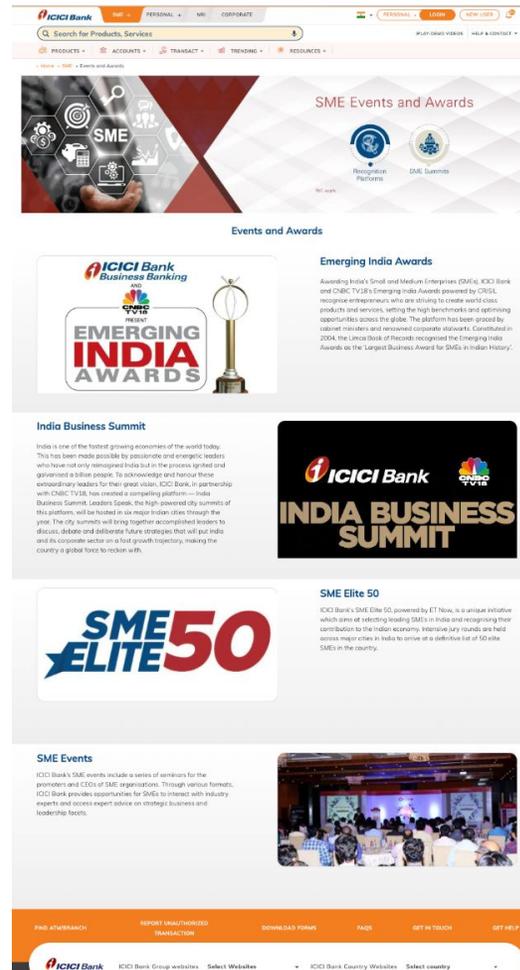
Seek- Knowledge and Money

Solution Provided- World Class solution at competitive prices

Reaching Out-

- **Video Property;** Informative content hub for SMEs where we partner with different consultants to create content (also get Government officials to be mentors here)
- **CBRE Chatbot for SMEs;** answer FAQs
- **Collaborate with SME Events, Workshops and Seminars** (Financial Express) or SME Awards (ICICI Bank)

Key SME Events and Properties



Branded IP - RE Retail

Featuring Retail Properties handled and advised by CBRE and create a LinkedIn/ Podcast series on various topics related to Retail and key stakeholders from Retail.

Partner with Exchange4Media to create this Youtube series highlighting key projects and people from the Fraternity.

Building thought Leadership on Retail Ecosystem of the Future.

Building Retail Thought Leadership Platforms, Powered by CBRE data and Insights across various Retail Events and Seminars. India Retail Forum, India Food Forum, India Retail Summit.

From finding a new office, to negotiating lease terms, to workforce models and workplace experience, we're partnering with clients at every stage in their workplace strategy. Leverage our market knowledge and vast agent network to explore suitable options for your business: <http://co.jll/9Kef50K4q35>

Kaushendra Vikram Singh

#JLLIndia #OfficeLeasing #Coworking #HybridWork #CommercialRealEstate



185

5 comments · 6 reposts

Branded Property- RE Metaverse

CBRE advisory and brokerage services in the metaverse setup

How does this help;

1. **Strategic planning;** scenario modelling and the design of spaces and operations for consumers before committing capital to physical outcome
2. **Transactional;** 3D tours of properties or land for consumer experiences
3. **Empowering consumers with augmented solutions, remote support and data insights;** creating opportunities for a range of VR / AR focused products and services
4. **Consultation and advisory services;** Consulting firms/business/organisation for all metaverse transaction along with virtual property development, property management and marketing services



Personal LinkedIn Branding- Anshuman Magazine



Analysing Content of Top Industry leaders

Anshul Jain

- Personal view and take on key projects and industry updates
- Media Interaction
- Company Culture and key initiatives
- Experience at key events and meets
- Wishes on topical and key occasion

Ramita Arora

- Key takeaways from industry reports
- Key speaker for various panel discussions
- Topical and Key Occasions

Chris Marriott

- PR articles and media interactions
- Leadership and other events
- Key takeaways from industry reports and trends
- Company Culture and key initiatives
- Personal view and take on key industry trends

Ramesh Nair

- Leadership and other events
- Personal view and take on key projects, industry updates and key trending discussions
- Company Culture and key initiatives
- Topical and key occasions

Anuj Puri

- Key takeaways from industry reports and trends
- Key speaker for various panel discussions and events
- Topical and Key Occasions

Anshuman Magazine

- Personal view on key reports and industry update
 - Topical and key occasions
 - Events and Panel discussions
 - Other key trending topics
-

Key Observations from Industry specific LinkedIn Pages

- **Personalised and honest conversations** on key topics, trends and industry intelligence
- **Organisation Culture and Key Initiatives**
- **PR and media interactions**
- **Key events and panel discussions** talking about what made the whole exercise interesting
- **Personalised wishes** on key and topical and key occasions

Anshuman Magazine Brand Way Forward

India 2030

- India Globally in finance and economical landscape
- India; Emerging investment Market
- Government Infrastructure conversation
- Evolving role of flexible workspaces
- Era of D2C brands
- Value creating company culture
- Changing dynamics of Indian Retail, hospitality and logistic companies
- Sustainable and inclusive growth
- Indian Startup culture

Consumer

- Ever changing face of Indian consumers
- Talk About Money
- Evolving role of flexible workspaces
- Consumer Pulse; Spending pattern of consumers
- tailoring communications and digital efforts of marketing
- Key trends affecting and inspiring consumer behaviour

New India (Tier 2 and 3)

- Sunrise destination for various industries
- Why are these cities new loci of growth
- Impact of Digital India and startup India campaigns on these cities
- How are these cities emerges as consumers, education and business hubs
- How these cities are at forefront of digital evolution
- Emerging growth engines of Indian Economy

Innovation and technology

- Logistic, warehousing and data centers
- PropTech
- Life Sciences and data centers the
- Digital Business builders and consultations
- IT architects & digital solution builders
- Global flows in connect world and its importance
- Value from AI

ESG and Sustainability

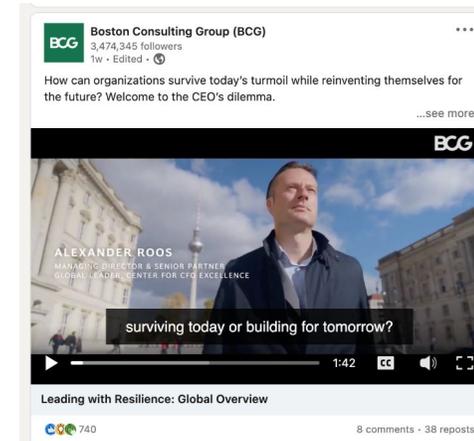
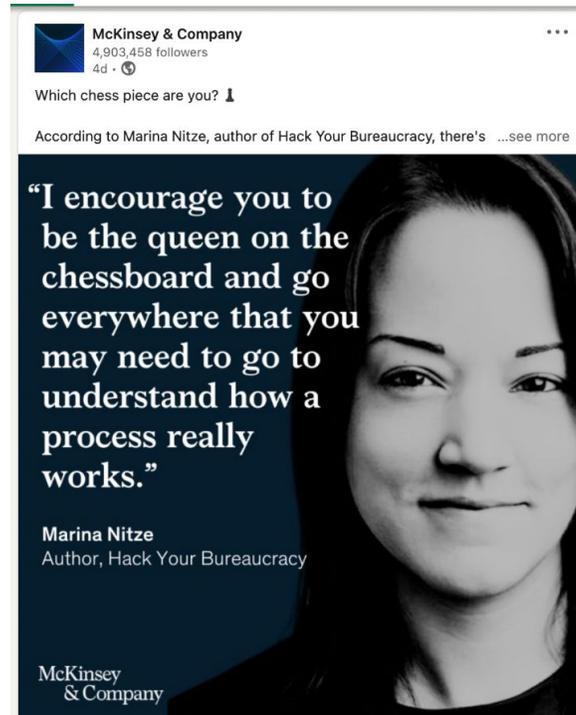
- India Readiness for ESG
- emerging global trends, circular economy, urban landscape & more.
- Net Zero/Zero Carbon practises; Both Government and business
- India's tangible steps to transition to a net-zero economy
- Clean Hydrogen Supply system
- Decarbonising all industries
- Food Security

Anshuman Magazine Brand Way Forward

Up-close series with AM where shares his take on Evolution of Indian economy and Consumer Economy Future of Work , Role of Tier-2, 3, Cities, ESG and sustainable solutions etc

AM's views on making the most of opportunities in current times

#CEOTalks; Down the journey lane with AM where he talks various dilemma that one goes through while building an organization



Tune in to hear an insightful conversation with **Priyanka Aggarwal**, Managing Director and Partner, co-lead, India Healthcare Practice, BCG India, and **Dr. Sangita Reddy**, Joint Managing Director, Apollo Hospitals Group, on several key themes related to the future of digital health care in India.

Now streaming on Apple Podcasts | Amazon Music | Spotify

#BCGinIndia #25yearsofBCGinIndia #BCGIndiaPodcast #Podcast #digitalhealth #HealthcareIndustry #healthcare



Participation in key Leadership forums (Media and Industry)



Passion and Initiatives

Video Series

Podcast Series

Communication Objectives (Twitter + LinkedIn)

- To position Mr. Anshuman Magazine **as a futurist & thought leader**
- **Establish Mr. Anshuman Magazine as an Visionary who is leading to to establish Indian CRE as a global powerhouse**
- **Curate an audience network** which is constantly updated with his views and perspectives on what's going to define and build an conducive economical culture
- **Create conversations from his profiles that are in sync with his core values and belief system .**

Authentic and Real AM's Personality

I've realized that 'life' itself has been my greatest mentor. Every situation is a teacher, all we must do is be willing to 'listen, and learn'.

My insight at a recent
interview with **mint**

Vision and Expertise



Chennai real estate in 2030:
A snapshot

Office:

Increase in future proofed buildings via a combination of leading-edge physical, human and digital elements

Retail:

Emergence of new brand entities; right-sizing of brand portfolios; diversification of developer portfolios

Residential:

Change in product alignment; increase in land acquisition; increased dependence on alternate investment funds

Industrial & Logistics:

Logistics hubs to emerge closer to new infrastructure initiatives; increased focus on ESG



Anshuman Magazine

The need of the hour is innovative hybrid models to derive maximum productivity. Having the right technology is just a stepping stone and making it accessible is a leap into the future.

[Read More](#)

Opening address of the
CBRE Singapore Symposium 2022.

**Employee
and
Stakeholder
Engagement**



Driving PR and Media Relationships

A milestone conference for the industry, where we deliberated upon the existing & emerging trends, and how investing in #Tier2 cities is becoming the new centres for #expansion.



Platform Strategy



Focussed Platform Approach

LinkedIn;

Corporate Branding via Thought Leadership & Employee Engagement

- **Thought and industry leadership**
- **KOL and influencer marketing**
- **Community building-** Events, webinars, Panel discussions etc
- **Podcast** on upcoming trends and RE sustainability
- **Key projects and associations**
- LinkedIn Polls and Q&A

Twitter;

Awareness, community engagement and key updates

- **Previews** of key industry trends and updates
- **Fleets** for webinars and events announcements
- **Twitter Spaces for discussion and webinars**
- **Blog post**
- **Twitter communities for community building**
-

YouTube-

Content Repository via video content

- **Humanising content**
- **Coportated videos**
- **Media Interactions**
- Industry trends and Key highlights of various sector- **Shorts**
- **Sustainability CRE**
- **Workspaces content**

Facebook

Targeted Outreach via Reach & Frequency

- **Inclusive, Bigger Reach and transactional relationship**
- Key projects and association
- Blogs, White papers and articles
- CSR and sustainability Initiatives

Media Strategy



Digital Action Points

Creating more visibility for CBRE India

- **Content**

- **Driving brand resonance** with social short form content with quick reads
- **Building Brand IP** via Video heavy & OTT unified reach amplification
- **Amplifying the brand reach** through content syndication & native approach
- **Building Heavy Mid-funnel** via relevant self-serve & contextual native
- **Creating touchbase of client** to nurture strategic relations for demand generation

- **Platform**

- **Linkedin & Social community**
- **YouTube & OTT Aggregators**
- **Financial/Real Estate content syndication tie-ups**
- **Self-served platforms combined with Native**

CBRE

Driving Brand Resonance



Platform	Est Reach	Est. Impressions	Est. CTR %	Est. Clicks	Est. Traffic	Est. Views	Budget
Social (FB&IG)	3.3M	6M	0.20%	13K	6K	1L	2L
Youtube	2M	4M	0.15%	6K	3K	1.2M	3L
LinkedIn	0.3M	0.6M	0.50%	3K	1K	NA	2L
	5.6M	10.6M		22K	10K		7L

Building Brand IP



Platform	Inventory	Objective	Est Reach	Est. Impressions	Buy Type	Buy Rate	Est. CTR %	Est. Clicks	Est. Traffic	Est. Views	Budget
Youtube	CPM Materhead	Impact	1.4M	4.2M	CPM	350	0.10%	4K	2K	128K	15L
OTT Sync	SonyLiv, Zee5, Voot & MX Player	Brand Awareness & Ad Recall	3.3M	6.6M	CPM	300	0.50%	33K	16K	5.3M	20L
			4.7M	10.8M				37K	18K	5.4M	35L

Humanising the Brand with Content Syndication



Platform	Inventory	Objective	Est Reach	Est. Imp.	Buy Type	Buy Rate	Est. CTR %	Est. Clicks	Est. Traffic	Budget
Content Syndication	Advertisorial/ spotlight & Impact	Views	100K	7M	NA	NA	NA	NA	1L	18.5L
ET	Rich media/ Standard	Impact	1M	1.0	CPM	200	0.15%	1.5K	750	2L
Money Control	Native Ads	Impact	NA	NA	CPC	15	NA	10K	5K	1.5L
Content Amplification	High Impact Placements	Impact	1M	1M	vCPM	200	0.15%	1.5K	750	2L
			2.1M	1.4M				13K	106k	24L

Building Strategic Relationship via Performance

Performance mix will build Mid-Funnel & help convert through digital triggers



Platform	Est. Leads	Est. CPL	Budget
Google Search	108	₹833	3L
Google - Pmax	192	₹1,000	6L
Google Display	108	₹1,500	3L
Facebook	113	₹952	3L
Native	72	₹1,190	2L
Native	36	₹2,381	1L
LinkedIn	136	₹3,667	5L
LinkedIn - ABM Marketing	38	₹13,095	5L
LinkedIn- Sales Navigator	5	₹3,000	15K
	808	3.4K	28L

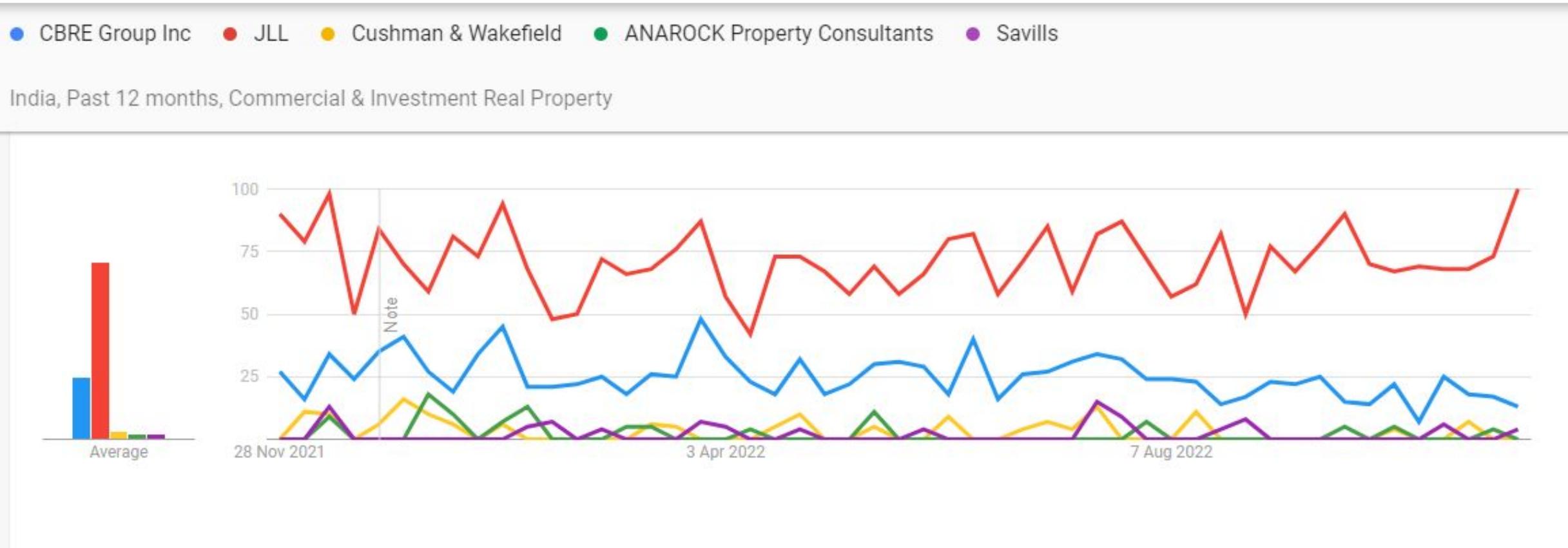
SEO Analysis and Strategy



Competition Analysis - Website and SEO Audit



Google Trends : CBRE VS Competitors



JLL has maximum search volume in past 12 months
(Specific Category: Commercial & Investment Real Property)

Google Trends : CBRE VS Competitors

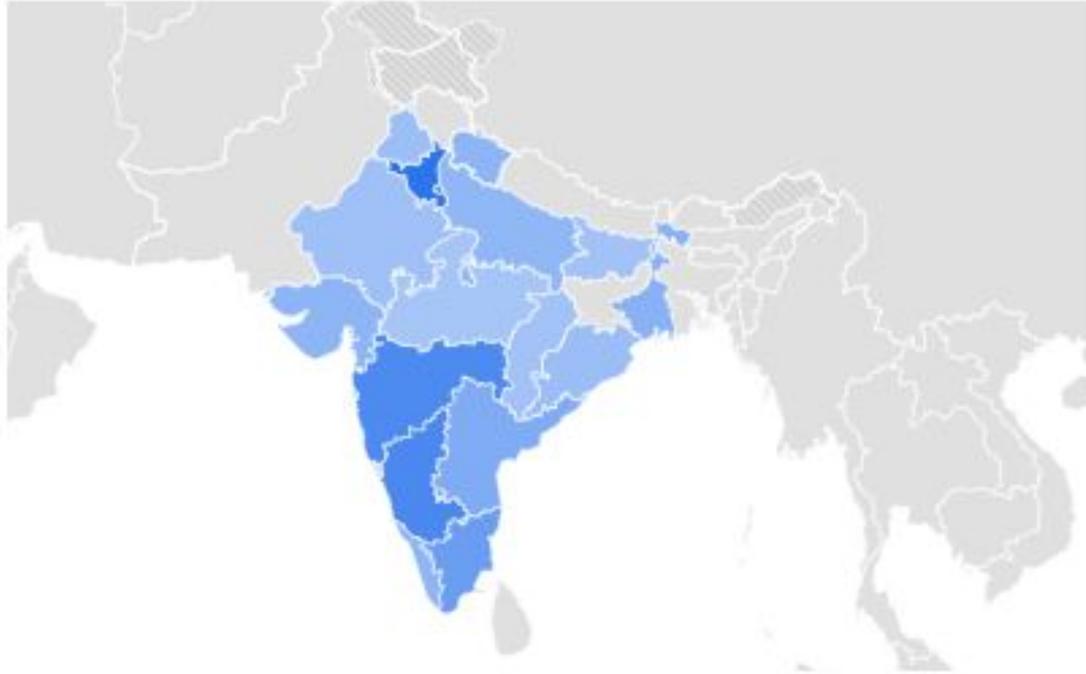
- CBRE Group Inc ● JLL ● Cushman & Wakefield
- ANAROCK Property Consultants ● Savills



Region	CBRE Group Inc	JLL	Savills	Cushman & Wakefield	anarock
Haryana	17%	80%	2%	1%	
Karnataka	19%	78%	2%		1%
Telangana	30%	68%	2%		
Delhi	29%	66%	5%		
Maharashtra	25%	70%	5%	<1%	
Tamil Nadu	29%	67%	2%		2%
West Bengal	21%	73%	6%		
Uttar Pradesh	23%	75%	2%		
Gujarat	30%	70%			
Rajasthan	22%	78%			
Kerala	38%	62%			

JLL has more visibility across regions

Google Trends : CBRE



Region	CBRE Group Inc
Telangana	100
Haryana	78
Delhi	70
Karnataka	61
Maharashtra	56
Tamil Nadu	41
Andhra Pradesh	25
Gujarat	23
Uttar Pradesh	21

Region	CBRE Group Inc
Odisha	20
Uttarakhand	18
Kerala	14
West Bengal	13
Madhya Pradesh	12
Punjab	7
Bihar	5
Rajasthan	5

CBRE has highest search from Telangana in comparison with other regions in the past 12 months.

Domain Analysis

Source: AHREF

Domain/URL	Organic search		Ahrefs ratings			Referring domains				Backlinks
Target	Keywords	Traffic	UR	DR	AR	Total	Dofollow	Gov	Edu	Total
cbre.co.in	8,997	38,194	—	49	773,353	948	541	3	6	335,443
jll.co.in	28,437	136,929	—	63	200,373	1,465	863	4	4	181,659
knightfrank.co.in	1,083	4,372	—	46	1,025,407	429	225	0	0	157,716
anarock.com	1,001	7,254	—	48	839,032	610	330	0	1	9,662
savills.in	1,376	3,471	—	31	4,015,528	339	134	0	1	3,143,912
cushmanwakefield.com	109,620	174,823	—	82	9,596	18,600	15,339	33	172	1,653,211

CBRE India has low Authority score in comparison to the JLL & cushman wakefield

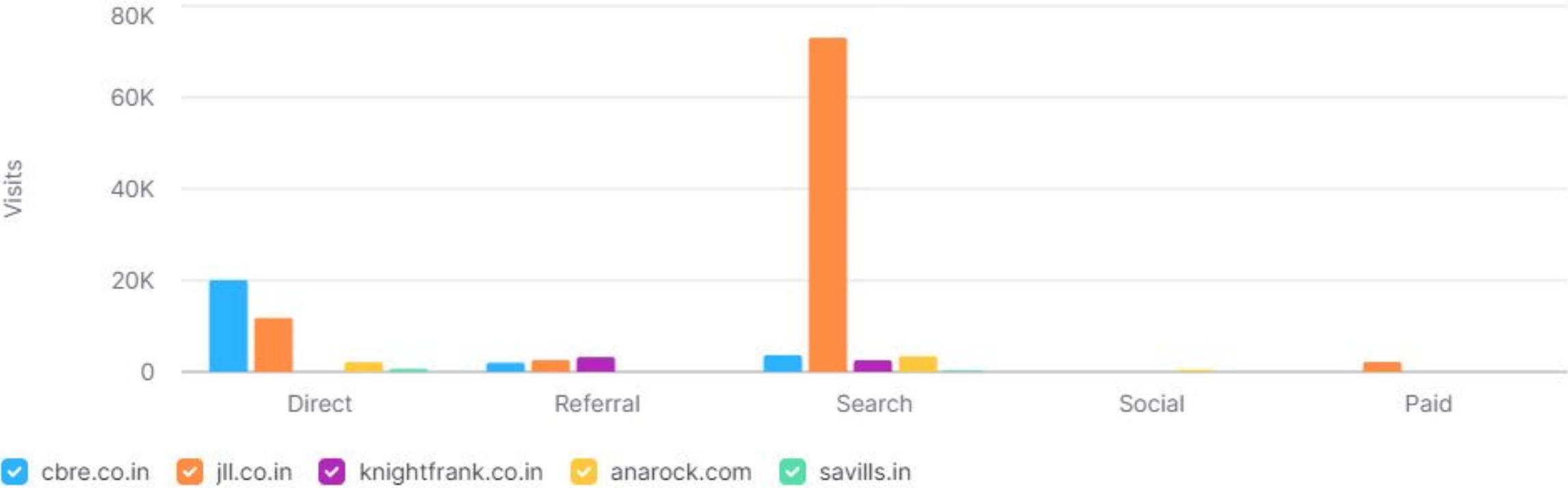
Traffic Analysis

Target	Visits	Unique Visitors	Pages / Visit	Avg. Visit Duration	Bounce Rate
cbre.co.in	25.7K ↓15.1%	23.9K ↓8.87%	1.4 ↓32.93%	06:49 ↑150.92%	87.3% ↓8.47%
jll.co.in	89.6K ↓43.03%	82.4K ↓40.46%	1.2 ↓2.28%	03:40 ↓2.22%	89.93% ↓0.4%
knightfrank.co.in	5.8K ↑129.89%	4.5K ↑76.83%	2.4 ↓13.73%	09:12 ↑380%	44.44% ↑5.56%
anarock.com	6K ↓67.91%	4.6K ↓62.69%	1.7 ↓1.75%	06:28 ↓68.2%	57.14% ↑0.96%
savills.in	956 ↓73.99%	858 ↓64.98%	2.1 ↓63.4%	01:41 ↓44.2%	69.32% ↓35.98%

JLL has maximum traffic, with 82K unique monthly visitor Whereas knight and frank has Maximum user spending time (9 min) with very low bounce rate (44%)

Traffic Sources

All devices | Oct 2022



JLL has maximum traffic coming from search indicating strong SEO

SEO Audit

SEO FACTORS	Value (If any)	Status	ACTION (if any)
Google Indexed pages	7,690	Poor	Can be improved!
Google Indexed pages (with www)	6,610	Poor	Can be improved!
Domain Authority	33/100	Poor	Can be improved!
Avg. Monthly Traffic	48.1k	Poor	Can be improved!
Total backlink	335K	Good	Can be improved!
Canonical Issue	Not Found	Good	https://www.cbre.co.in and https://cbre.co.in resolve to the same URL.
Duplicate Home Page	Not Found	Good	All Okay
Title	Not Optimized	Poor	Need to optimize according to our targeted keywords
Breadcrumbs	Missing	Poor	Need to incorporate the breadcrumbs with microformats for all internal pages
Custom 404 Error Page	Missing	Poor	Need to create a custom 404 error page and all non-existing pages should be redirected on this error page.
Social Plugin	Missing	Poor	Only Twitter & LinkedIn Linked. Need to incorporate other social plugins like facebook, youtube etc. in terms of user experience.
Heading Tags	Missing	Poor	Need to optimize heading tags for better optimization of heading when user views the results.
Alt (Image) Tags	Missing	Poor	Need to add alt tags for better optimization of images
Meta Description	Missing	Poor	Need to add meta description according to our targeted keywords to convey relevant results in search engine.
Microformats for breadcrumbs	Missing	Poor	Need to add microformats to structure the data visibility in search engine.
Rich Snippets	Missing	Poor	Need to add the rich snippets in site that will help crawler for better indexing.
Schema Codes	Missing	Poor	Need to add Schema code for company Logo, address etc. that will help crawler for better understand the site content
Url Structure	Optimized	Good	All URLs are good and optimized.
Blog	Missing	Poor	We are unable to locate the Blog URL. Blogs help to achieve keywords ranking & drive traffic.
Google Analytics	Implemented	Poor	Need to incorporate the google analytics script (TTC) to all website to track the site.
Sitemap.html	Not Optimized	Poor	Need to optimize the Html sitemap it will help user in understanding the structure of website.
Sitemap.xml	Implemented	Good	It is already added.
Robots.txt	Implemented	Good	It is already added.

Overall Website Score



CBRE India needs to be optimized for maximum search engine visibility

Backlinks Profile

Global Commercial Real Estate Services | CBRE India

www.cbre.co.in

Ahrefs Rank 771,602	UR 50	DR 49	Backlinks 335K ⁺¹⁹² Recent 391K Historical 24.4M	Referring domains 861 Recent 964 Historical 2.35K	Organic keywords 11.6K ^{-12K} PPC 0	Organic traffic 48.2K	Traffic value \$5.6K PPC \$0
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External websites that direct users to your site are known as referring domains

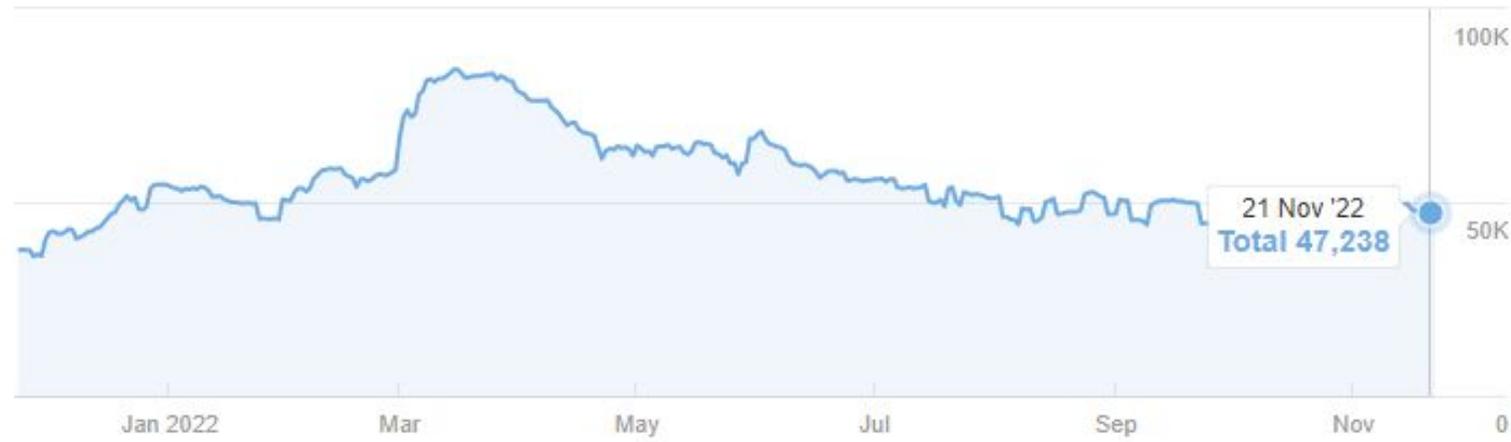
CBRE India has low count of referring domains compared it to its competitors along with huge drop in backlinks as well

Organic Traffic

SEO AUDIT

Organic traffic 49,812 /month

All time | **One year** | Last 30 days | Export ▼



CBRE India organic traffic is going down month on month

Organic keywords 10,594

Export ▼



Keyword rankings are dropping month on month

Core Web Vitals

Mobile



Performance

Values are estimated and may vary. The [performance score is calculated](#) directly from these metrics. [See calculator.](#)

- ▲ 0-49
- 50-89
- 90-100

Desktop



Performance

Values are estimated and may vary. The [performance score is calculated](#) directly from these metrics. [See calculator.](#)

- ▲ 0-49
- 50-89
- 90-100

Usability is key to maximize available audience and minimize user bounce rates

Key Takeaways

- **Website**

- **Low SOI on search engines** as compared to closest competition
- **Reducing the bounce rate** with redirection of relevant traffic
- **Building national presence** & traffic through various digital channels

- **SEO**

- **Build stronger backlinks & strengthen domain rating** on high authority sites for boosting organics
- **Addition of Blogs** on website to create widespread roots in the search engine
- **Reducing Technical errors** by implementing breadcrumbs to strengthen the technical SEO & User navigation
- **Leverage Google Discover** to increase visibility & SOV on second screen

SEO Strategy



12-Month SEO Roadmap

Month	Activity	Deliverable
Month - 1	Initial WebSite Analysis	One Time
	Competitive Analysis Report	Monthly
	Keyword Research & Mapping	One Time
	Initial Ranking Report	Monthly
	Content Optimization	Ongoing
	Landing Page Analyzer	Ongoing
	Robots.txt Optimization	One Time
	Google Analytics Tracking Code	One Time
	Google/Bing Webmaster Tools	One Time
	XML Sitemap Creation	One Time
	HTML Sitemap Creation	One Time
	Optimization of Title Tags and Meta Tags	Ongoing
	Implementation of Heading Tags H1/H2	One Time
	URL Rewriting (User Friendly)	One Time
	Website Load Time Speed Optimization	One Time
	Create Blogspot and Wordpress Account	OneTime
	Article Writing & Submission	10 Posts
	Article Bookmarking	40
	Social Bookmarking	50
	Blog Writing for Off-Page	5 posts
Blog Writing for Website	3 posts	
Guest Blogging (Paid activity)	10 Posts	
Blog Post Social Bookmarking	30	
Activity Invoice for Month - 2		
Month - 2	Image Optimization	Ongoing
	Anchor Tag Optimization	Ongoing
	Hyperlinks Optimization	Ongoing
	Local Search Engine Submission	Monthly
	RSS Feed Creation	Ongoing
	Article Writing & Submission	10 Posts
	Article Bookmarking	40
	Social Bookmarking	50
	Blog Writing for Off-Page	5 posts
	Blog Writing for Website	3 posts
	Guest Blogging (Paid activity)	10 Posts
	Blog Post Social Bookmarking	30
	Keywords Ranking Report	Monthly
	Google Analytics Report	Monthly
	Activity Invoice For Month - 3-12	
Month - 3-12	Article Writing & Submission	10 Posts
	Article Bookmarking	40
	Social Bookmarking	50
	Blog Writing for Off-Page	5 posts
	Blog Writing for Website	3 posts
	Guest Blogging (Paid activity)	10 Posts
	Keywords Ranking Report	Monthly
Google Analytics Report	Monthly	

Traffic Growth Plan

Traffic Increase by Month	Increase Traffic Percentage	48,100 (Ahref Traffic)
4th Month	20%	57,720
5th Month		
6th Month	30%	62,530
7th Month		
8th Month	35%	64,935
9th Month		
10th Month	40%	67,340
11th Month		
12th Month	45%	69,745

Sample Keywords : CBRE.CO.IN

Source: GOOGLE
KEYWORD PLANNER

Keyword	Search Volume
real estate investments	8100
investment management	5400
property management	3600
commercial property	2900
facility management services	2900
real estate consultants	2900
commercial property for sale	2400
commercial real estate	2400
investment property	2400
real estate properties	2400
facility management companies	1600
invest in indian real estate	1600

Keyword	Search Volume
property consultants	1600
property management companies	1600
invest in real estate	1300
land investment	1000
properties for lease	1000
property management services	1000
commercial land	720
commercial property investment	720
facility service	720
real estate management	720
commercial real estate agency	590
commercial real estate investing	590
industrial real estate agency	590
commercial land for sale	480
commercial property for sale near me	480

Sample Keywords : CBRE.CO.IN

Source: GOOGLE
TRENDS

Keyword	Search Volume
investment management companies	480
buy commercial property	390
commercial buildings for sale	320
industrial land	320
industrial land for sale	320
office space for lease	320
properties for lease near me	320
asset management services	260
commercial property for lease	260
good real estate investments	260
invest in real estate online	260
office space for sale	260
real estate investment companies	260
residential investors	260
commercial space for sale	210

Keyword	Search Volume
best real estate investments	170
commercial space for lease	170
facilities company	170
industrial realestate	170
leasing management	170
real estate consulting services	170
asset management real estate	140
best investment properties	140
commercial land for sale near me	140
commercial property management	110
commercial real estate for sale	110
commercial retail properties	110
commercial space for sale near me	110
investment management service	110
investment property for sale	110

Sample Keywords : CBRE.CO.IN

Source: GOOGLE
TRENDS

Keyword	Search Volume
office space buy	110
office space solutions	110
property investment company	110
real estate investment group	110
real estate leasing	110
real estate property management	110
office space for sale near me	90
property consultancy services	90
real estate consulting firms	90
commercial real estate services	70
financial and real assets	70
best facilities management companies	50
commercial rental property for sale	50
facility management services companies	50
industrial land for sale near me	50

Keyword	Search Volume
office space for lease near me	50
office space investment	50
real estate consulting companies	50
real estate investment management	50
buy land for investment	40
data center facility management	40
office buildings for sale	40
real estate property consultant	40
best land investments	30
commercial office space for lease	30
office space on lease	30
property investment consultant	30
real estate asset management companies	30
best commercial property investments	20
commercial building real estate	20

Thank You

