

Ghar dilaane se,
usse ghar banaane tak ke liye...

MAGICBRICKS PAR AB SAB KUCHH!



Digital Marketing Plan

Organisation & Team Structure

Born Hi Digital

**Tenant verification se
Rent agreement banwane tak ke liye**

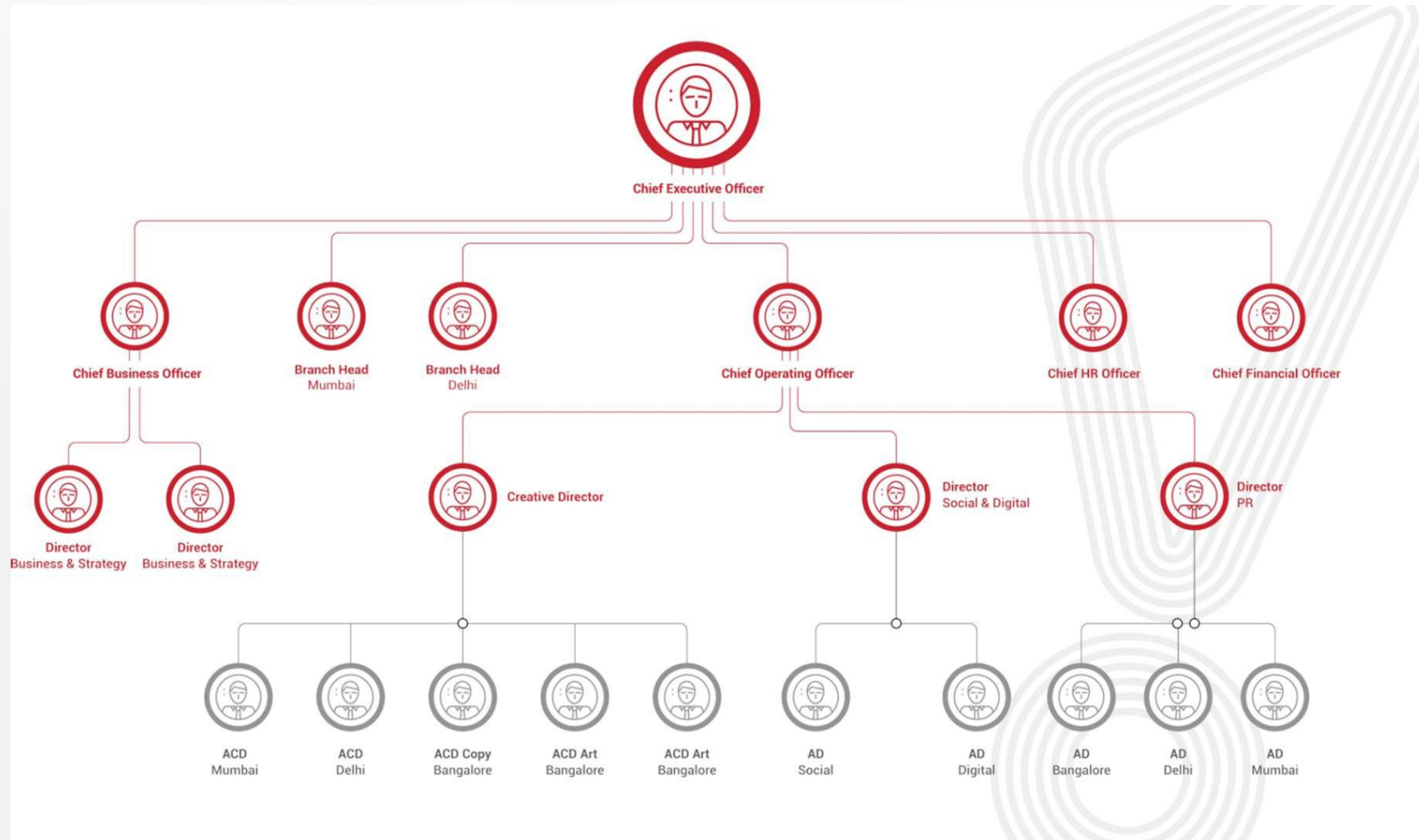
Magicbricks Par Ab Sab Kuch



#PropertyBhiTenantVerificationBhi

ORG.

Our Structure



ORG.

Team Structure

Account Director: Lalit

Brand & Social

Team of :

1. Group Head: Saurbhi
2. Brand Manager: Riddhi
3. Brand Consultant: Sanjana Mahajan
4. Brand Consultant: Sanyyam

**Brand Community/
Influencers**

**Strategy & Planning:
Suman**

**Media & Performance:
Jay**

Team of :

1. Media Buying: Sanjana
2. Media & Performance: RK
3. Facebook: Abhinav
4. Affiliates: Abhinav + Sunny
5. Jr Media & Performance

**Marketing Automation:
Mohan**

**Website Development
Team:
Wasim**

**Creative & Digital
Content: Dilip**

Team of :

1. Creative Director: Dilip
2. ACD: Chitman
3. Sr Copy: Vydehi
4. Creative Director Art- Arun
5. Sr Art Visualiser, Sourabh
6. Sr Motion Graphics, Parag
7. Jr Copy and Art

ORG.

Creative Team



Dilip Golecha
Creative Director - Copy

Dilip brings with him over 15 years of experience in advertising that has a bit of everything; mainline, digital and social. He's incredibly proud of the agencies he's worked with and clients he's worked for including brands like Taj Hotels & Resorts, The Oberoi Hotels, Fortis Hospitals, SpiceJet, Zoya by Tata, DELL, Karnataka Tourism, Maharashtra Tourism, and many more.



Arun Nellikatil
Creative Director - Art

A seasoned creative director with over 15 years of experience in mainline and digital agencies, Arun has, over the years worked on brands including Hewlett Packard, Nestle, Huawei, Canon, Barclays, Fujifilm, Instax, TCL, Iffalcon, DP World, National Bank of Fujairah, Canara HSBC, Nike, Wella, Killer, Reliance Trends, Rani, Nido, Pure & Sure, Salarpuria Sattva, Leela group, Bharatiya City, & Trillion bits, to name a few.



Chitman Ahuja
Associate Creative Director - Copy

Chitman brings with her the experience of handling a plethora of clients across verticals. She's worked on an interesting set of brands, both national and international, and is known to weave magic through her understanding of different mediums, both digital and social.

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Media Team

Jay, Ass. Media Director

Key Accounts:

12+ years of experience in the categories like Real Estate - Sattva, Omkar, SPRE, etc. FMCG - Pidilite, ITC, Marico, etc.

Rahul, Account Manager

Key Accounts

9+ years of experience in the categories like Real Estate & Performance- Sattva, Omax, etc. Others: Zigly, TBI, Giraffe, etc.

Sunny & Pradhuman,

Account Executive

Key Accounts

4+ years of experience in execution of biddables & expertise in optimisations

ORG.

Brand Team



Suman, Strategy Director

Key Accounts:

8 Plus years experience in providing strategic and creative solutions to brands such as Canara HSBC, Wella, Mondelez, GCPL, Zigly, Teeth- a Bit, Odisha Government etc



Lalit, Account Director

Key Accounts:

With an overall experience of about 10 years, i have worked with a host of marquee clients across all categories. To name a few: Fujifilm, Instax, Canara, Zigly, Dunkin Donuts India, Hindware, Maruti Suzuki, Escorts Limited, Future Group & Honor



Riddhi, Brand Manager

Key Accounts:

4 + years of experience in managing the brands and social media, such as Fujifilm, Canara, Kiehl's India, campus shoes, Kamdhenu group, Sattva Salarpuria, Nike, Bhartiya City.

Research and Report

Born Hi Digital

**Tenant verification se
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Report

Deliverables

Born Hi Digital

**Tenant verification se
Rent agreement banwane tak ke liye**



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Deliverables

Brief



Drive awareness and Reach



Drive direct traffic to the site and more App installs



Create more Brand visibility

Agenda

1. Category understanding

2. Competition Analysis

3. Brand Understanding

4. Consumer Understanding

5. Recommended Campaign Zone

6. Brand Campaign

7. Platform Strategy

8. Digital Strategy

9. Media Plan and Strategy

Category Understanding

Market Preference and trends

**Tenant verification se
Rent agreement banwane tak ke liye**

Magicbricks Par Ab Sab Kuch



#PropertyBhiTenantVerificationBhi

Real Estate Portal Market



- Report by IBEF states that the **real estate sector in India is expected to grow into a \$1 trillion market size by 2030. By 2025**, this market is also forecasted to contribute **13 percent to the country's GDP**
- **Real estate portals and convenient online** interaction have ensured that **property buyers go online for gathering information, choose their preferred property, and arrive at their purchase decision**
- **Evident shift** in property buying trends as **people were investing in luxury projects** despite the pandemic.
- **Preferring 'ready to move in' inventory** as opposed to under-construction inventory.



Marketing Communication

#NoTwistOn99acres; targeted at buyers and tenants showcasing you get what you see on 99acres, humorous storytelling that aims to establish **emotional trust highlights the accuracy and factuality of the information on the 99acres.com portal.** The light-hearted advertisement has comically fabricated the accuracy of the information on 99acres.com with the daily life incidences of Indian familie

Tactical campaign-

#RatingsAndReviews- Jo Site visit mein nahi dikhaye, 99 Acres Bataye- Genuine ratings & reviews of the residents and make the right property decision with 99acres.com

99acres.com

HOW **99acres** CAN HELP YOU MAKE THE **RIGHT PROPERTY DECISION?**



99acres.com

What are the maintenance charges?

Maintenance Charges are the monthly expense that Owners/tenants pay in a housing society for the maintenance, operations, repair and upkeep of the building and common areas.

For owners/ tenants paying more than Rs 7,500, maintenance charges, the GST of 18% will be levied.



99acres.com

WHAT'S *your* PICK?

Metro cities **VS** Non Metro cities



Need a family-friendly house in no time?

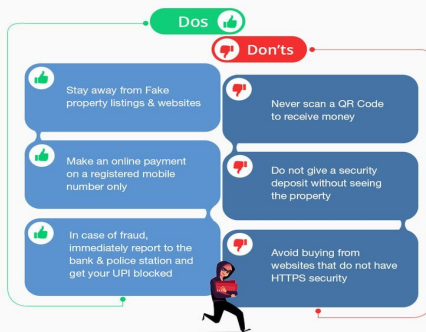
Rent a house with 99acres.com



99acres.com

99acres.com

How to Stay Protected from QR Code Scams?



99 Acres

Social Media Analysis

Brand Zone India's No.1 Property Portal

Key Communication- All listings with price Insight, Genuine reviews and rating

Brand Tonality- Informative, Relevant and Simple

Content Buckets-

- Did you know and how to content
- Blogs and Reports
- #TermOfTheWeek- Explaining technical terms
- Key Occasions and Topical
- Sneak Peek into listed properties and vernacular content(Youtube)

Formats- GIFs, Blogs, Static, Videos, Reels and Shorts

Platforms- Facebook, Youtube, Twitter and Instagram

NoBroker

Marketing Communication

NoBroker Nahi Kiya Kya -


Campaign that highlights the **issue of information asymmetry faced by homebuyers in India**, Takes a dig at the absurdity of paying huge brokerage amounts by home-seekers for just being connected to the home owners.

Campaign is targeted towards 30-55 years of age

Campaign address key issues faced by homebuyers; such as lack of information on available properties, accurate description regarding size and carpet area, how to go about paperwork, etc.



NoBroker.com
@nobrokercom
Hey (with the intention of helping you save all that money you've been spending on brokerage)

House of NoBroker 

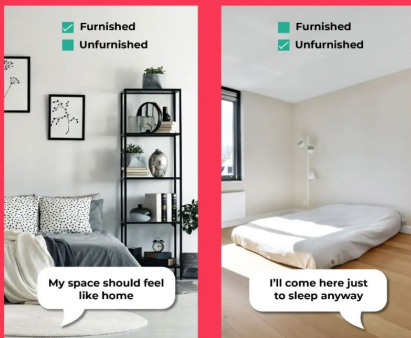
4.5

2 BHK on rent

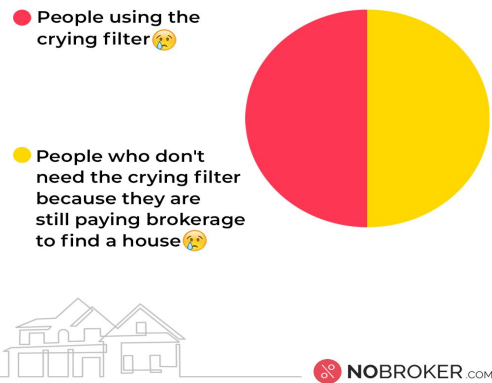
Extra's

- Packers & Movers
- Cleaning
- Rental Agreement

There are 2 types of people



 NOBROKER.COM



Current Communication- No Broker Nahi Kiya Kya

Brand Tonality- Functional, relevant and Simple

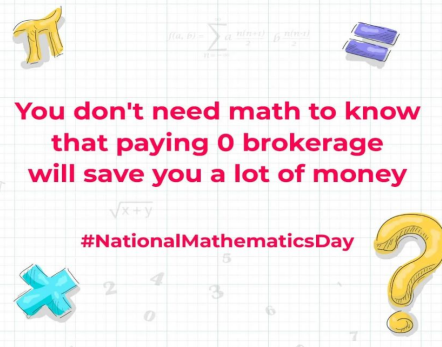
Content Buckets- Educative, Relevant and Simple

- Properties
- Blogs on various topics
- Relevant conversations on Instagram
- Topical and Key Occasion
- Interiors
- How to and do you know content on various related topics (Youtube)
- Various services (YouTube)


Formats- GIFs, Blogs, Static Reels


Platforms- Facebook, Youtube, Twitter, Instagram and LinkedIn

1 2 3 4 5 6 7 8 9 0



You don't need math to know that paying 0 brokerage will save you a lot of money

#NationalMathematicsDay 

 NOBROKER.COM

Reminder
Earn Cashback by paying rent on NoBroker

Marketing Communication

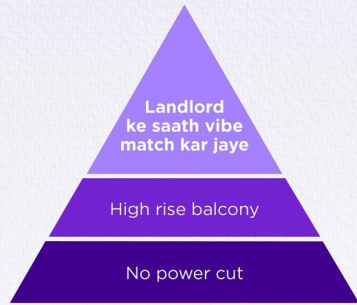
Yahaan Search Khatam Karo

Humorous take on **common problems faced by buyers, sellers, renters and home-owners**, the ad series also highlights how tech-driven platforms like have changed the game for the housing industry in India. Campaign reached out to approximately 10 crore customers across various media

Four-part ad campaign was built **around the common hardships buyers and renters have to face** in order to find a perfect home and vice Versa. Campaign also features various things **renters have to take care of while shifting homes**

Campaign captured the true essence of the brand; **problem-solver for buyers, sellers and renters.**





Renter's
Maslow's Hierarchy of Needs

SALE

60% OFF*

*If only houses had an end of season sale...

Brand Tagline - Yahan Search Khatam Karo

Brand Tonality- Relevant, Relatable, Educative and Simple

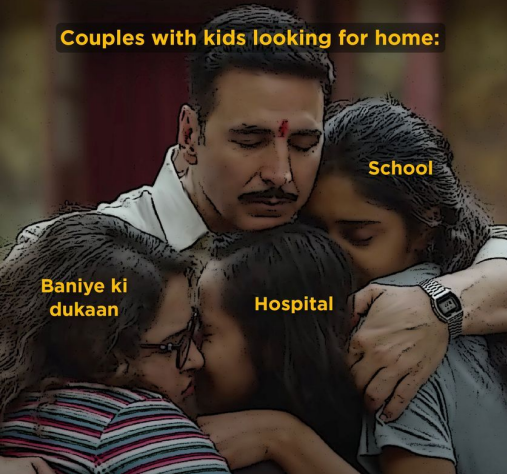
Content Buckets-

- Houses of India; Customer homes
- Blogs on various topics and Did You Know
- Home and house interiors
- Topical and Key Occasion
- Celebrity house details
- Customer testimonials
- #AskHousing; Expert series and Interviews (YouTube)
- #HousinhBytes- Trend and Analysis- LinkedIn

Formats- GIFs, Blogs, Static , Reels, Shorts

Platforms- Facebook, Youtube, Twitter, Instagram and LinkedIn

Couples with kids looking for home:



Rashtrapati Bhavan
340 BHK
President's Estate, New Delhi, Delhi
200,000 sq.ft. • Fully Furnished

New Head of the House
Droupadi Murmu

Aaj ka **sabse bada joke** 📌



< Notes

Things I can afford after paying rent in South Bombay.

- Vacations
- Restaurants
- Parties
- Life
- 🤔🤔

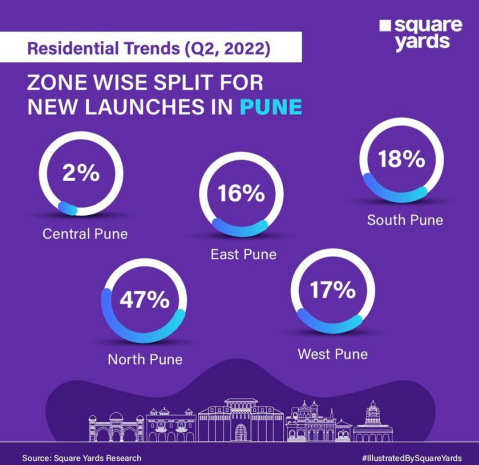
Recent Campaign

Multiformat outdoor campaign created lot of visibility and virality for the brand

Idea was to disrupt the property industry through our digital home-buying services.

Impactful mega innovative outdoor blitz will **educate, inform and equip people to experience these services when they buy a home.**





■ square yards

Main kahan against party hoon?

Main toh Pro-property hoon

Simplified by ■ square yards

Buffer Strip

A buffer strip is a piece of land that separate two or more properties. A developer will often set aside land to act as a buffer between properties or homes to give a sense of privacy, or to give homeowners green space.

■ square yards

When you say that you don't need a broker

Mujhe chhod kar jo tum jaaoge bada pachhtaoge, bada pachhtaoge

■ square yards

Hey, Ranveer!

We heard you bought a Quadruplex House

Are we invited to the house warming party? We got your **Property Management and Interiors** covered!

■ square yards

WEEKEND THOUGHTS

- I will sleep for long hours 🤔
- Fooooood will be my priority 🍴
- Going to play games till late at night 🎮
- Site visit? Will take out an hour for the virtual tour with Square Yards! 😊

Brand Zone- Real Estate made real easy

Brand Tonality- Informative, Relevant and Simple

Content Buckets-

- Blogs on various topics
- Do you know and how to content
- Topical and Key Occasion
- Trends and Report
- Interiors and Property Management
- Virtual House Tours
- Customer testimonials

Formats- Static, GIFs, Vidoes, Blogs etc

Platforms- Facebook, LinkedIn and YouTube



Find Your Own Space

Find your dream home on CommonFloor



6 SIMPLE BOOKSHELF IDEAS

YOU WILL LOVE!



Priorities :

- A House to Call As Home
- A Good Balcony View
- A Pet-Friendly Neighbourhood
- A Happy Life

Trust The Magic Of New Beginnings!



Don't Settle For Any Kitchen



Meals & Memories Are Made Here

Brand Tagline- For Every Apartment

Recent campaign- No Daar. Find Ghar

Brand Tonality- Functional and Simple

Content Buckets-

- Interior tips and content (Series and blogs)
- Topical and Key Occasion
- Property profile

Formats- Static, GIFs and Blogs

Platforms- Facebook, Twitter and YouTube

Understanding Competition Zone

99acres
India's No.1 Property Portal

Building **trust** showcasing accuracy of information

 **NOBROKER**

Establishing themselves as **go to brand** by showcasing range of information available with them

 **HOUSING.com**

Building **Optimism** throughout the home buying/renting process. *"The platform for real estate needs"*




Integrated **tech real estate** platform



commonfloor

Promising **Property Finder**

SOCIAL ADS - NOBROKER

 **NoBroker.com**
Sponsored
ID: 433298115355281

Get The Best Deals On AC Servicing. Upto 30% on Home Upgrade Lightning Deals 🥳🥳



[HTTPS://WWW.NOBROKER.IN/CLEANING-SERVICES?HS_C_KEY=AC_SERVICEREPAIR_SERVICE](https://www.nobroker.in/cleaning-services?HS_C_KEY=AC_SERVICEREPAIR_SERVICE)
NoBroker AC Services
Get The Best Deals On AC Servicing. Upto 30% on Home Upgrade Lightning Deals 🥳🥳

Book Now

 **NoBroker.com**
Sponsored
ID: 3318152491752091

ब्रोकरस नाही म्हणजे दलाली/ब्रोकरेज नाही! पैसे वाचवणे म्हणजे पैसे कमवणे, नाही का!


कोणताच ब्रोकर नाही
कोणतेच ब्रोकरेज नाही
कोणताच त्रास नाही




 **NOBROKER.COM** वर तुमची प्रॉपर्टी मोफत लिस्ट करा आणि भाडे करू मिळवा

WWW.NOBROKER.IN
आपल्या प्रॉपटीची जाहिरात पोस्ट करा -तीही फ्री

Sign Up


 **NoBroker.com**
Sponsored
ID: 596935095136898

Looking for your next home? Contact owners directly & save big on brokerage with NoBroker



Looking for a rental house in Bangalore?

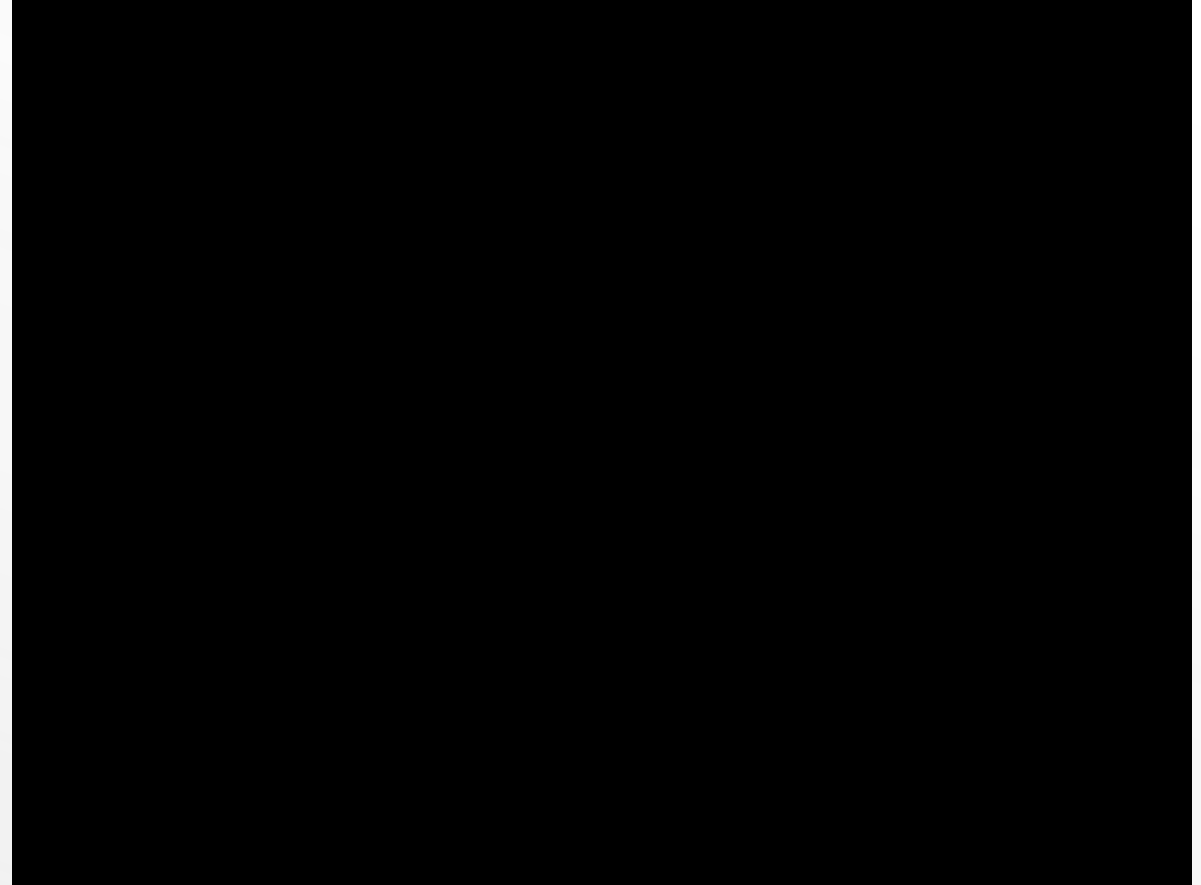
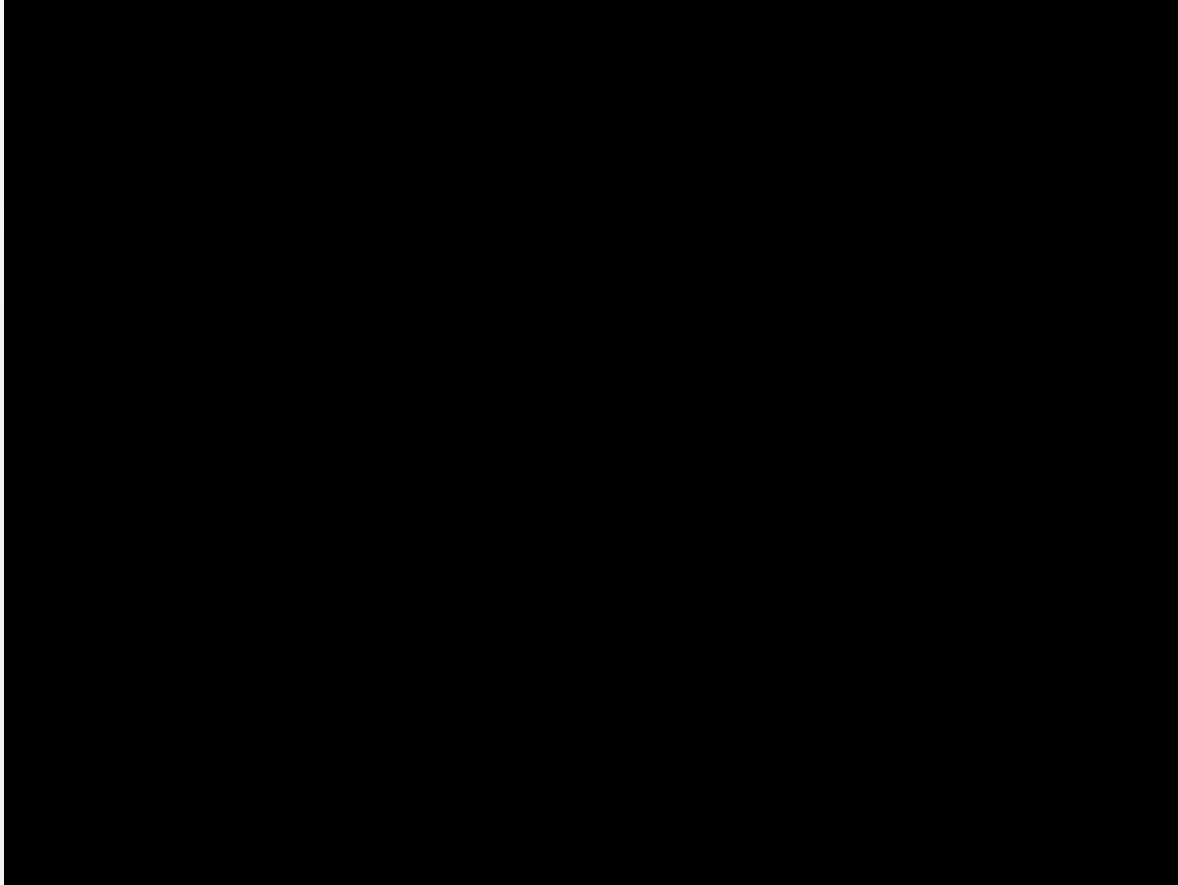
Choose from 90k+ brokerage free properties

 **NOBROKER.COM**

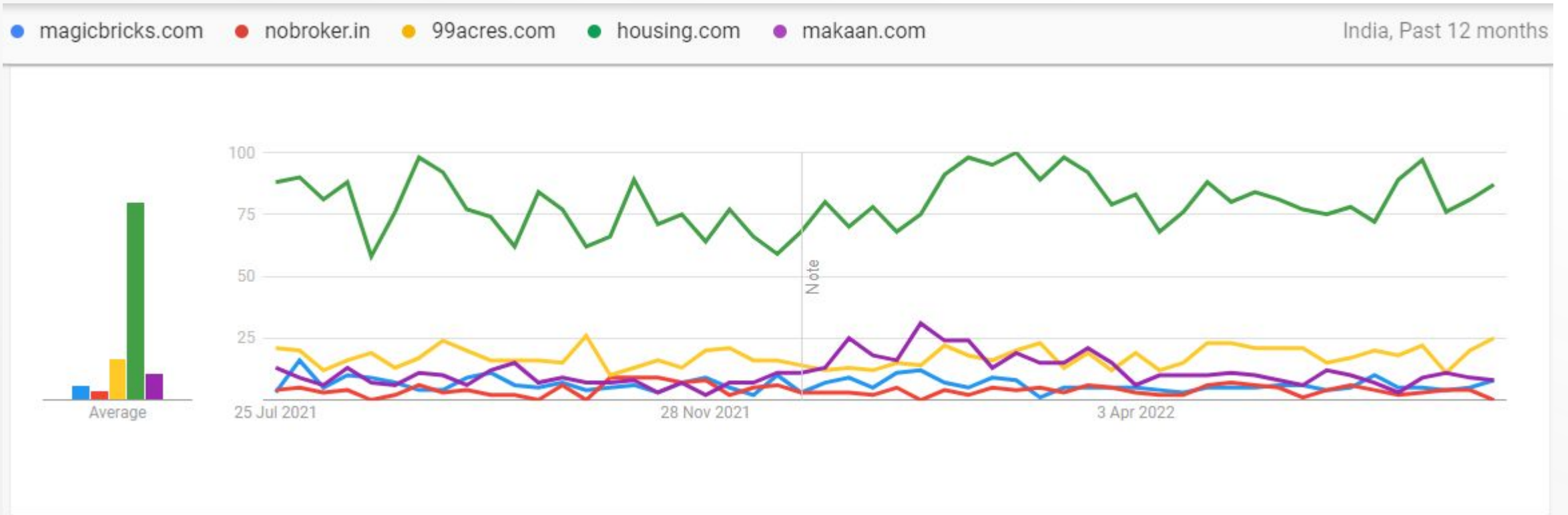
NOBROKER.IN
Zero brokerage rental homes

Sign Up

SOCIAL ADS - NOBROKER



Search Trends



Housing touches steep peaks in terms of search trends across property portals

Regional SOV

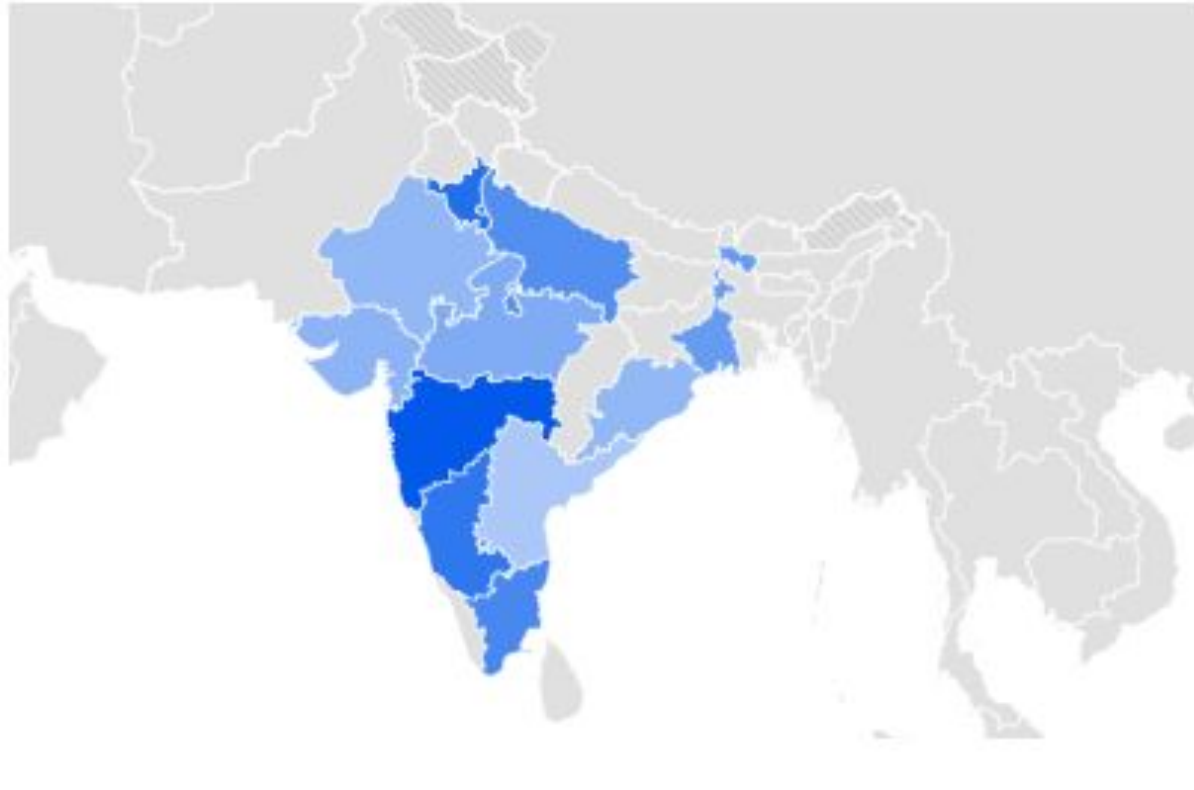
● magicbricks.com ● nobroker.in ● 99acres.com ● housing.com
● makaan.com



Housing dominates on regional searches as well with avg. SOV of 70% across states

Region	magicbricks.com	nobroker.in	99acres.com	housing.com	makaan.com
Goa				100%	
Delhi	4%	1%	16%	69%	10%
Maharashtra	6%	5%	15%	65%	9%
Haryana	5%	1%	18%	68%	8%
Telangana	7%	5%	16%	68%	4%
Karnataka	5%	6%	12%	69%	8%
Tamil Nadu	5%	5%	17%	70%	3%
Gujarat	2%	1%	13%	70%	14%
West Bengal	5%		14%	74%	7%
Jharkhand			11%	89%	
Uttarakhand				100%	

Search Geo Trends



Region	magicbricks.com
Telangana	100
Maharashtra	99
Haryana	80
Delhi	77
Karnataka	73
Chandigarh	71
Tamil Nadu	59
Uttar Pradesh	53
West Bengal	42
Madhya Pradesh	28
Gujarat	21

Magicbricks had highest searches from South east & Northern parts of India in past 12 months

Domain Overview

Domain Overview: magicbricks.com

Worldwide US UK IN Desktop Jul 21, 2022 INR

Overview Compare domains Growth report Compare by countries

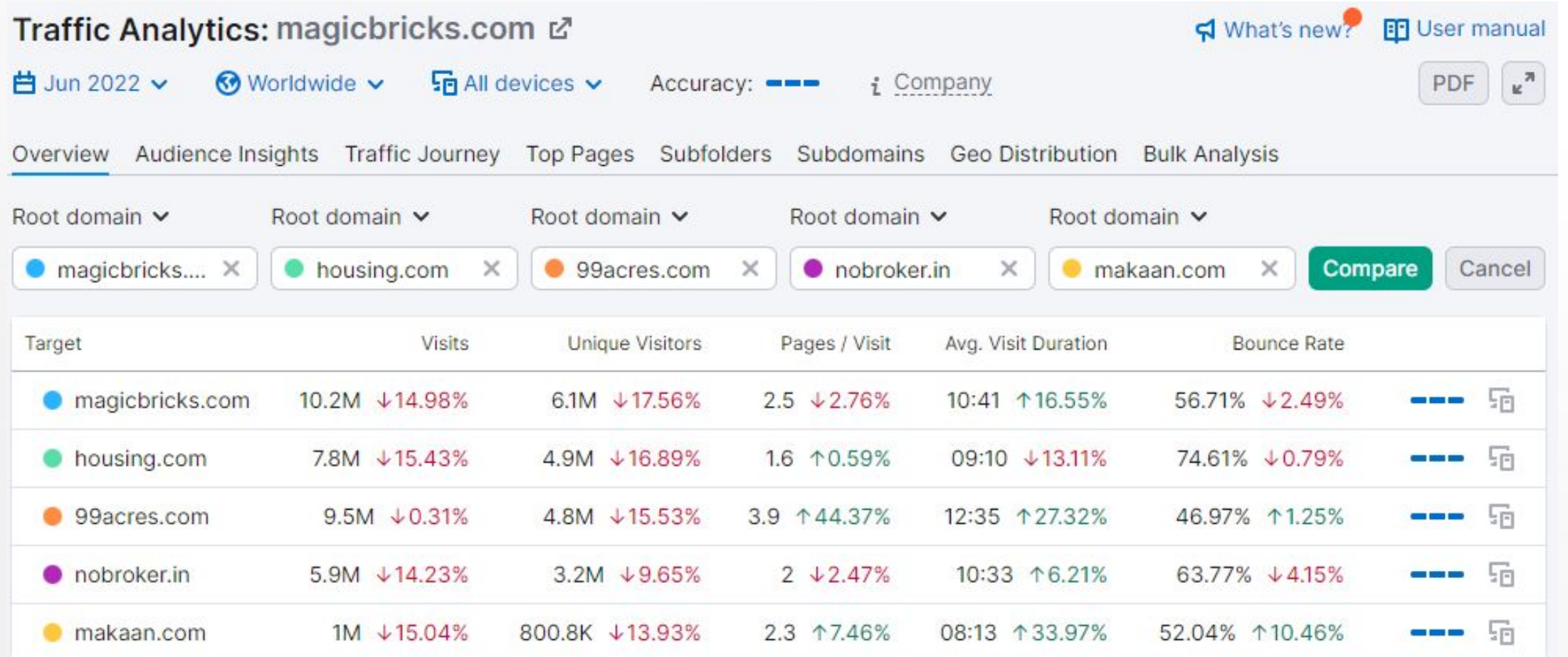
Root Domain Root Domain Root Domain Root Domain Root Domain

magicbricks.com www.housing... www.99acres... www.nobroker... www.makaan... **Compare** Cancel

Domain	Authority s...	Semrush R...	Org. Traffic	Org. Keyw...	Backlinks	Ref. Domains	Paid Keyw...	Paid Traffi...
magicbricks.com	72	116 ↑	26.1M ↑	733.5K ↑	154.6M	18K	127 ↑	₹318.59K ↓
housing.com	71	180 ↑	17.5M ↑	1.3M ↑	7.3M	26.8K	549 ↑	₹405.55K ↑
99acres.com	65	301 ↑	9.5M ↑	732.7K ↑	37M	17.8K	886 ↑	₹1.68M ↑
nobroker.in	56	557 ↑	4.8M ↑	425.9K ↑	130.4K	8.9K	968 ↑	₹4.16M ↑
makaan.com	61	1.7K ↑	1.2M ↑	311.1K ↑	5.7M	8.1K	1 ↑	₹10K ↑

Brand had strong organic presence in terms of domain authority & backlinks

TRAFFIC ANALYSIS



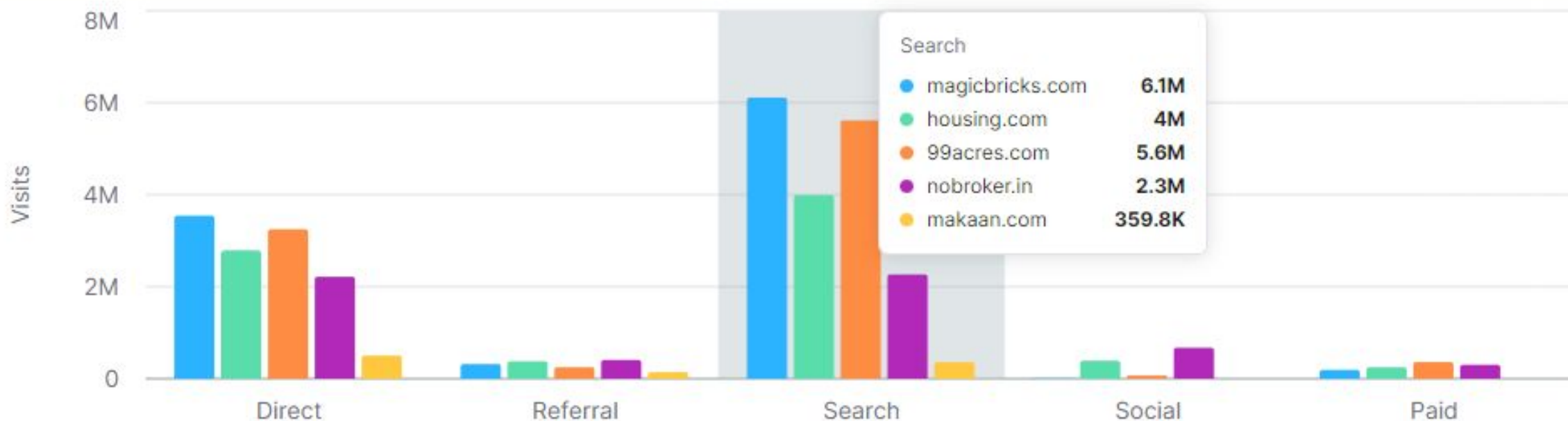
MB generates maximum unique traffic wherein 99acres tops in the time spend i.e. 12+min setting up a benchmark bounce rate of 47%

TRAFFIC SOURCES

Traffic Sources i

[↑](#) Export to PNG

All devices | Jun 2022



magicbricks.com housing.com 99acres.com nobroker.in makaan.com

DISPLAY SOURCES

magicbricks.com vs. housing.com 99acres.com nobroker.in makaan.com

	Publisher (379)	Industry	Total traffic share ↓	Competitive traffic share
1	youtube.com	Arts and Entertainment > TV Movi...	28.02%	81.3% 11.2%
2	indiatimes.com (2)	News and Media	7.84%	78.6% 12.0%
3	accuweather.com	Science and Education > Weather	4.65%	100%
4	rediff.com (2)	News and Media	3.96%	92.4%
5	moneycontrol.com	Finance > Investing	3.21%	10.9% 89.1%
6	cricbuzz.com	Sports > Fantasy Sports	3.02%	23.6% 76.4%
7	msn.com	News and Media	2.15%	95.4%
8	chess.com	Games > Board and Card Games	2.15%	100%
9	ndtv.com	News and Media	1.76%	23.1% 76.9%
10	mail.yahoo.com	Computers Electronics and Techn...	1.66%	21.1% 78.9%
11	sakshi.com	News and Media	1.60%	100%

Competitors generating traffic from Video and Native channels

AD NETWORKS



	Ad Network (7)	Total traffic share ↓	Competitive traffic share
1	Google Display Network	80.65%	74.6%
2	Taboola	11.47%	95.8%
3	Outbrain	4.79%	14.8% 85.2%
4	Criteo	2.48%	100%
5	Yahoo Advertising	0.52%	100%
6	Media.net	0.07%	100%
7	Unidentified Networks	0.02%	100%

Display heavy re-consideration strategy supported by contextual advertising is part of remarketing

SOCIAL NETWORKS



Social Network	magicbricks.com	housing.com	99acres.com	nobroker.in	makaan.com
Facebook	7.20%	56.96%	46.70%	74.61%	36.46%
Youtube	48.15%	25.58%	25.34%	9.86%	9.22%
WhatsApp Webapp	28.75%	6.07%	16.06%	2.27%	26.95%
Linkedin	4.73%	4.30%	2.89%	5.19%	0%
Twitter	1.17%	2.62%	2.22%	4.71%	0%
Instagram	6.25%	2.22%	2.59%	0.42%	0%
Others	3.74%	2.25%	4.20%	2.94%	27.38%

Refined audience targeting through social channels & building a community is the key focus

Consumer Understanding

Who are We Talking to

**Tenant verification se
Rent agreement banwane tak ke liye**

Magicbricks Par Ab Sab Kuch



#PropertyBhiTenantVerificationBhi

Target Audience

Global Internet population: 4 Billion

Age: 25-55 years

220M Job Profile based audience

198M Investors based audience

96M Competitors based audience

1.7M intent based category/non-branded search in a month

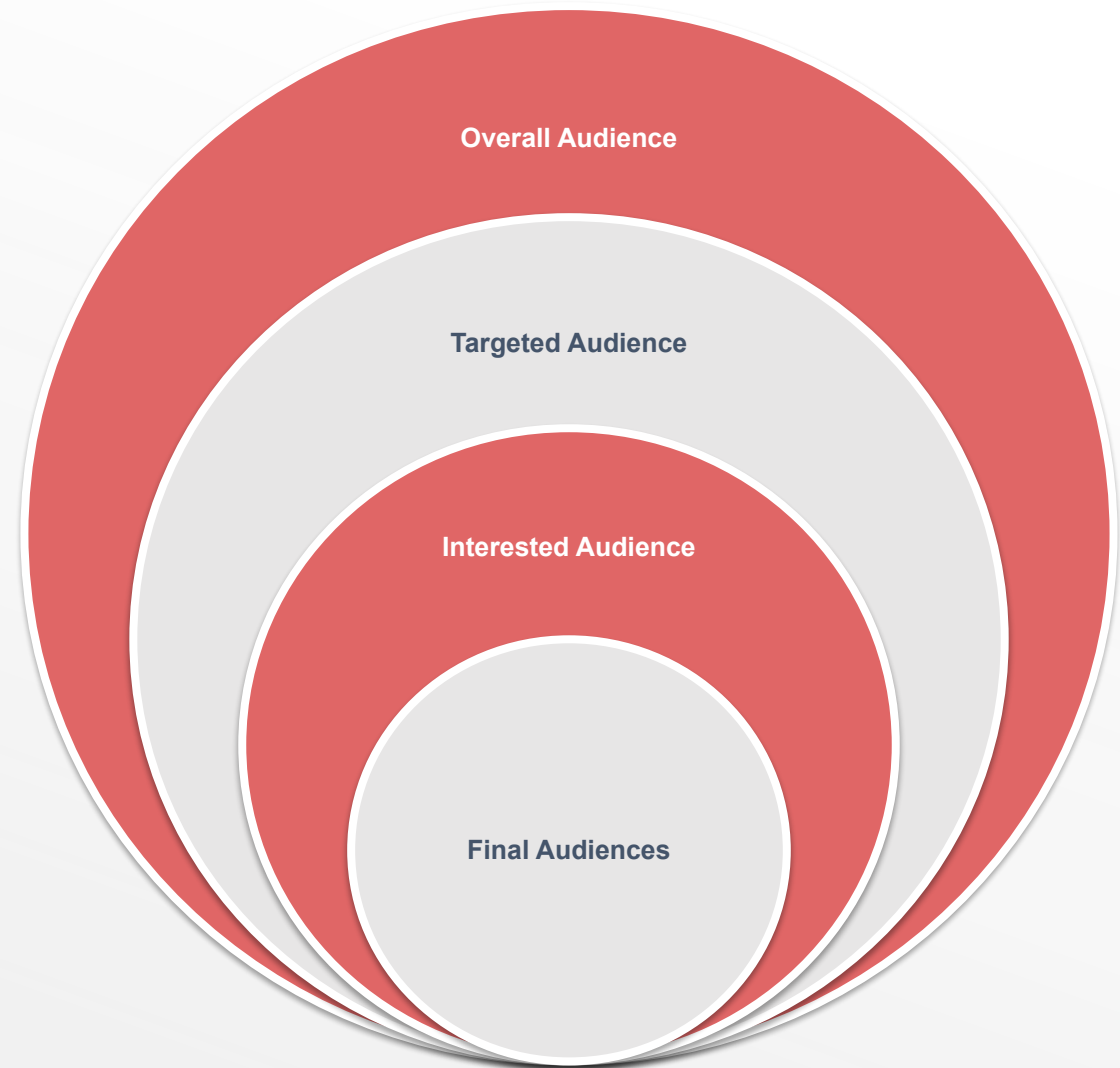
0.5M intent based branded keywords search in a month

Interests Segments:

Competitor Base

Investors

Job Profile



Consumer Persona



"Forever" home buyer

Facts: Views their home as the foundation of their life.

Attributes:

Knowledgeable and specific about what their "must haves" are, like location.

Looking for: A memorable experience while buying their home. Usually have a approved for a mortgage and have enough money to make a serious offer.



The Urban Dweller

Fast fact: Places a high importance on neighborhood activities, entertainment and walkability.

Attributes: A clear focus on lifestyle, social trends and community.

Looking for: The complete neighborhood experience – not just an open house walkthrough.



Quick Seller/ The Profiter

Fast fact: Wants a fair price but is driven by other influences to make the sale/means business and is often looking to be in control

Attributes: Straight to the point, focused on taking the next step/ Down to business, wants quick responses and confidence from their agent

Looking for: Low cost tips for improving the speed of sale/ Ways to capitalize on current market trends that will result in a sale over asking price



The Investor

Fast fact: Looking to purchase properties that will bring in passive income.

Attributes: they understand the market and know what they are looking for.

Looking for: Rental units or homes to flip in areas where new growth is coming. They may already have some investment properties



First Time Home Buyer

Fast fact: About to make their first splash into real estate and needs a lot of coaching.

Attributes: Still hesitant, looking at the big picture, getting their ducks in a row and triple checking their budget.

Looking for: Detailed information to understand more about the decision they are making.

Capitalize on current market trends

Volume On Google | Category Keywords

Keyword	Volume
house for sale	50000
flat for rent	50000
houses for sale near me	50000
studio apartment	50000
flats for sale near me	50000
flats for rent near me	50000
2bhk flat	50000
rent a apartment	50000
flat for sale	5000
homes for sale near me	5000
house for sale	50000
property for sale near me	5000
home for sale	5000
real estate near me	5000

Keyword	Volume
studio apartments for rent	5000
apartments for sale near me	5000
new construction near me	5000
rental apartments near me	5000
homes near me	5000
1 bhk house for rent near me	5000
property near me	5000
2bhk flat near me	5000
flat on rent	5000
2 bhk house for rent near me	5000
2bhk flat near me for rent	5000
1 bhk flat on rent near me	5000
flats on rent near me	5000
studio apartments for rent	5000

Avg. search volume 1.7M+ for category & non branded keywords

Volume On Google | Category Keywords

Keyword	Volume
magicbricks	500000
magicbrickspune	5000
magicbrickskolkata	5000
magicbricksbangalore	5000
magicbrickschennai	5000
magicbricksmumbai	5000
hyderabad magic bricks	5000
magicbricks property	500
magicbricks app	500
magic bricks near me	500
magic brick house	500
megicbrick	500
magicbricks sign up	500
magicbricks	500000

Keyword	Volume
magicbricks kharghar	500
magic bricks website	500
magic bricks company	500
magicbricksbricks	500
magicbricks western exp highway	500
wwwmagicbricks	500
magicbricks official site	50
magicbricks dwarka	50
magicbricks panvel	50
sbi approved projects magicbricks	50
magicbricks official website	50
magicbricks thane west	50
magicbricks post property	50
magicbricks kharghar	500

Avg. search volume 545K+ for all branded keywords

Audience Size | Google

In-market segment Commercial Properties (For Sale)

People interested in purchasing commercial properties for investment or business use

Weekly impressions

100M - 500M

Estimates based on
India, English, Display

 Top related audience segments
Commercial Properties (For Rent)
Commercial Properties
New Apartments (For Sale)

 Top YouTube categories
Exchanges
Brokerages & Day Trading
Funds

In-market: other Real Estate

rightmove, find a property, property to buy, prop... ▾

Weekly impressions

1M - 5M

Estimates based on
India, English, Display

In-market: other properties for sale

property for sale sale, property for sale manche... ▾

Weekly impressions

1M - 5M

Estimates based on
India, English, Display


Segment insights
India, English, All types ▾

Weekly impressions
10B - 1T

Gender
72% male ▾

Age
35% 18 - 24 ▾

Parental status
88% non-parents ▾

Topics 

This segment visits websites related to these topics

Property Listings
Residential Sales
Property
Estate Agents

Segmented Audience Size | Social

Location – Living in:

India

Age:

25-55

People who match:

Interests: Real estate investment trust, Investment banking, Real estate investment association, Finance, Creative real estate investing, Financial plan, Financial services, Retirement planning, Real estate investment club, Passive income, Property investment club, Investment management, Estate (land), Investment strategy, Investment, Real estate investing, Wealth management, Investor, House Hunting or Return on investment, Job title: Real Estate Investor/Owner



INVESTORS

Estimated audience size

169,100,000 - 198,900,000

Location – Living in:

India

Age:

25-55

People who match:

Interests: NoBroker.com, Quikr, Godrej Group, Nakheel Properties, Century 21 Real Estate, Lodha Group, 99acres, Emaar Properties, Oberoi Realty, Zillow, OLX, Prestige Group, DAMAC Properties, Shapoorji Pallonji Group, Mahindra Lifespaces, MagicBricks, Hiranandani Developers, Godrej Properties Limited or Sobha Ltd., Employers: Emaar Properties



COMPETITORS

Estimated audience size

81,700,000 - 96,100,000

Segmented Audience Size | Social

Location – Living in:

India

Age:

25-55

People who match:

Interests: Business opportunity, Business travel, Board of directors or Business, Employers: Business Owner, Business Owners or Business Owner, Job title: Executive director, Financial Planner, Branch manager, Business Owner, Owner, HR & Administration Manager, Director general, Owner/Manager/CEO, Co-Founder and COO, Founder/Manager, Co Owner, Founder, Director, CEO, Owner and Founder, Owner/Managing Director, Own Business, Chairman & Managing Director, Founder and Managing Director, Owner and CEO, Director (business), Managing Director, Investment Specialist, Branch Office Manager, Investment Manager, Investment Banker, Founder or Managing Director



JOB PROFILE

Estimated audience size

187,500,000 - 220,600,000

Consumer Trends

- **Elevated customer experience** - Comparing brands not only to their previous best real estate customer experiences, but also in general
- **Reduced friction in home buying /selling**
- **Relationships are everything**- People want to have a good rapport with someone who truly understands them and will help them achieve their goals
- **Rapid response is key**- 40% of consumers expect brands to respond within the first hour of reaching out on social media
- **Increase demand for hyperlocal** - Neighborhood attractions & surrounding areas offerings
- **Trust is essential**- Reputation is partially defined by what you promise and what actually delivers
- **Spending has revved up**- Amenities, communal gardens, laundry services, and even co-working spaces in many cases.



Consumer Behaviour

- **Modern day living with 2/3 BHKs**
- **Wellness living spaces on the rise**
- **Social amenities preferred as aspirational status**
- **Safety is a new luxury:** Smart tech security aspects in spaces enabling residents to feel truly safe and secure
- **Integrated living:** Spacious homes set amidst green, open spaces within the vicinity of commercial and retail zones, bringing the walk-to-work culture
- **Home ownership journey** diversifies into needs of renovating their homes, putting them on rent, manage the property and their entire property asset portfolio
- Millennials prefer everything **that's convenient and easily accessible**

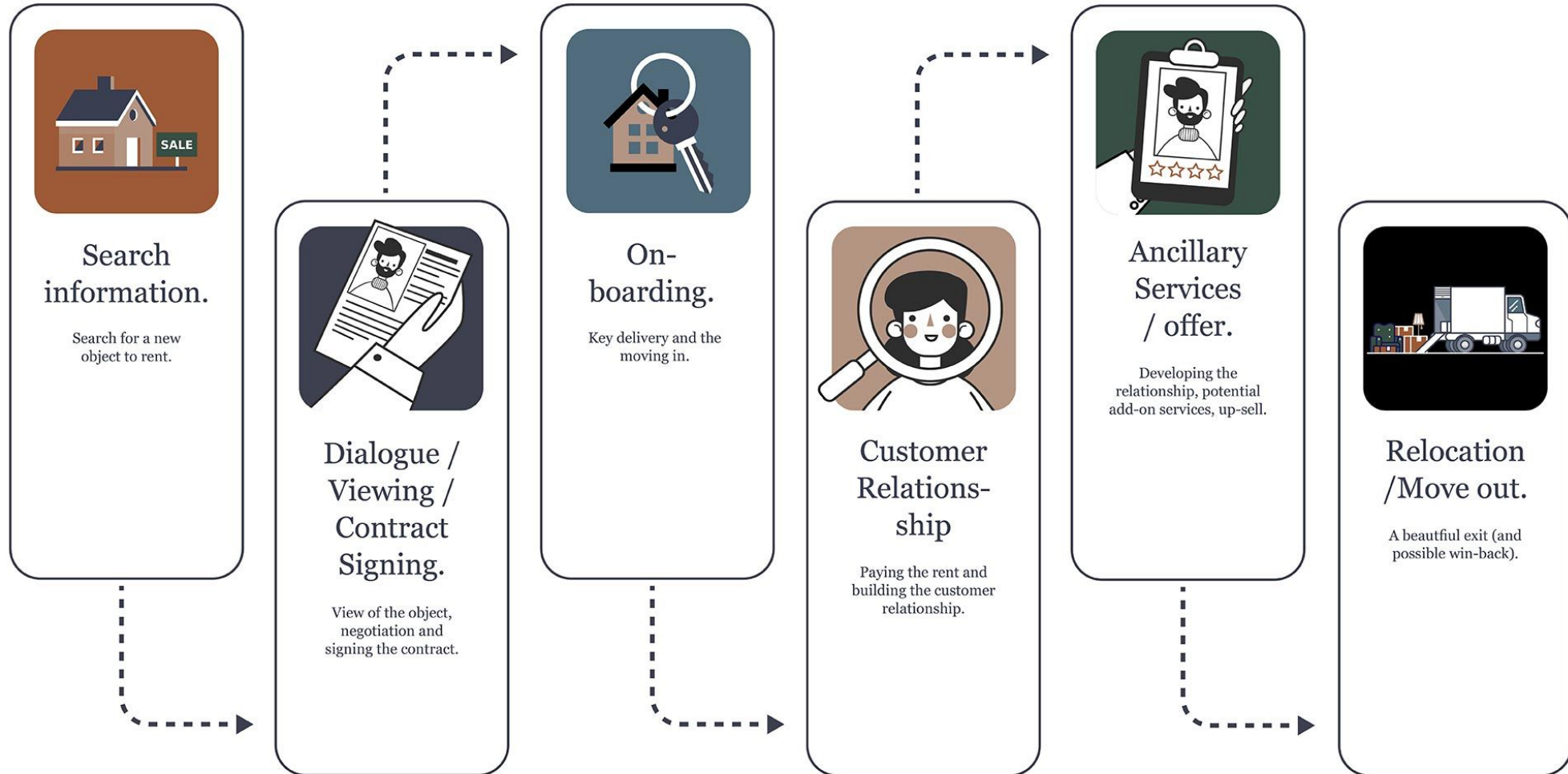


Key Takeaway- Conscious consumer shift towards quality, growth-worthy location, amenities and lifestyle

Consumer Journey - Real Estate



Digital Consumer Journey



Brand Understanding

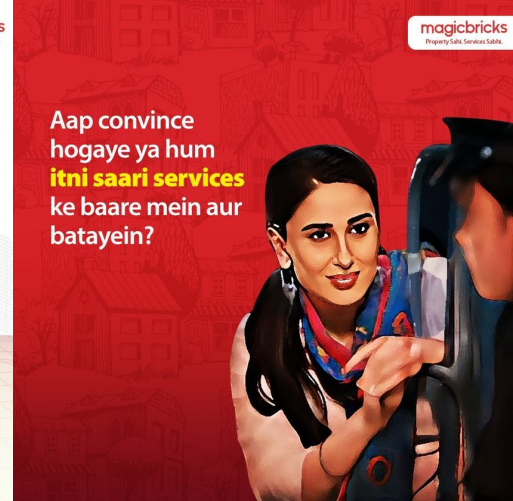
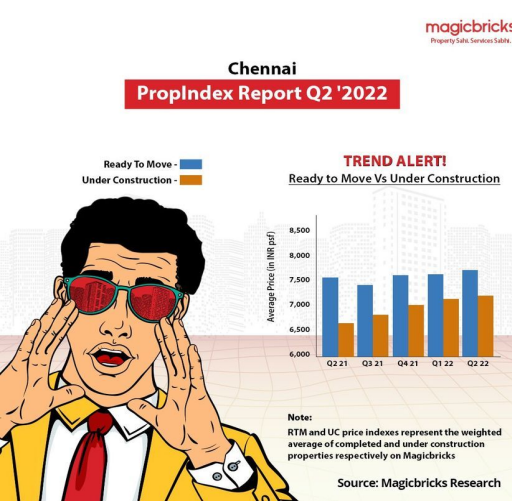
Our Understanding of the brand and it's perception

**Tenant verification se
Rent agreement banwane tak ke liye**

Magicbricks Par Ab Sab Kuch



#PropertyBhiTenantVerificationBhi



MagicBricks

Brand Tagline- Properties Sahi, Services Sabhi

Brand Tonality- Informative, Functional and Simple

Content Buckets-

- Research and reports
- Bloges- House Tours
- Project and Locality reviews
- Property trends, Insight expert views and key evaluation parameters
- House interiors
- From the CEO Desk



Formats- Videos, GIF's, Statics, Blogs

Platforms- Facebook, Youtube LinkedIn and Twitter

Key Observations

- Content is **more targeted towards millennials** in terms of overall look and feel
- **Replicating our content** across almost all platforms (Twitter is more inclined towards blogs)
- **We are not leveraging new age content formats like Reels, Shorts etc**
- **Have a different narrative with our communication that kind of helps us differentiate ourself**

Key Takeaway- We need to be more relevant and relatable to the TG and curate content that is consumed by consumers

Why do we say so- While our TG is millennials the category content and communication is driven by Gen Z behavior, attitude and consumption pattern

Understanding Consumer Sentiment

Good platform, shows all options basis your needs

One stop solution for all your needs

Very good platform for basic research

Lot of fraud that happens on the platform

Overpriced (Packages)

Better platforms and options are available

Easy to operate

Good rate of finding a property

Lack good features like Multi- language support, mortgage calculator

Most consumers **recommend 99acres, Housing.com or Housing Bharat** while talking about their experience with best real estate portals

Key Features- Best Listing, agent/agency profiles, response list, Technical support etc

Key Takeaway- While there is a lot of brand awareness, Consumers do not associate with us on trust and credibility parameters

Setting the Agenda



WHERE ARE WE

Reaching out to audiences with more informative approach on our offerings

“Awareness Driven Approach”



WHERE WE NEED TO BE

Engage with audiences in more relevant and relatable manner with new age content formats and content pegs

“Engagement and Consideration Driven Approach”

Starting Point

Putting our thinking caps on

**Tenant verification se
Rent agreement banwane tak ke liye**

Magicbricks Par Ab Sab Kuch



#PropertyBhiTenantVerificationBhi



Recent Campaign

Property Sahi. Services Sabhi

1 Convenience

Seamlessness and a high degree of convenience with integration and digitalisation

2 One-stop shop and solution

Providing services like expert advice, home loan, legal assistance, pest control, home cleaning, sanitisation, consultation on Vaastu, décor amongst others.

3 Go to Market Place

Helps the consumers connect with the right service provider and everything can be booked from one app

Our Understanding of Magicbricks as a Platform

Assistance

Property Option, Expert Advice, Locality Reviews

Evaluate/ Access

Price Trends, Property Evaluation

Finalise/Enablement

Legal Assistance and Home loan

Shift

Home Cleaning, Santisation, Pest control, Packers and Movers

Setup

Vaastu consultation and decor

One can rely on MagicBricks for all their real estate needs....

Recommended Campaign One

From Search To Set Up

Recommended Campaign One

From Search To Set Up

Campaign establishing MagicBricks as a one stop solution provider for all housing needs.

Think 360 degree real estate solutions. Think MagicBricks.

#FromSearchtoSetup

From buying a home to designing one.

From property evaluation to tenant verification.

From taking a loan to paying the rent.

From shifting a home to seeking legal support.

From interior decoration to vastu compliance.

Magic Bricks.

From search to set up.

Properties Sahi. Services Sabhi

from
search
to set up.



VASTU



MOVERS
AND PACKERS



VALUATION
SERVICES



PRICE
TRENDS



15LAC+
PROPERTY
LISTINGS



LEGAL
ASSISTANCE



EXPERT
ADVICE



RELATIONSHIP
MANAGER





From search to set up.



Home Loan



From search to set up.



Home Loan





Campaign Roll Out

A

Aparshakti & Ayushman DVC,
Pre-Teasers, Candid social media drops



I

Search to Setup candid stories, reels,
meme, contests



D

8-10 Influencers and their stories in the
form of videos, social media drops



A

Massive push in the form of Digital,
Third Party & More



Awareness

#FromSearchToSetup

The story takes you on a journey of **Aparshakti Khurana moving out of Mumbai and making Pune his new home**. It follows his experiences and challenges during the course of this journey. And **how all of this ends up being one delightful tale, all thanks to Ayushman Khurana, who recommends [Magicbricks.com](https://www.magicbricks.com)**

DVC

The story revolves around Aparshakti Khurana moving to Pune. He bids adieu to Ayushman and leaves Mumbai. Upon reaching Pune, he finds himself in a spot as he isn't able to get the right house.

Giving up, he calls Ayushman on his way to the Airport and tells him about the situation saying he is coming back. Ayushman suggests MagicBricks to which Aparshakti agrees.

Soon enough Aparshakti finds himself a house and with quick shots of property evaluation taking place, paperwork being done, shifting with carton boxes, pest control taken care of etc, we see a relaxed and relieved Aparshakti.

Aparshakti is settled in his new home with everything in place.

He calls Ayushman to thank him, to which Ayushman responds saying "Thank MagicBricks, not me"

Super appears:

**From search to set up,
everything on MagicBricks.**

Home loans I Property evaluation I Rent payment I Legal support I Tenant Verification I Home Inspection I Design & Décor I
Vaastu advice I Shifting services & more

Video concludes with the brand logo.

Come join us to
discover

#Aparshakti'sSearchToSetupStory

with MagicBricks.



Moving from Aamchi Mumbai folks.

Pune, here I come!

#AparshaktisSearchToSetupStory



**From Location Scouting,
Site Visits to Vastu –**

I've got it all covered.

#AparshaktisSearchToSetupStory

magicbricks.com



Moving has never been easier!

10 boxes down. 5 more to go!

#AparshaktisSearchToSetupStory

magicbricks.com



Buying or Renting, that is the question.

But I've got experts who are helping me through it all.

#AparshaktisSearchToSetupStory



magicbricks.com



**My new abode strikes
the perfect balance between
minimal & elegant decor aesthetics.**

#AparshaktisSearchToSetupStory

magicbricks.com



The checklist to my dream home is sorted!

#AparshaktisSearchToSetupStory

magicbricks.com



With great investments, I've got great responsibilities

& round-the-clock expert support too!

#AparshaktisSearchToSetupStory

magicbricks.com



**The journey to my dream home
was made easier than ever before**

My new crib is all set!

#AparshaktisSearchToSetupStory



**Moving from Aamchi Mumbai folks.
Pune, here I come!**

#AparshaktisSearchToSetupStory



**From Location Scouting,
Site Visits to Vastu –**

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Moving has never been easier!

10 boxes down. 5 more to go!

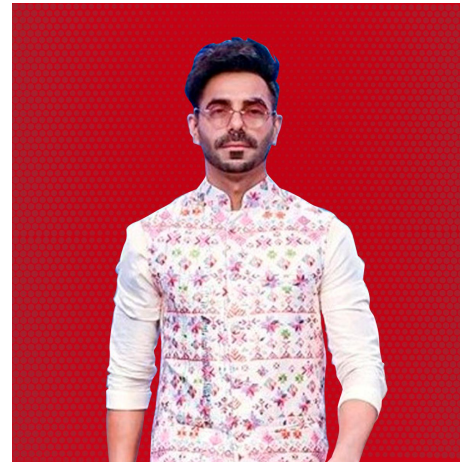
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Buying or Renting, that is the question.

**But I've got experts who are helping
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**The journey to my dream home
was made easier than ever before**

My new crib is all set!

#AparshaktisSearchToSetupStory

From search to set up.



[Buy](#) [Rent](#) [PG](#) [Plot](#) [Commercial](#) [Post Free Property Ad](#)

[Location](#) [More](#)

[Flat +2](#) [More](#)

[Budget](#) [More](#)

[Search](#)



VAASTU



MOVERS AND PACKERS



VALUATION SERVICES



PRICE TRENDS



15LAC+ PROPERTY LISTINGS



LEGAL ASSISTANCE



EXPERT ADVICE



RELATIONSHIP MANAGER

magbricks | | [MD Drive](#) | [Login](#) | [Post Property FREE](#)

From search to set up.

[Buy](#) | [FC](#) | [Rent](#) | [Commercial](#) | [Top Area Property Ad](#)
 | | | [Search](#)

[Home](#) | [Home Loans](#) | [Home Insurance](#) | [Real Estate Services](#) | [Real Estate News](#) | [Real Estate Tips](#) | [Real Estate Jobs](#) | [Real Estate Directory](#)

Because you searched New Delhi

14K+ Properties listed for you
[View all](#)

Get personalized property recommendations for you
[View all](#)

Top featured projects for you
[View all](#)

Top exclusive deals for you
[View all](#)

Featured Projects

Apex Quebec
 A.P.E.S. | [View Project](#)
 Located in New Delhi, India
 Under Construction | Possession by Dec, 2025
[View all Projects](#)

Featured Projects

2 BHK Flats
175.0 Lac | 950 sqft
 Located in New Delhi, India
[View Project](#)

2 BHK Flats
12.20 Cr | 1500 sqft
 Located in New Delhi, India
[View Project](#)

2 BHK Flats
11.20 Cr | 1500 sqft
 Located in New Delhi, India
[View Project](#)

2 BHK Flats
175.0 Lac | 950 sqft
 Located in New Delhi, India
[View Project](#)

Property Services

Home Loan
 View & compare rates and EMI of the best home loan

Pay Rent
 Pay your rent via app. Credit Card & debit card

Legal Services
 Get expert legal advice for all property-related matters

Valu
 Get a valuation report for your property

Trending in New Delhi

2 BHK Flats
188 Lac | 858 sqft
 Located in New Delhi, India
[View Project](#)

2 BHK Flats
19.90 Cr | 8027 sqft
 Located in New Delhi, India
[View Project](#)

2 BHK Flats
176 Cr | 1800 sqft
 Located in New Delhi, India
[View Project](#)

2 BHK Flats
188 Lac | 858 sqft
 Located in New Delhi, India
[View Project](#)

2 BHK Flats
19.90 Cr | 8027 sqft
 Located in New Delhi, India
[View Project](#)

2 BHK Flats
176 Cr | 1800 sqft
 Located in New Delhi, India
[View Project](#)

Explore Popular Localities in New Delhi

4.5 | [15 Reviews](#)
Dwarka
 15.05 | [11,028](#) per sqft
[View all Properties for Sale](#)

3.8 | [17 Reviews](#)
Rohini
 15.45 | [11,028](#) per sqft
[View all Properties for Sale](#)

3.6 | [14 Reviews](#)
Uttam Nagar
 15.55 | [11,028](#) per sqft
[View all Properties for Sale](#)

Exclusive Owner Properties in New Delhi

2 BHK Flats
12.20 Cr | 1500 sqft
 Located in New Delhi, India
[View Project](#)

2 BHK Flats
175.0 Lac | 950 sqft
 Located in New Delhi, India
[View Project](#)

2 BHK Flats
11.20 Cr | 1500 sqft
 Located in New Delhi, India
[View Project](#)

2 BHK Flats
175.0 Lac | 950 sqft
 Located in New Delhi, India
[View Project](#)

Advice & Tools

Property Valuation
 Get the right market value for your property

Legal Title Check
 Get expert advice for your property

Rates & Trends
 Explore market trends & rates in your locality

EMI Calculator
 Calculate your EMI for home loans

Your Real Estate Guide

Locality Videos
 Explore localities in New Delhi

New Delhi Property Snapshot

New Delhi is the second most expensive city in India. New Delhi is a capital city located on the banks of Yamuna. It is known for its blend of modern architecture and historical landmarks. The city is home to many government offices and is a major center for business and industry.

5449+ Low Budget Flats in New Delhi

20973+ Properties for Sale in New Delhi

162+ Residential Property Agents in New Delhi

12831+ Residential Projects in New Delhi

About Magbricks

Founded in 2016, Magbricks is India's leading real estate platform. We provide a wide range of real estate services, including property listings, home loans, and legal services. Our mission is to make the real estate process seamless and transparent for everyone.

Properties in India

Explore the best real estate opportunities in India. From luxury homes to affordable flats, we have a wide range of properties for sale and rent.

New Projects in India

Discover the latest real estate projects across India. From modern apartments to commercial buildings, we have a wide range of options for you.

[Home](#) | [Home Loans](#) | [Home Insurance](#) | [Real Estate Services](#) | [Real Estate News](#) | [Real Estate Tips](#) | [Real Estate Jobs](#) | [Real Estate Directory](#)



Featured Projects

APEX. **Apex Quebec**
By Apex Group
Siddhartha Vihar, Ghaziabad

- Under Construction
- Possession by Dec, 2025

[See all Projects](#)

Featured Projects

2 BHK Home
₹75.0 Lac | 950 sqft
Janakpuri New delhi 110058,
Janakpuri, New Delhi

[View Details](#)

4 BHK Flat
₹2.10 Cr | 1500 sqft
Janakpuri New delhi 110058,
Janakpuri, New Delhi

3 BHK Flat
₹1.20 Cr | 1500 sqft
Janakpuri New delhi 110058,
Janakpuri, New Delhi

2 BHK Flat
₹75.0 Lac | 950 sqft
Janakpuri New delhi 110058,
Janakpuri, New Delhi

Property Services



Home Loan
View & compare your best offers and apply online



Pay Rent
Pay your rent using Credit Card & earn rewards



Legal Services
Get expert legal help for all property-related matters



Vastu
Consult the best vastu Experts for your home

Trending in New Delhi



2 BHK Multistorey Apartment
₹55 Lac | 855 sqft
kotte Mubarakpur, South Extension...
Ready to Move



2 BHK Villa
₹9.50 Cr | 9027 sqft
New Delhi
Ready to Move



5 BHK Residential House
₹16 Cr | 1800 sqft
Nizamuddin East, Nizamuddin, Ne...
Ready to Move

Explore Popular Localities in New Delhi

4.2 125 Reviews
Dwarka
₹8,015 - ₹11,139 pe sqft
4918 Properties for Sale

3.8 17 Reviews
Rohini
₹6,475 - ₹11,139 pe sqft
2866 Properties for Sale

3.6 145 Reviews
Uttam Nagar
₹3,552 - ₹11,139 pe sqft
1800 Properties for Sale

Exclusive Owner Properties in New Delhi



4 BHK Flat
₹2.10 Cr | 1500 sqft
Janakpuri New delhi 110058,
Janakpuri, New Delhi



2 BHK Home
₹75.0 Lac | 950 sqft
Janakpuri New delhi 110058,
Janakpuri, New Delhi

[View Details](#)



3 BHK Flat
₹1.20 Cr | 1500 sqft
Janakpuri New delhi 110058,
Janakpuri, New Delhi



2 BHK Flat
₹75.0 Lac | 950 sqft
Janakpuri New delhi 110058,
Janakpuri, New Delhi



Advice & Tools



CERTIFIED

Property Valuation

Know the right value for your Property before you Buy or Sell.

[See all Projects](#)



GET FREE

Legal Title Check

Get property checked for clean title and no legal claim/bank attachment



Rates & Trends

Know all about Property Rates & Trends in your city



EMI Calculator

Know how much you'll have to pay every month on your loan



Your Real Estate Guide



Locality Videos

Circle Rate in Delhi - Area-Wise

[See all Projects](#)

New Delhi Property Snapshot

New Delhi is the most populous city in India. Being the capital city of India, New Delhi is a suburb of Delhi, situated on the banks of Yamuna. The city is known for its developing real estate market that is growing everyday due to huge number of migrants. New Delhi is the Northern Indian state, which is known for its modern and rich infrastructure and contemporary architecture. Along with all the aforementioned attraction New Delhi is a stunning...

5449+

Low Budget Flats
in New Delhi

20973+

Properties for Sale
in New Delhi

162+

Residential Property
Agents in New Delhi

12831+

Residential Projects
in New Delhi

About Magicbricks

Launched in 2006, Magicbricks is India's No.1 online Property marketplace to buy, sell, and rent residential and commercial properties. Adjudged as the most preferred real estate portal in India by various independent surveys.

Properties in India

Property in New Delhi | Property in Mumbai | Property in Chennai | Property in Pune | Property in Noida | Property in Gurgaon | Property in Bangalore | Property in Ahmedabad

New Projects in India

New Projects in New Delhi | New Projects in Mumbai | New Projects in Chennai | New Projects in Pune | New Projects in Noida | New Projects in Gurgaon | New Projects in Bangalore | New Projects in Ahmedabad





Influencer Marketing

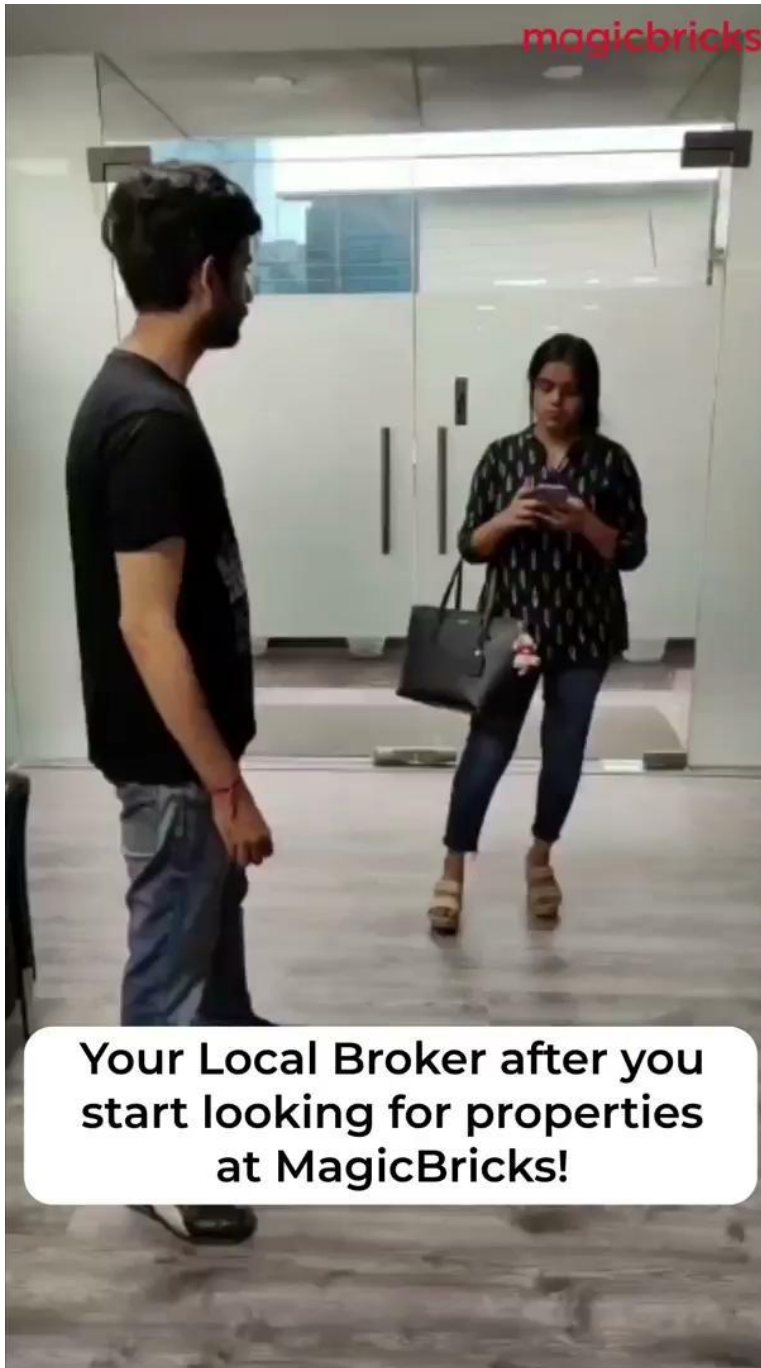
WAY FORWARD

Interest

magicbricks

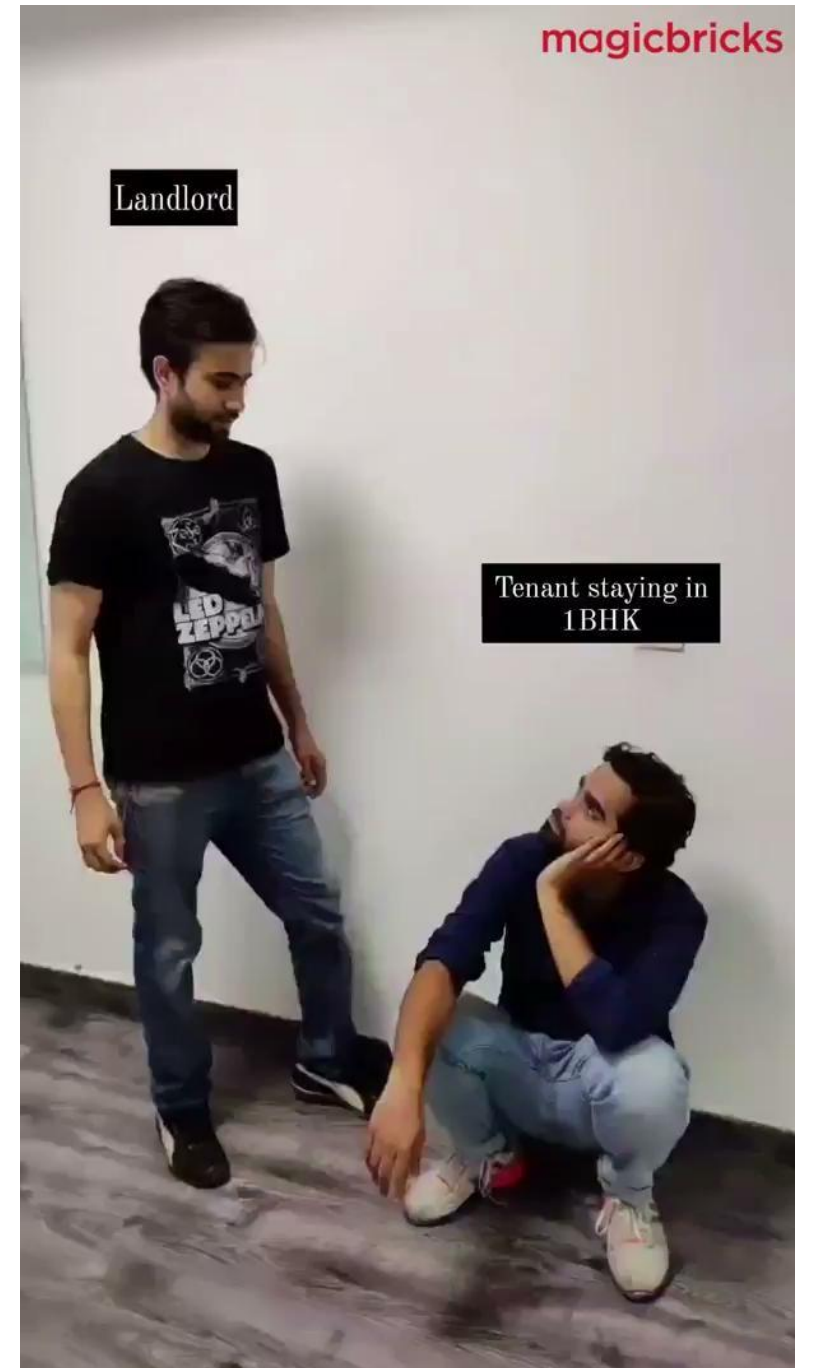


magicbricks



Your Local Broker after you start looking for properties at MagicBricks!

magicbricks



Landlord

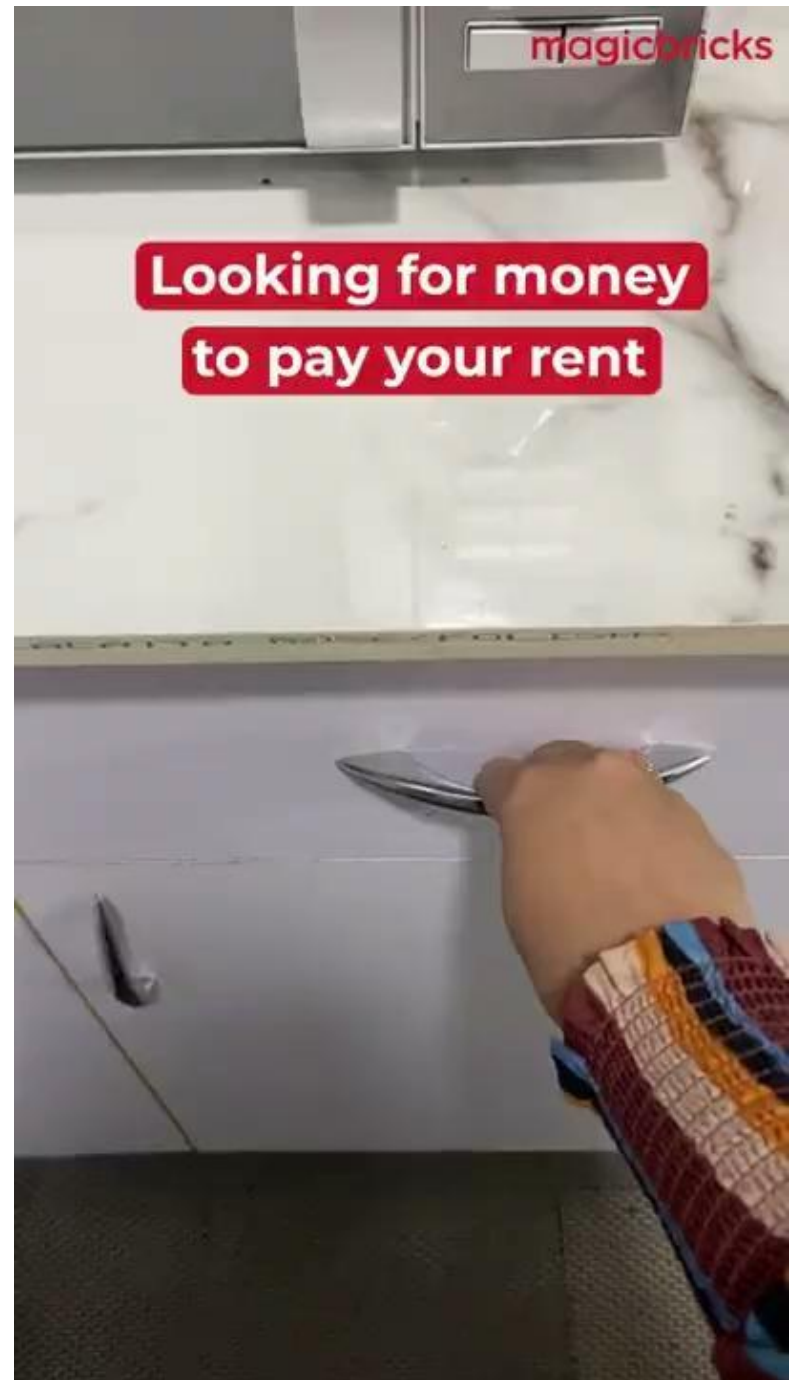
Tenant staying in 1BHK



Me after looking at 100 properties over the weekend

Some People :

Looking for money
to pay your rent





Plan of Action: We run a social media campaign asking people to complete word with a given situation as follows:

magicbricks

What would you need
to make all your
wishes come true?

MAGIC _____

magicbricks

What do you need to
get everything you desire for?

MAGIC _____

magicbricks

What would you ask for
if your wanted everything
your dreamt of?

MAGIC _____

We reveal the extension with a **MAGIC BRICKS** messaging that makes everything come true in the context of homes - **“From search to set up”**

Subtly we also make our audience realise that it's time to open their eyes by saying you don't need a **MAGIC WAND** anymore.

The MagicEmoji quiz!

Idea: Crowd
Engagement posts.

Insight: Posting
relatable content so
as to increase
engagement on our
social handles.

1.



2.



3.



4.



magicbricks

Magicbricks

He is a 10, but still he is still not looking for his own house.

#FromSearchToSetup

magicbricks

“I bought my home in Popular Nagar, near Warje, Pune, with the help of MagicBricks in 2012. I found the site very suitable as it lets you find the details of projects and developers easily. It is a very user-friendly site for those who are looking for a property. Hats off to MagicBricks!!”



Shekhar Deshmukh,
Ahmednagar

Concept: Experts Take

Insight: We can create reels with our versatile experts on-board who can share insights in a crisp manner on various aspects of making a your dream home come to life.

BO



magicbricks
**Experts
Take**

John George, Legal Advisor

Before shifting to Mumbai



Dekh raha hai Binod..

Kaise semi-furnished flat
bolke sirf chair table laga diya hai

When broker says rent
of the 1BHK is 1 Lakh

RAJARAM

magicbricks.com

Me to anyone who undervalues
my property to be sold.

Chal udhar bhag

magicbricks.com

Broker, when I tell him
my requirements for a house.

I don't do a magical
wish with a wand.

Desire

We get Ayushman Khurana to leverage his musical talent in the form of an anthem/poem.

Other influencers are also invited herein, who speak about any one specific experience of their home. It could be buying, shifting, legal documentation etc, and tell our followers how they wish they had MagicBricks at that time.

For instance,

Most people make mistakes during the process of buying, selling or shifting their home by assuming they can do a few things themselves and it's an easy process. Be it shifting, paper work, renovation or something else. These stories revolve around the mistakes and how they wish MagicBricks' services were available back then.

We tie up all stories with a common thread - **From search to set up.**

52 Weeks Plan, Every week 1 Influencer Video drop

Content Format: Each feature based, consumer discovery

OTT/ TV Stars

Jeetendra Kumar, Vikrant Massey, Zeeshan Malik, Helly Shah

Content Creators

Amit Badhana, Mallika Dua

Influencers

Shalini Chopra, TheMacroTraveller,

Comic

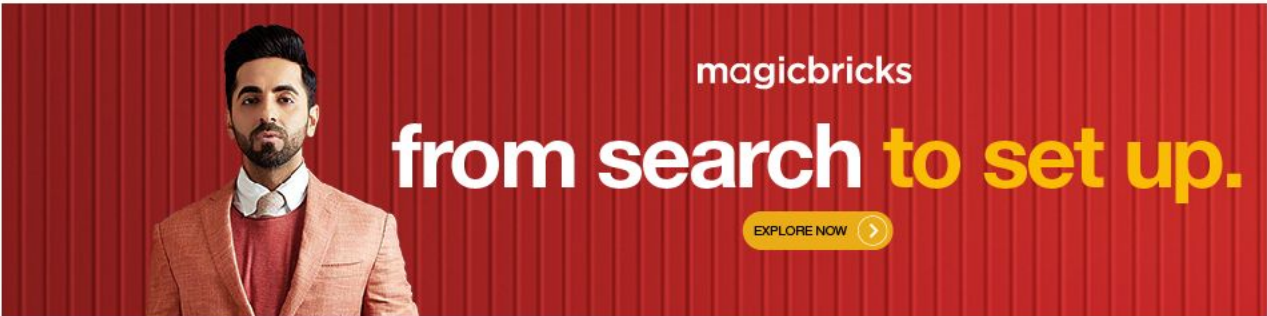
Kaneez, Rahul Subramaniam, Kusha Kapila

Micro

Others

Action

Before Click



magicbricks
from search to set up.
EXPLORE NOW >

After Click



magicbricks
from search to set up.
EXPLORE NOW >

- VAASTU
- MOVERS AND PACKERS
- VALUATION SERVICES
- PRICE TRENDS
- ISLAC+ PROPERTY LISTINGS
- LEGAL ASSISTANCE
- EXPERT ADVICE
- RELATIONSHIP MANAGER

upGrad & IIT Bombay
PG Program in Data Science




Apne career ke darwaze kholo




magicbricks

from buying a home to designing one.
 from property evaluation to tenant verification.
 from seeking a loan to paying the rent.
 from shifting homes to seeking legal support.
 from interior decoration to vastu compliance.

from search to set up.

EXPLORE NOW 



upGrad & IIT Bombay
PG Program in Data Science



Apne career ke darwaze kholo



Voice supported search on the website via banners.

magicbricks.com



From search to set up.

Home loans | Property evaluation | Rent payment
| Legal support | Tenant Verification | Home Inspection
| Design & Décor | Vaastu advice | Shifting services & more



**from search
to set up.**

magicbricks

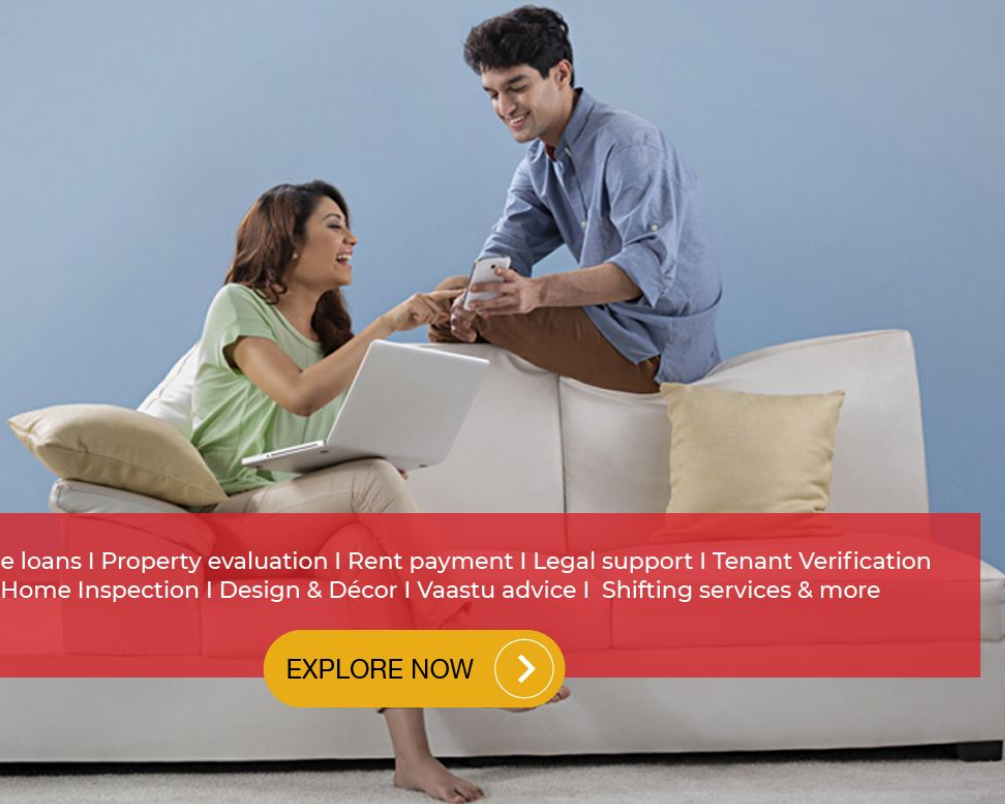
Property Sahi. Aur Ab Services Sabhi

Click to Watch Ad



magicbricks

from search to set up.



Home loans | Property evaluation | Rent payment | Legal support | Tenant Verification
Home Inspection | Design & Décor | Vaastu advice | Shifting services & more

EXPLORE NOW



magicbricks

From buying a home to designing one.
From property evaluation to tenant verification.
From seeking a loan to paying the rent.



from search to set up.

EXPLORE NOW



Content Architecture- Social

Brand	Product	Regional/ Vernacular	Moment	Community	Video	View
DVC (All Channels)	Product Explainer Videos	Regional Festival Posts	Meme		Long Form Content: Youtube Explainer videos	Experts Talk
Corporate (linkedin)	Product USP posts	Regional Videos for local affinity, Regional Creators	Challenges/ Reels	Regional Videos for local affinity, Regional Creators	Regional Videos for local affinity, Regional Creators	Customer Testimonials
Key Visual Drops	Services Offering posts				UGC short form videos as Reels and shorts	Reviews and Ratings
MBTV	Mobile App Posts					
	MB Prime Posts					

Campaign Two

Concept Note

Concept note: Now that we've offering an array of services that goes beyond home buying or selling, and these services more than a handful of them, we take confidence in what we offer and tell our customers to:

Magic Bricks

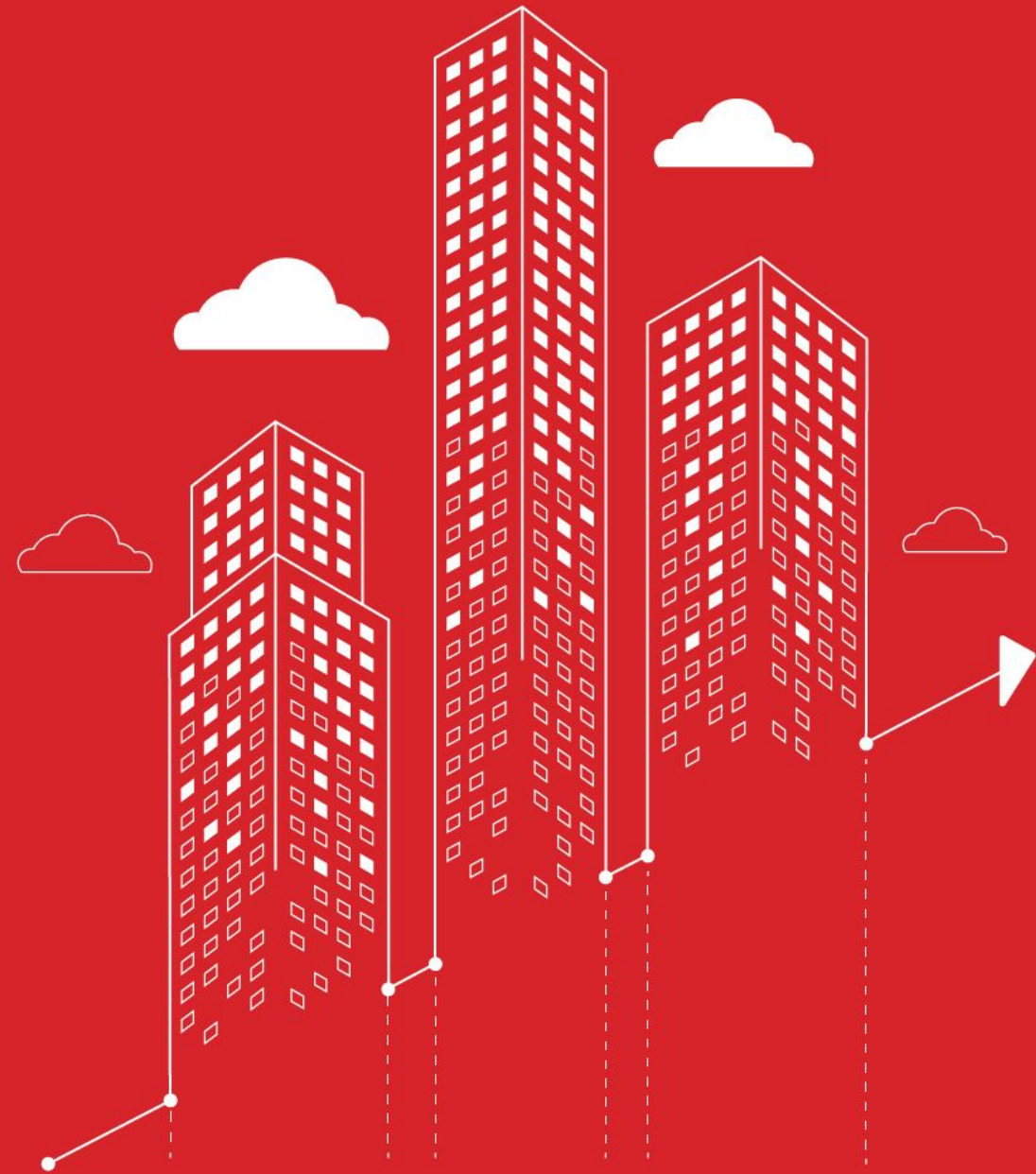
When it's about homes, ask for anything.

Magic Bricks

Jab baat ho ghar ki, bolo kya chahiye?

Concept

Jab baat ho ghar ki, bolo kya chahiye?



magicbricks

**When it's about homes,
ask for anything.**

Now offering:

Home Loans | Property Evaluation | Rent Payment | Legal Support | Tenant Verification
Home Inspection | Design & Décor | Vastu Advice | Shifting Services & More

DVC

Opens on a mother asking her kid, who's probably 10 years old and in a jolly good and playful mood, what he wants?

He gives it a thought, raises an eyebrow, closes his eyes and then opens his mouth to ask for a never-ending list of things that surprises her:

He goes on to say:

Mumma,
IIIIIIII want a candybar, an Iron man's suit, a new bicycle, an Ipad, a Disneyland holiday, a swimming truck, a Pokemon t-shirt.....and he looks at the wall on which hangs the picture of his late grandfather.

Dadaji also!!!

DVC

Stumped by his wishes, his mother goes, “Whhhattt?”

VO:

In life, not everyone can fulfil your wishes. But when it comes to homes, we can.

Supers follow:

Magic Bricks (logo appears)

Home Loans | Property Evaluation | Rent Payment | Legal Support | Tenant Verification | Home Inspection | Design & Décor | Vastu Advice | Shifting Services & More.

Line appears:

Ask for anything.

Diwali Campaign

Concept Note

Living in a rented home doesn't really give you the feeling of belongingness.

In fact it is no less than a “vanvas” or an exile.

Magicbricks is here to change that. Especially paying an ode to the festive season.

We want each and everyone to have an opportunity towards having a place they call their own.

Concept

It's time to let happiness knock on your door with,

#KhatamKaroVanvas

magicbricks

**Living in a rented home
seems like a Vanvas.
And we're here to put
an end to it!**

Befikar Raho, Magicbricks hai na.



#KhatamKaroVanvas

magicbricks

**Need help with
shortlisting your
ideal home?**

Befikar raho, Magicbricks hai na.



#KhatamKaroVanvas

magicbricks

Site visits and inspections got your running in circles?

Befikar raho, Magicbricks hai na.

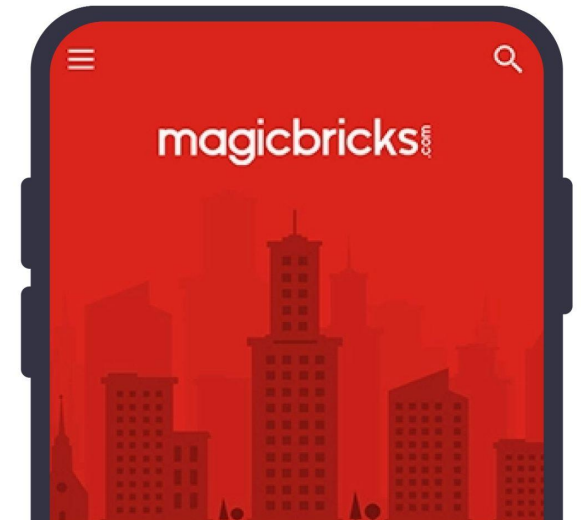


#KhatamKaroVanvas

magicbricks

Lending loan solutions that bring you closer to your home.

Befikar raho, Magicbricks hai na.

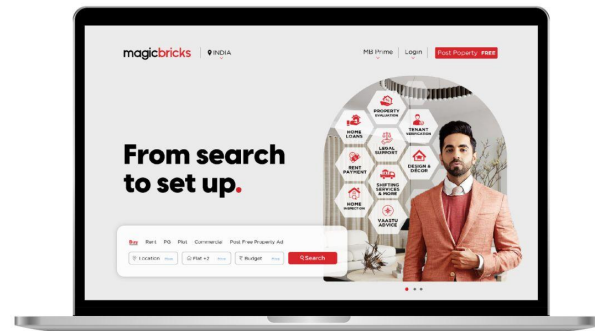


#KhatamKaroVanvas

magicbricks

Need to get legal advice over documentation before buying your dream home?

Befikar raho, Magicbricks hai na.

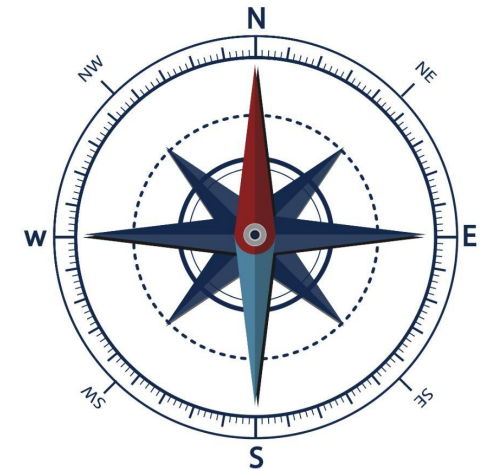


#KhatamKaroVanvas

magicbricks

Open doors to happiness and consult with our Vastu experts.

Befikar raho, Magicbricks hai na.



#KhatamKaroVanvas

magicbricks

**We identify your
problems to get rid of
what's bugging you.**

Befikar raho, Magicbricks hai na.



#KhatamKaroVanvas

magicbricks

**Your home, your vision
brought to life by
our design experts.**

Befikar raho,
Magicbricks hai na.



#KhatamKaroVanvas

MB Prime

Value Proposition:-

1. Eases your home-search journey by letting you access owner-posted properties directly and save on brokerage
2. Convenience through a assistance from a relationship manager who does the scheduling for you
3. Live videos walkthrough of the property
4. Additional value-added benefits and offers

Target Audience is someone who is in the home-buying or home-renting cycle

- They are searching on Google and YouTube
- They are on other property sites
- They are searching groups on Facebook

Ideas to drive subscription to MB Prime:

- Affiliate programs with blogs (real estate content blogs) and influencers (YouTubers and micro-influencers on Instagram) where they get paid for every subscription driven from their affiliate link.
- Contextual communication targeting audiences in the middle of funnel across platforms

Social Media Strategy

How do we use social media to our advantage

**Tenant verification se
Rent agreement banwane tak ke liye**

Magicbricks Par Ab Sab Kuch



#PropertyBhiTenantVerificationBhi

Social Media Strategy

1 Content - Format Mix

Video First Approach: Short format, long format, Virtual, 360, Live videos, Behind the scene videos (Short format) followed by other content formats such as Statics, Blogs, Trends, Research and others.
Vernacular

2 Community

Important for building trust and credibility: Influencers, already existing stakeholders and new customers to talk about their holistic experience with MagicBricks. Also giving importance to rising affinity for staying close to communities that meet consumer requirements.

3 Platform Mix

Right platform mix and defining the right objective and goals of each of the platforms rather than replicating similar content across all platforms.

Defining Role of Each Platform

Facebook - Reach

Instagram -
Relevance and
consideration

Youtube -
Education and
Relevance

LinkedIn - Reach

Twitter - Relevance

Focussed Platform Strategy

Facebook - Reach

- Reach target audience across various age and income groups
- Publish listing-related updates and content, book appointments, communicate with customers and curate reviews.
- Share interesting facts about listings
- Facebook ads to directly target demographics and users
- Video contents of properties, run live streamings, Virtual tours, 3D content and tours
- Blogs and Long format content
- Facebook group that pertain to local communities and areas

Instagram - Relevance and consideration

- Video first approach- Reels, stories, GIFs
- Post listings as social Proof
- Influencer Content
- Customer, stakeholder testimonials and reviews
- Home decor and vastu consultation
- Co- branded and collaborated content
- Educational posts and guides
- More lifestyle and aspirational like sanitization, locality reviews, Property evaluation, home loan etc

Youtube - Education and Relevance

- **Educational videos** on property and services
- **Hot listings;** walk-through videos, virtual tours, and virtual open houses
- **Community; (Things to know about living in)** content specific to consumers area of interest by filming community events, local establishments, restaurants, and activities to highlight hot spots in the neighborhood
- Content for Niche audiences such Vernacular Content, reach out to specific communities basis their requirement etc

Note- See a large number of First time home buyers. Spending approx- 30-40/Day overall

Focussed Platform Strategy

LinkedIn - Reach

- Network with fellow realtors and prospect client and showcase industry experience
- Industry and market news
- Company milestone, accolades, achievements, and past experiences

Twitter - Relevance

- Moment marketing (Shareable content)
- Key industry and company updates and news
- Newsworthy content- Trends, Research (Infographic)
- Active part of real estate discussions and key industry news
- Two way communication with users
- Relevant hashtags

Media Strategy

Creating brand visibility

**Tenant verification se
Rent agreement banwane tak ke liye**

Magicbricks Par Ab Sab Kuch



#PropertyBhiTenantVerificationBhi

Video Driven Exposure

STEP 1:

2 randomized groups are generated

Exposed Group



Control Group



STEP 2:

Surveys or Organic Search Analysis

Surveys are served to both groups on YouTube videos



Organic search data across Google and YouTube is analysed and compared

STEP 3:

Results



Results are gathered and compared and sent over in as early as 7 days



1 billion hours of content is watched on YouTube daily.

(Source: Google Internal data, August 2016)



400% growth in watch time on mobile devices.

(Source: YT Internal Data, YOY growth on mobile Q4-2015 / Q4-2016)



Over **80%** of watch time comes from mobile devices.

(Source: YouTube Internal data, January 2017)

9 out of 10

Indians watch YouTube every day amongst IN NCCS A-B.

(Source: India Video Landscape Study, IPSOS, 2017)



Over **180 million** people use YouTube in India on mobile alone.

(Source: App Annie)



Only **50%** of Indians watch the first ad during a break, and this number goes down to 13% for the last ad of the break.

(Source: IN TV Eye Tracking Study)



93% average viewability on YouTube, compared to 54% for all other web video ads.

(Source: Google Internal data, August 2016)



95% audibility on YouTube

(Source: Google Internal data, August 2016)



- Commercial Property For Sale
- Commercial Property For Rent
- Commercial Properties
- New Apartments
- Real Estate
- Property For Sale

Pushing through Notifications

App based targeting - Users on House buying apps

Primary Targeting: Active Property apps - 99acres, [housing.com](https://www.housing.com), Magicbricks etc.

Home Loan apps - HDFC Home Loan, SBI Home Loan, LIC HFL Home Loan, Chola Homeloan, Home Loan Calculator, Pradhan Mantri Yojana Loan, Housing Loan Calculator etc.

HNI Apps (Looking for second Homes)

Luxury Car Brand apps - myAudi Connect, Audi Media TV, Audi Insurance, Mercedes-Benz Guide, Mercedes-Benz Dash Cam, Land Rover INcontrol remote, Landrover Incontrol Apps etc.

Frequent Flyers: Lufthansa, British Airways, Etihad etc.

Premium BFSI- Citibank, Standard Chartered, Amex, HSBC etc.

Premium Grocery- Nature's Basket, Foodhall.

Hotels- 5 star accommodations: Hyatt, Taj, Marriott, Radisson Blu, Radisson Red, Four Seasons, ITC etc.

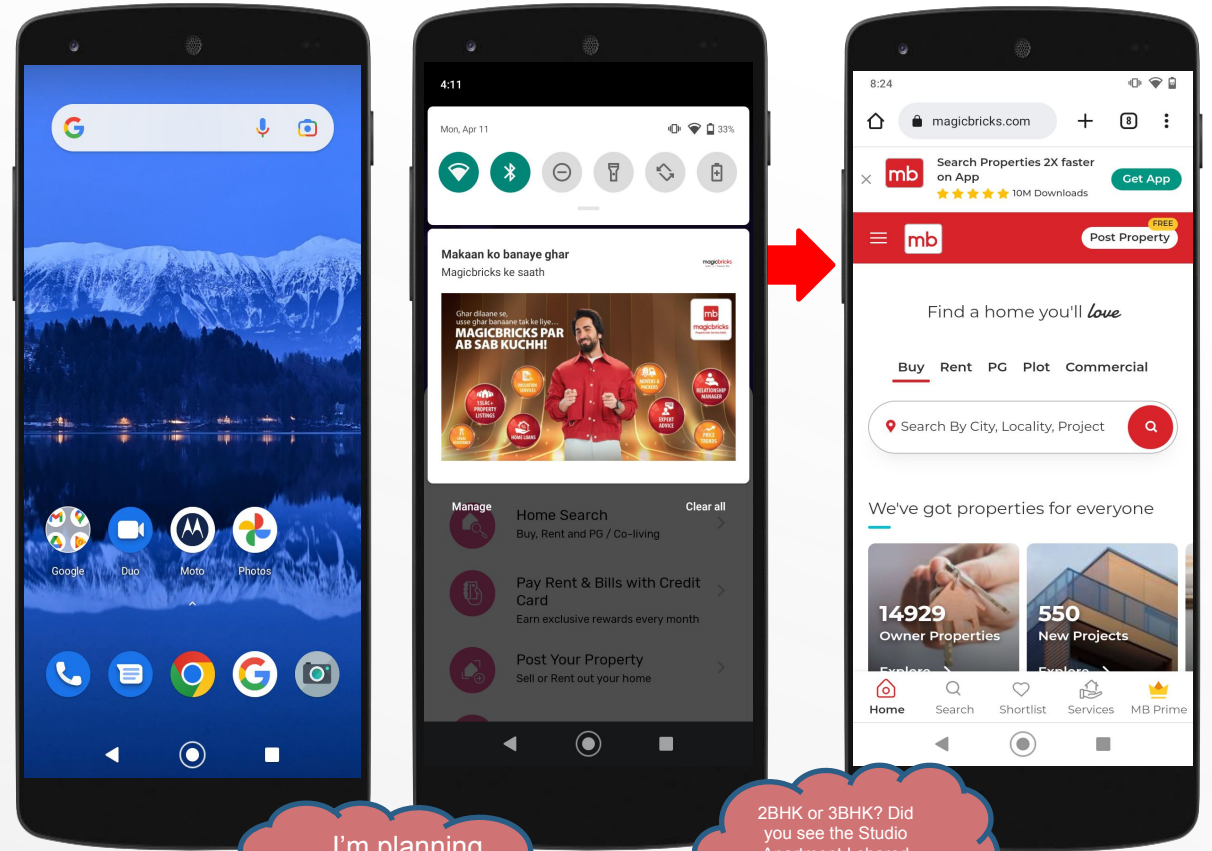
Currency changer app - XE Currency converter, All currency converter etc.

International Money transfer apps - Remitly, Western Union, Transferwise, Transfergo etc.

Magazine apps - Business India, Forbes, GQ India, Man's World, Autocar India Mag.

Working Professionals

Lifestyle apps



I'm planning to buy new property..

2BHK or 3BHK? Did you see the Studio Apartment I shared with you for investment purpose



Impact through Publications

from buying a home to designing one.
from property evaluation to tenant verification.
from seeking a loan to paying the rent.
from shifting homes to seeking legal support.
from interior decoration to vastu compliance.

magicbricks

from search to set up.

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HYDERABAD NEWS



from search to set up.

EXPLORE NOW

- VAASTU
- MOVERS AND PACKERS
- VALUATION SERVICES
- PRICE TRENDS
- DLAC+ PROPERTY LISTINGS
- LEGAL ASSISTANCE
- EXPERT ADVICE
- RELATIONSHIP MANAGER

hindustantimes

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LIC

Lenovo

BUDGET 2020

LIVE | 'New economy based on innovation': Nirmala Sitharaman in Budget 2020

LIVE | NIRMALA SITHARAMAN DELIVER



INTRODUCING A ROYAL SOCIETY WITH HYDERABAD'S TALLEST TOWERS

Know More

THE HINDU

FRIDAY, FEBRUARY 14, 2014 **ROBEN S. SHARMA**

Pulwama attack: live updates | Death toll up to 40; curbs on traffic during troop movement

THE HINDU LIVE BLOG

Indian army in Miranpur Khas, J&K for counter-terror

NATIONAL
New analysis: Keeping Maoist fight in the crosshairs

0-10

NATIONAL
India revokes Most Favored Nation status granted to Pakistan

INTERNATIONAL
China unlikely to shift stance on Maoist India after Pulwama attack

0-10

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from buying a home to designing one, from property evaluation to tenant verification, from seeking a loan to paying the rent, from shifting homes to seeking legal support, from interior decoration to vastu compliance.

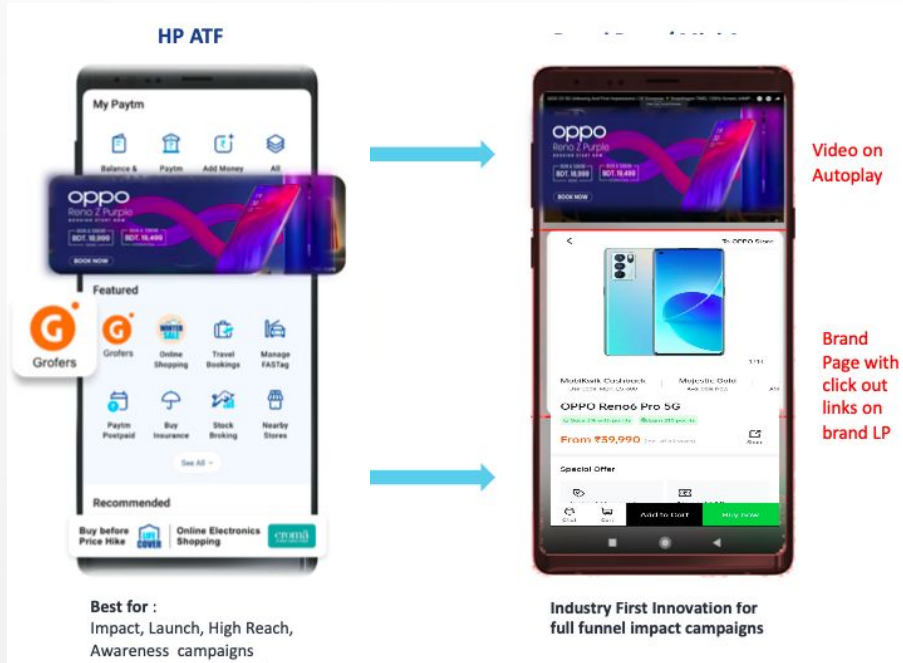
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EXPLORE NOW

WELL

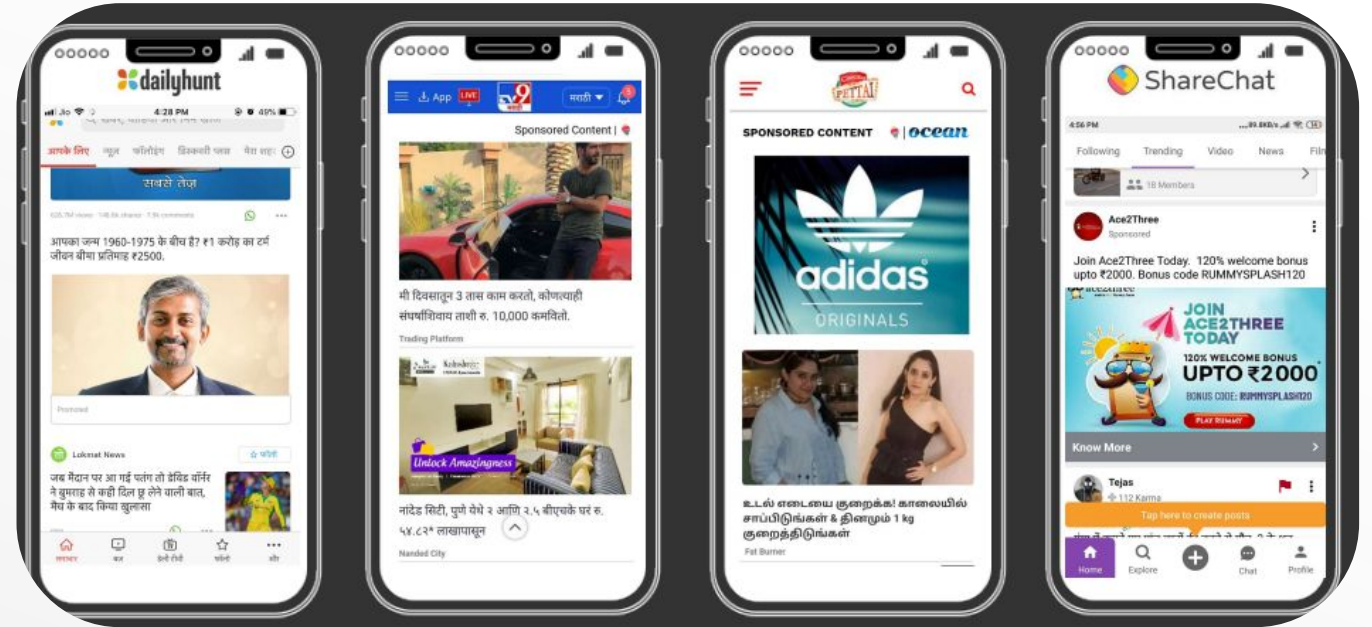
DECISION OVER A

Video Amplified via DSP

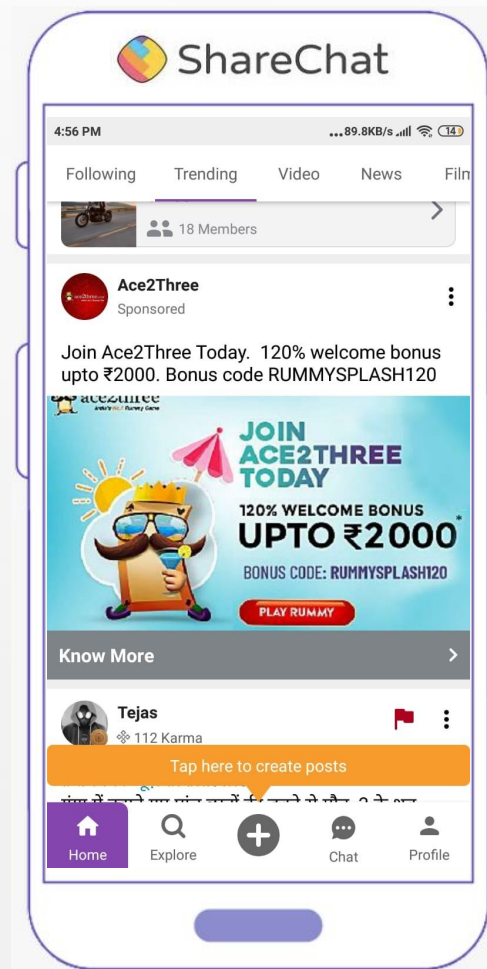


Contextual Approach for Researchers

Keyword based	Keywords on brand & services
Intent Based	Real estate purchase intent
Click affinity	Competition Targeting
Retargeting	Funnel Dropout strategy
GEO wise targeting with relevant languages	HyperLocal/Geo fencing & Lingual languages



Regional Approach



10 billion+ impressions

2000+ publishers in 12 different regional languages

400mn+

unique monthly audience reach

Media Plan - Awareness

Platform	Property	Objective	KPI	Est Reach	Est. Impressions	Buy Type	Est. Clicks	Est. Traffic	Est. Views	Budget
Social (FB&IG)	In-Feed	Reach	Impressions	10,000,000	20,000,000	CPM	40,000	20,000	300,000	₹600,000
Social (FB&IG)	In-Stream	Reach	Video Views	4,761,905	14,285,714	CPM	21,429	10,714	10,000,000	₹2,000,000
Social (FB&IG)	Influencers	Engage	Impressions	3,571,429	7,142,857	CPE	10,714	5,357	571,429	₹1,000,000
Social (FB&IG)	Content Seeding	Engage	Impressions	1,428,571	2,857,143	CPE	5,714	2,857	857,143	₹400,000
Youtube	In-Stream	Reach	Video Views	20,000,000	80,000,000	CPV	144,000	72,000	24,000,000	₹8,000,000
PAYTM Audience Network	Prog. Display	Reach	Video Views	5,000,000	20,000,000	CPCV	40,000	20,000	16,000,000	₹4,000,000
Push Notification		Reach	Impressions	2,000,000	2,000,000	Fixed	400,000	400,000		₹2,000,000
OTT Cricket	SonyLiv	Reach	Video Views	2,777,778	11,111,111	CPM	111,111	55,556	8,888,889	₹2,000,000

Media Plan - Consideration

Platform	Property	Objective	KPI	Est Reach	Est. Impressions	Buy Type	Est. Clicks	Est. Traffic	Est. Views	Budget
Youtube	Bumper	Reach	Impressions	5,357,143	10,714,286	CPM	21,429	10,714	8,571,429	₹1,500,000
Search	Google	Identify / Convert	Impressions / Clicks	10,000,000	20,000,000	CPC	1,200,000	600,000	NA	₹2,000,000
Google	PMax	Remarketing	Impressions / Clicks	12,500,000	25,000,000	CPC	1,500,000	750,000	NA	₹2,500,000
Google	GDN	Remarketing	Impressions / Clicks	10,000,000	20,000,000	CPC	1,200,000	600,000	NA	₹2,000,000
Social (FB&IG)	Static / Gif Dark Posts	Identify / Convert	Impressions	10,000,000	20,000,000	CPC	400,000	200,000	NA	₹2,000,000
Social (FB&IG)	Static / Gif Dark Posts	Identify / Convert	Impressions	20,000,000	40,000,000	CPL	800,000	400,000	NA	₹4,000,000
PAYTM Audience Network	Prog. Display	Remarketing	Impressions / Clicks	10,000,000	20,000,000	CPC	30,000	18,000		₹2,000,000
TIL : All cluster	standard banners	Branding	Impressions	7,500,000	15,000,000	CPM	22,500	13,500		₹1,500,000
TIL : All cluster	Native ads	Performance	Impressions	7,500,000	15,000,000	CPC	22,500	13,500		₹1,500,000
ROS	40% SOV Roadblock	Impact	Impressions / Clicks	2,500,000	5,000,000	Flxed	7,500	4,500		₹500,000
ROS	40% SOV Roadblock	Impact	Impressions / Clicks	2,500,000	5,000,000	Flxed	7,500	4,500		₹500,000

Media Plan - Visibility

Platform	Property	Objective	KPI	Est Reach	Est. Impressions	Buy Type	Est. Clicks	Est. Traffic	Est. Views	Budget
Youtube	CPM Masterhead	Impact	Impressions	8,333,333	25,000,000	CPM	25,000	12,500	750,000	₹4,000,000
TV9	100% SOV Roadblock	Impact	Impressions	7,500,000	15,000,000	Fixed	37,500	22,500		₹1,500,000
TV9	100% SOV Roadblock	Impact	Impressions	11,500,000	23,000,000	Fixed	57,500	34,500		₹2,300,000
TOI Roadblocks	Publishers	Impact	Impressions	22,500,000	45,000,000	Fixed	2,700,000	1,350,000	NA	₹1,500,000
ET Roadblocks	Publishers	Impact	Impressions	595,000	1,190,000	Fixed	71,400	35,700	NA	₹700,000



**Thank
You**

Let's Discuss