

THE ANANDA

INFINITE JOY

ACTIVITIES DONE

Phase 1 : Awareness (In past 10 days)

- LANDING PAGE
- GOOGLE CAMPAIGN
- SUCCESSFULLY PLACING PROJECT WEBSITE IN TOP PAGE
- INCREASE IN WEBSITE TRAFFIC
- INCREASE IMPRESSIONS IN FACEBOOK PAGE
- POSTING ABOUT PROJECT IN AGENTS GROUPS, INVESTOR GROUPS, HOMEBUYER GROUPS

CAMPAIGN ANALYSIS

FACEBOOK	GOOGLE
<ul style="list-style-type: none">❖ VIDEO AD & PICTURE ADS❖ START DATE: 15th April 2022❖ TOTAL SPENT: 19,567/-❖ IMPRESSIONS: 49714❖ REACH: 34430❖ TOTAL LEADS: 29	<ul style="list-style-type: none">❖ WEBSITE❖ START DATE: 13th April 2022v TOTAL SPENT: 16,733/-v IMPRESSIONS: 1,33,000v CLICKS: 867v TOTAL LEADS: 11

TOTAL SPENT: 36,340/-

CHANNEL PARTNERS ACTIVATION

15th -23rd apr

CP MEETING (Virtual, Call, Personal)	33
EXPECTED CP SITE VISITS	20

LEAD ANALYSIS

DETAILS SHARED	04
NOT ANSWERED-busy/callbacks/switched off	21
NOT INTRESTED	12
CP'S	03
TOTAL	40 LEADS

PLAN TO BE EXECUTED

- Target CP Meeting & Inviting them to site : 50
- Organising CP meet event in may 1st week
- Bulk SMS, What's app Campaigns, Email Campaigns targeting all CPs in Hyderabad, Warangal.
- Planning events in societies next weekend
- Assigning a person to work on CPs tie up in Warangal from May 1st week.

THANK YOU :-)