

Real Estate Digital Marketing & Lead Generation Project Brief

1. Project Overview

Project Name: [Insert Project Name]

Project Duration: [Insert Duration, e.g., 6 months]

Project Budget: [Insert Budget Range]

Objective:

The objective of this project is to implement a comprehensive digital marketing and lead generation system that leverages Facebook Ads and Zoho CRM to attract, qualify, and convert leads for [Insert Company Name], a leading real estate developer/brokerage. The system aims to increase lead quality, streamline communication, and boost overall sales conversion rates.

2. Target Audience

Primary Audience:

- **Homebuyers:** Individuals and families looking to purchase a new home or investment property.
- **Investors:** Potential investors seeking lucrative real estate opportunities.

Geographic Focus:

- [Insert target locations, e.g., Metro Manila, Cebu, Davao]
-

3. Key Performance Indicators (KPIs)

1. Lead Generation:

- **Goal:** [Insert number] of qualified leads per month.
- **Metrics:** Number of leads captured via Facebook Ads, cost per lead (CPL).

2. Lead Conversion:

- **Goal:** [Insert conversion rate] conversion rate from lead to customer.

- **Metrics:** Number of leads qualified and converted using Zoho CRM, conversion rate, average deal size.

3. Return on Investment (ROI):

- **Goal:** Achieve an ROI of [Insert percentage]% within [Insert time frame].
 - **Metrics:** Revenue generated from digital marketing efforts vs. cost of campaign.
-

4. Project Scope

Digital Marketing Setup:

- **Facebook Ads:**
 - Develop and launch targeted Facebook ad campaigns aimed at generating quality leads.
 - Set up custom audiences, retargeting, and lookalike audiences.
- **Zoho CRM Integration:**
 - Integrate Zoho CRM with Facebook Lead Ads to automate lead capture and qualification.
 - Customize CRM workflows to match the real estate sales process.

Lead Management & Nurturing:

- **Automated Follow-Ups:**
 - Implement automated email and SMS follow-ups to nurture leads.
- **Lead Scoring:**
 - Develop a lead scoring system within Zoho CRM to prioritize high-potential leads.

Sales Process Optimization:

- **User 1 - Customer Relations:**
 - Manage initial lead contact, respond to inquiries, and qualify leads.

- **User 2 - Product Processing & Closing:**

- Guide qualified leads through the sales funnel, finalize requirements, and close deals.

5. Project Timeline

Milestone	Deliverable	Timeline
Initial Setup & Integration	Facebook Ads Setup, Zoho CRM Integration	[Insert Date Range]
Campaign Launch	First Ad Campaign Live	[Insert Date Range]
Lead Management System Live	Automated Follow-Ups and Lead Scoring Enabled	[Insert Date Range]
Performance Review & Optimization	Review KPIs, Adjust Campaigns for Optimization	[Insert Date Range]

6. Budget Breakdown

Item	Cost	Description
Facebook Ad Spend	₱15,000/month	Targeted ad campaigns to generate leads.
Zoho CRM Subscription	[Insert Amount]	CRM platform to manage and qualify leads.
Digital Marketing Management	[Insert Amount]	Ongoing management of campaigns and lead follow-up processes.
Training & Onboarding	[Insert Amount]	Training for new hires on using Zoho CRM and lead management.

Item	Cost	Description
One-Time Setup Costs	[Insert Amount]	Initial setup of CRM, ad campaigns, and integrations.

7. Project Team

Role	Responsibilities	Assigned To
Digital Marketing Manager	Overall project oversight, strategy.	[Insert Name]
Customer Relations Officer (User 1)	Initial lead contact and qualification.	[Insert Name]
Sales Agent (User 2)	Lead nurturing, closing deals.	[Insert Name]

8. Risks & Contingencies

1. Low Lead Quality:

- **Mitigation:** Regularly review and adjust targeting criteria in Facebook Ads. Implement A/B testing.

2. CRM Integration Challenges:

- **Mitigation:** Ensure thorough testing of all Zoho CRM integrations before the campaign launch.

3. Budget Overruns:

- **Mitigation:** Monitor ad spend closely, adjust bidding strategies as needed, and reallocate budget based on performance.
-

9. Approval & Next Steps

Approval Required By: [Insert Date]

Sign-off: [Insert Name & Position]