

A Case Study Presentation by Seven Boats

(Industry: Real Estate)



SEVEN BOATS[®]

Sail on it. Grow with it.

Business Name: Usashi Realstates Pvt. Ltd.

Brief About the Project: Usashi Group is a fast-emerging and prominently rising real estate company in Kolkata. They deliver homes keeping in mind the importance of location, connectivity, buyer's budget, quality and timely delivery. They are also one of the most preferred and trusted real estate developers when people look for properties to invest.

They wanted us to maximize the brand visibility & awareness of different types of properties available through Digital Marketing. They wanted booking & sales of properties also.

The case as presented to us

Year: August, 2017

Age of the project: 11 months

Projects given to us: Ushashi.in with little online presence & Evanieinfra.com with no online presence

Objective: Increase visibility, traffic, lead (enquiry), sales, retain traffic, improve user experience to grow business

Target Audience: Middle to upper middle class of society in Kolkata & other eastern India major cities, brokers, vendors, contractors, resellers

Their Online Presence:

- 1) Website was there only of Ushasi but that was not professional looking
- 2) Facebook page of only Usashi was there but it was poorly managed
- 3) No presence in other social media platforms
- 4) No ranking in Search Engine
- 5) No visibility on any other online channel

Strategic Digital Marketing Mix: (AACRO Model)

Objective	Strategy		Action
Grabbing attention	Activation - Reaching maximum people with less effort		Website development, Facebook business page creation, LinkedIn Company page creation, Twitter account creation, Creating brand materials & social media creatives
Getting traffic	Acquisition - Engaging target audience		Search Engine Optimization, Search and Display ads from Google Adwords, Social Media Marketing with Facebook engagement Ads, Email Marketing, Creating lucrative lead funnel by social incentives
Making the transaction happen	Conversion - Converting leads to customer		Call to action button, enquiry form, contact number, messaging, email, Facebook lead generation ad , Online booking feature on websites, EMI calculator feature
Keeping the business	Retention - Bringing visitors/customers back		Analytics driven strategies, ORM , Content Marketing, Reviews
Improving user experience	Optimization - Give something new to remain in people's mind		Response management, Offering new things like discount during festivals , occasions, referral commission, easy loan, investment options etc

Creativity & Design

Social Media -

EVANIE ecO NEST
ALONGST TO NEW TOWN
FOR THE LOVE, BUILT OPEN TERRACE OVER YOUR OWN!

DOUBLE OFFER
UPTO 10% CASH BACK
সঙ্গে Parking Free!

ফ্ল্যাট শুরু
₹9.33
লাখ থেকে
Bungalow ₹59 লাখ
থেকে শুরু

২ Min from 6 Lane,
opposite of Shapoorji Bus Stand

Last Date Of Booking
30th June 2018

প্রটাই সত্যি!
✓ পড়ুন মো 60.25% বেসে ফরম
✓ ড্রাইং রুমের সাথে
✓ মসজিদ সুবিধা
✓ Pay মসজিদ সুবিধা Covered Area-এ ফরম
✓ সিস্টেম ব্র্যান্ডের স্যানিটরি ৫% ফরম
✓ গ্যাস লাইন সহ এই

Free Pick & Drop facility for night visit from
UNITECH, New Town, Kolkata

9883333733 ■ 9883833555
9883533555 ■ 9749344744

Working Address: 86, Durgam, VIT Road,
Sector Apartment, 1st Flr, A-8,
Behind Green Square Building

Ph: 832-8122-2222 / 832-8122-2218
Email: info@evanieinfra.com

New Town, Salt Lake, Rajarhat, Airport: 9822161156 ■ North Kolkata, Central Kolkata: 982265985 ■ South Kolkata, South 24 Pgs: 974526266
■ Nadia, Murshidabad, North 24 Pgs: 9749384284 ■ Hooghly, Howrah, Bankura, Medinipur: 974828939 ■ Asansol, Durgapur, Bardhaman,
Jamtoidipuri, Chhattisgarh: 9748273275 ■ North Bengal: 9748374274 ■ Assam, Tripura: 9748271571 ■ Delhi, Mumbai: 9748348348

Many times people get attracted to the exciting amenities of a housing project offered by a real estate developer. Hold on to your excitement of buying a flat in Kolkata for a while. Keep in mind some vital points before you rush to buy apartments in Kolkata.
#Evanie #PropertiesinKolkata #RealEstateinKolkata

DON'T MAKE
THESE MISTAKES
WHILE BUYING
A PROPERTY
IN KOLKATA

buying a property in Kolkata | Evanie Infra | upcoming flats

Many times people get attracted to the exciting amenities of a housing project offered by a real estate developer. Hold on to your excitement of buying a flat in Kolkata...

Creativity & Design:

Social Media -



Evania
Sustainable Living

Our Vision
at EVANIE
is to make affordable
and eco-friendly
housing so that we can
benefit people' lives,
communities and environment.



Evania
Sustainable Living

Experience the bliss of
limitless living

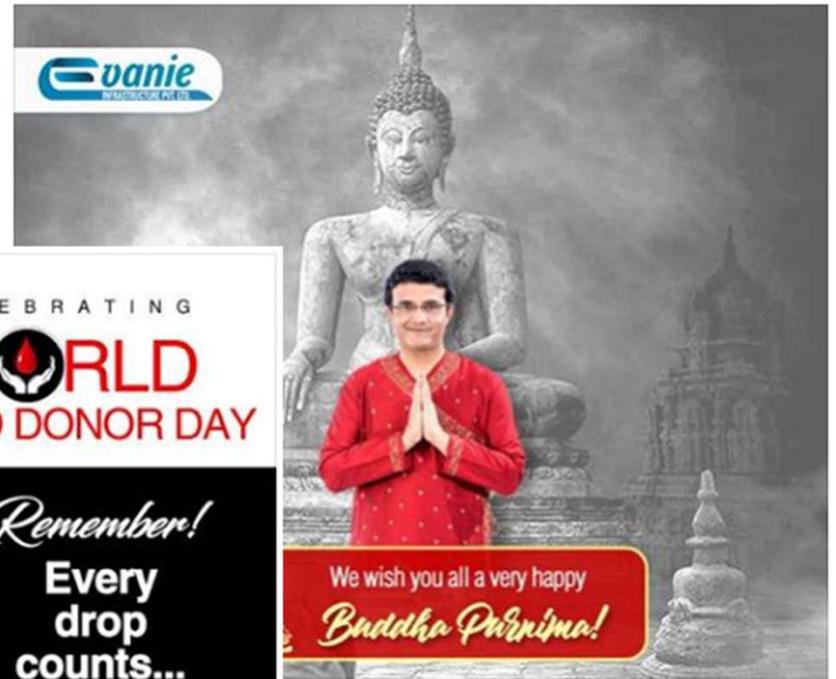


Evania
Sustainable Living

Thank you
mother
for making all these years our house a home.
Can't imagine our lives without it!

**HAPPY
MOTHERS DAY**

Creativity & Design: Social Media -



A real estate advertisement for Evanie. The top left corner features the 'Evanie' logo with the tagline 'IMAGINATION IN REALTY'. The main image shows a modern, multi-story residential building with a mix of grey and brown tones, set against a blue sky with birds. A woman in a blue, patterned dress is pointing towards the building. In the bottom left corner, a yellow banner contains the text: 'Live the Spirit of Kolkata in the lap of nature.' The top right corner of the ad features the 'USASHI REALTORS PVT. LTD.' logo.

A poster for World Blood Donor Day. It features a woman in a blue dress pointing towards the text. The text reads: 'CELEBRATING WORLD BLOOD DONOR DAY'. The word 'WORLD' is stylized with a red blood drop icon inside the letter 'O'. Below this, a black box contains the text: 'Remember! Every drop counts...'. At the bottom, a red banner features a white heart icon with a pulse line and the text: 'DONATE BLOOD FOR A HAPPY LIFE'.

Creativity & Design:

Social Media -

Kolkata though culturally rich is not really as per with other metro cities when it comes to economy. The real estate world here is solely depended on middle income group. So, affordable housing schemes and projects are always in demand.

#Evanie #PropertiesinKolkata #Affordablehomes



affordable homes in Kolkata | residential complexes in Kolkata | Usashi

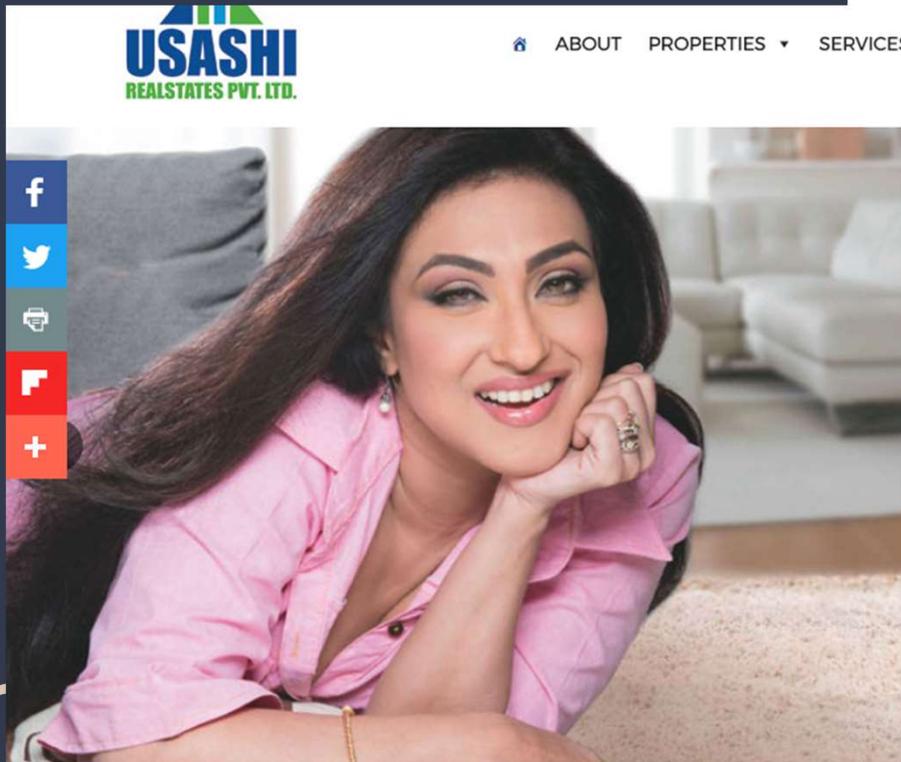
There are many affordable residential complexes in Kolkata that are not heavy on your pocket at the same time relaxing for your stress. We at Usashi understand the

A perfect blend of architectural finesse and contemporariness that will spellbound you by its ultra luxurious amenities and recreational facilities...

A photograph of a modern residential building at night, illuminated by warm lights, with a swimming pool in the foreground.

Creativity & Design:

Website -



Enquire Now

*Step into
an abode of luxury.*

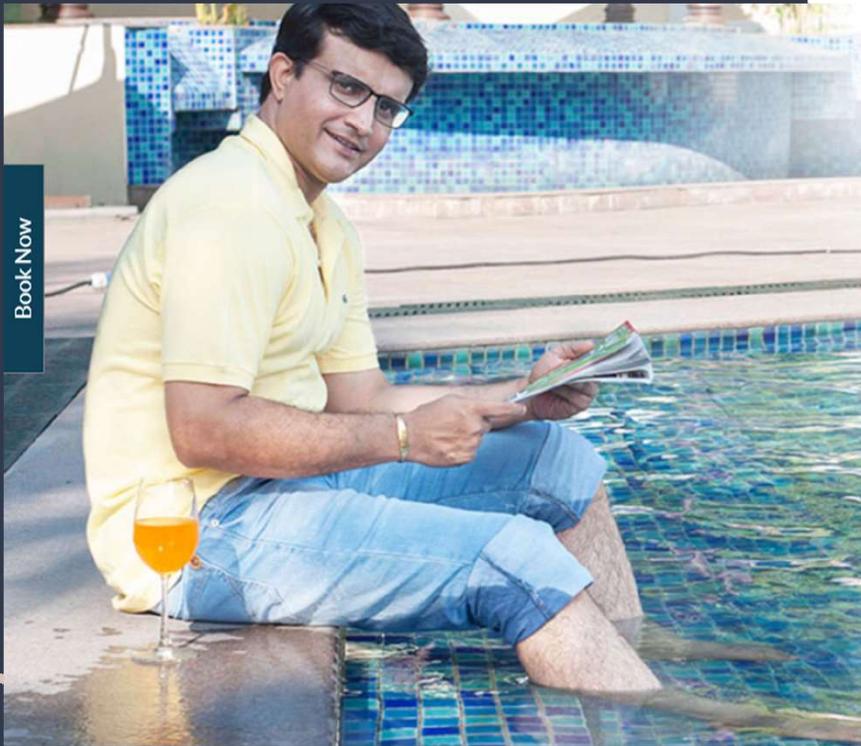
Hobnob with luxury. Mingle with the finest. Raise a toast to good taste. Revel in the plushness of the living room, rubbing shoulders with the crème de la crème.



Creativity & Design:

Website -

Book Now



EVANIE
ECO NEST

ADJACENT TO NEW TOWN
Opposite to Supoorji Pallonji Bus Stand



“**USASHI** makes
realty dreams a reality”

Developer:

Evania
INFRASTRUCTURE PVT. LTD.
www.evaniainfra.com

Co-Developer:

USASHI
REALSTATES PVT. LTD.
SINCE 2001 | 2016



Few Social Media & Content Marketing Ideas We Gave

Polls	Facebook live	Tag a friend	Meme	Tour videos	Spot booking offer
Cross promoting print ads	Behind the scene story	Graffiti board (customer of the month)	Blogs	Educate buyers program (property dealing tips)	Customer interaction initiative via facebook messenger
Response management	Occasion based social theme	Feedback zone	Ad landing pages	Interior design tips	Influencer marketing (portraying brand ambassadors and news online)
Did you know facts	Brand story telling	Info graphics design			

Creativity & Design:

Ad copies -

<input type="checkbox"/>	<input type="radio"/>	Ad ↑	Ad group
<input type="checkbox"/>	<input checked="" type="radio"/>		<p>Flats Within Budget Move To Nature's ... Looking for Flats i... Evanie Infrastruct...</p> <p>{Keyword:Buy Apartments} in Kolkata Get luxury Villas@Budget Price evanieinfra.com/projects/econest Buy luxury flats in Kolkata. Get Perfect Mixture of Amenities & Luxury.</p>
<input type="checkbox"/>	<input checked="" type="radio"/>		<p>Buy {Keyword:Flats in Kolkata} Budget Flats at Eco Nest evanieinfra.com/projects/econest Get your dream home in Kolkata within your budget. Contact Evanie Now.</p>
<input type="checkbox"/>	<input checked="" type="radio"/>		<p>Luxury {Keyword:Flats for Sale} Buy luxury apartments & Villas evanieinfra.com/projects/econest Buy 2 BHK, 3 BHK, 4 BHK Flats in Kolkata at the best price. Contact Evanie Now.</p>

Creativity & Design: Emailer -



E-MAIL: info@evanieinfra.com



www.usashi.in



Usashi Aquaa Spring, Baruipur
luxurious living in the heart of the nature.



USA SHI is the best provider of residential communities designed to create quality lifestyle responsive to the changing needs and preferences of the market we serve. We deliver homes keeping in mind the importance of location, connectivity, buyer's budget, quality and timely delivery of your dream homes. We have a 24 hour help line in assisting you in pre-sales and post-sales of your home.

Usashi is focussed to transform the landscape of West Bengal with Projects that extend from South to West.....North to East. We envisage to create affordable "Housing for All" as a key focus to our mission.



Address: 81, Gholaighata, VIP Road, Flat-1B, Radhakunja Apartment, Kolkata-48
Telephone : +91 88207-53555 | +91 98364-14114
Email : info@usashi.in

Creativity & Design: Brochure sample -

Welcome to



Experience the bliss of limitless living

Usashi Aqua Spring, luxurious living in the heart of the nature. Overlooking the dramatic natural waterbody and inspired by resort living, Aqua Spring is an enclave of both classic and modern refinement. With so much to experience and such a lustrous place in which to do it, you're sure to find pleasure in every moment.

In true harmony with nature.

Aqua Spring is a development spread over acres of land a vast natural waterbody. And development here takes an all new meaning with the phenomenal amount of open space that envelops the stunning architectural beauty.



One Destination
NUMEROUS AMENITIES

YOUR DREAM HOME AWAITS YOU...

Condition

- Bedroom 1, 2, 3, 4
- Bathroom 2
- Kitchen 1
- Garage 1

Amenities

- Air Conditioning
- Balcony
- Bedding
- Internet
- Lift
- Location: Ramnagar-Baruipur

YOUR DREAM HOME AWAITS YOU...

Creativity & Design: Brochure sample -

Experience the landscap

The future is here. And its name is USASHI KING TOWN NEW TOWN. A city taking shape today, for the citizens of tomorrow. A city that has been envisioned, planned and built in the mind before the first brick was laid. Spread over 2 levels, the 3-bedroom Row Houses at USASHI KING TOWN NEW TOWN are smartly designed to enhance spaciousness in each unit. The Row Houses can be accessed by a landscaped pathway to the main entrance. Exceptional free flowing layouts, clean design and large expansive windows are the hallmark of these residences that offer ample natural light and create a sense of space beyond the expected. Surrounded by the serenity, 2.75 Katha Adjacent Row House in USASHI KING TOWN NEW TOWN is a prelude to fine living.

Project Highlights

- Tower Type G+4
- Tower Type G+8
- Row Houses 2 and 3 storey building
- Round the year maintenance back-up in absence of owner / exclusive car parking.
- ATM
- Solar lighting, LED lighting in common area
- Battery car facility
- 24x7 CCTV security and 24 hour power back-up
- Utility Stores, pharmacy and others



We Bring You



Unfold New Chapter of Life with **USASHI EXOTICAA**



A complex that was designed to explore the exclusive side of life and bring everything closer to you. A perfect blend of ingenious planning, reverence to Mother Nature and attention to detail. **USASHI EXOTICAA** at BIRATI is the perfect blend of spaciousness and elegant design that will spellbound you. Peace of mind, nature's beauty, and exceptional connectivity... Ultra luxurious amenities and recreational facilities...

*Experience
The Crest Of Fine Living*



Project Highlights

- Tower Type G+4
- Landscaped compound area
- Well decorated common roof on top floor
- Well designed lobby finished with marble
- Well structural internal roads
- 24 hrs. generator back-up
- One lift in each block
- Beautiful Temple
- Round the year maintenance back-up in absence of owner / exclusive car parking.
- Installation of close circuit camera in all lobbies of the building.

Condition

- Bedroom 1, 2, 3, 4
- Bathroom 2
- Kitchen 1

Amenities

- Airconditioning
- Bedding
- Dishwasher
- Lift
- Balcony
- Cable TV
- Internet
- Location: Khalsakota Pally, Birati

Condition

- Bedroom 1, 2, 3, 4
- Bathroom 1, 2, 3
- Kitchen 1
- Garage 2

Amenities

- Lift

YOUR DREAM HOME AWAITS YOU...

YOUR DREAM HOME AWAITS YOU...

Execution

How we got traffic? -

- 1) From Search Engine Marketing (SEO & Google Ads)
- 2) Referral traffic from Social Media Marketing (SMO & SMM)
- 3) Email Marketing

How we got engagement? -

- 1) Social Media page management with content calendar
- 2) Posting as per page insight & boosting for likes & engagement

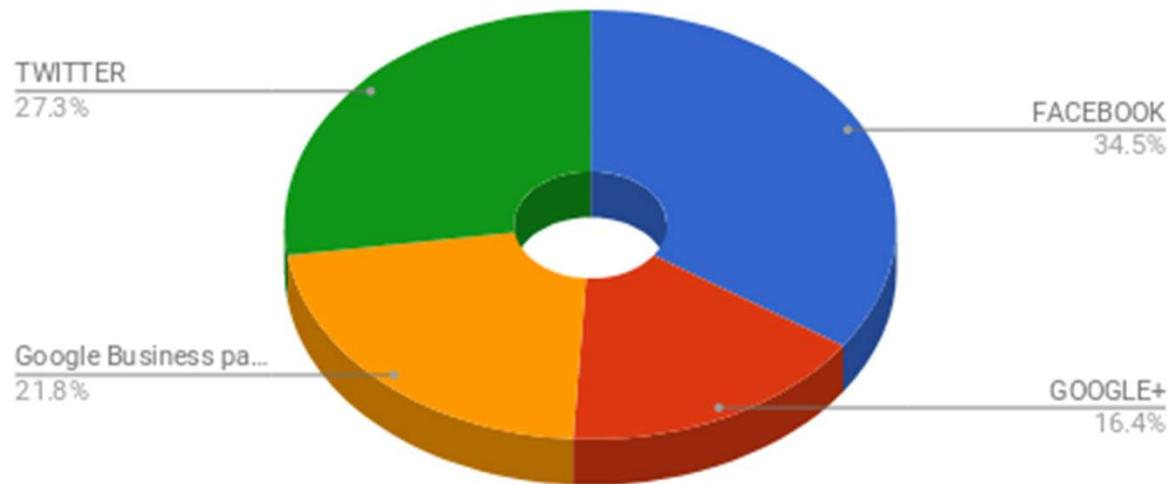
How we got conversion? - Optimizing conversion through ORM, Data analytics, Research, Client feedback, Prompt response, Experimentation on landing pages, Trying various lead capturing mechanism

How we got returning visitor? - Content marketing & email marketing

Execution: Social Media Marketing

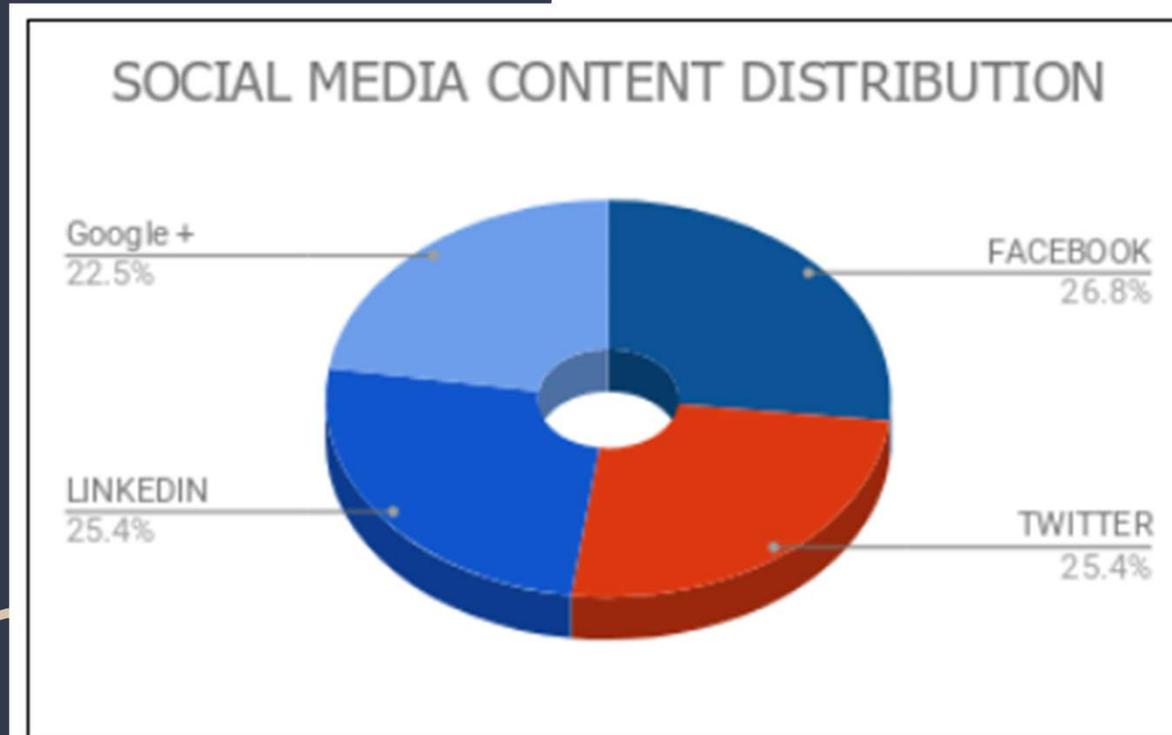
Usashi -

SOCIAL MEDIA MARKETING CONTENT DISTRIBUTION



Execution: Social Media Marketing

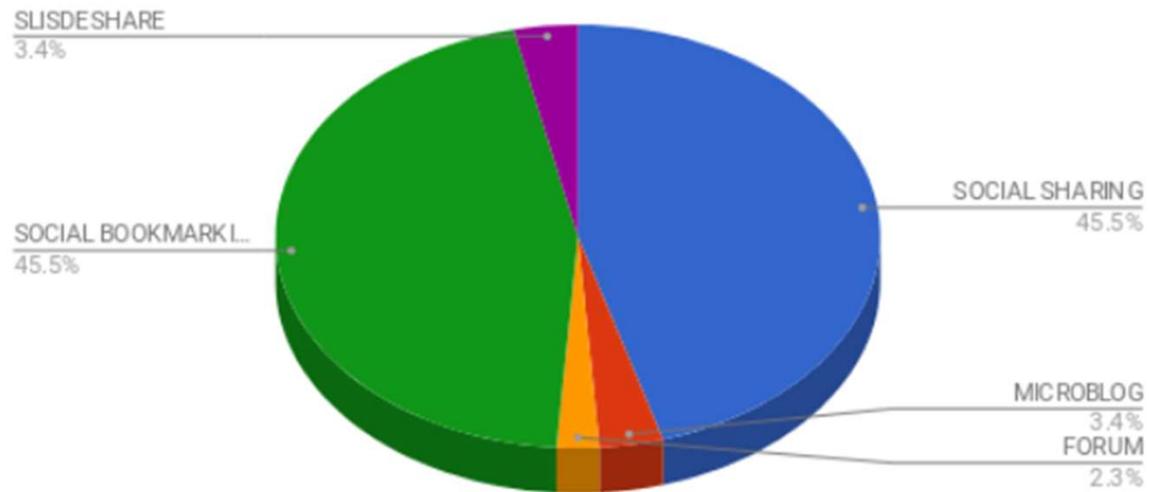
Evanie -



Execution: Content Marketing

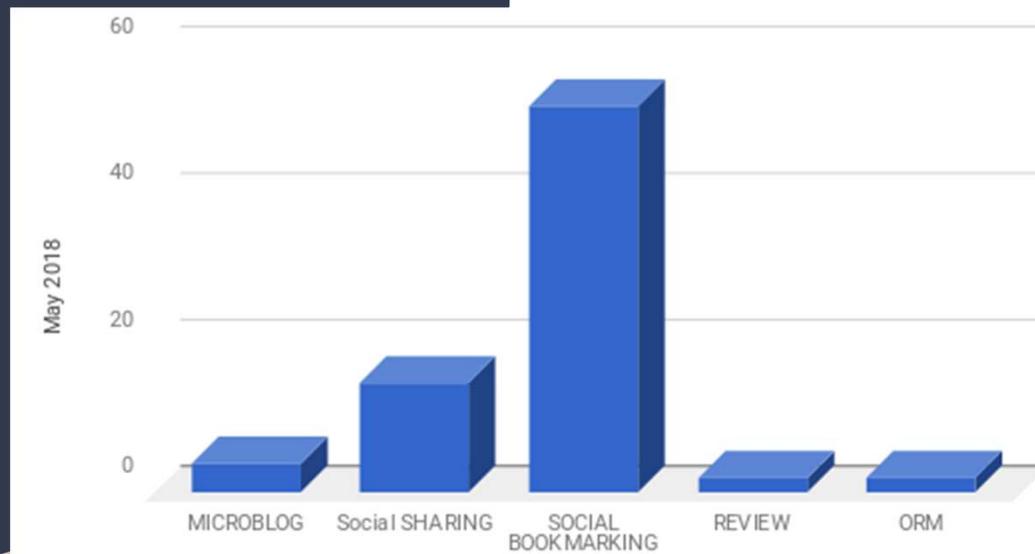
Usashi -

Online Popularity of Usashi.in - A Pie-View



Execution: Content Marketing

Evanie -



Execution: EMI Calculator Feature

Evanie -

The screenshot displays the Evanie Infrastructure Pvt. Ltd. website's EMI Calculator feature. The interface includes a navigation menu with links for 'ABOUT US', 'SERVICES', 'PARTNERSHIPS', 'PROJECTS', and 'ONLINE BOOKING', along with a 'CONTACT US' button. The calculator form is titled 'EMI Calculator' and contains the following input fields:

- Outstanding Principle:** 2500000 Rs.
- Interest Rate (%):** 10%
- Tenure (In Months):** 20 (with radio buttons for 'Years' and 'Months', where 'Months' is selected)

On the right side, a summary box provides the following results:

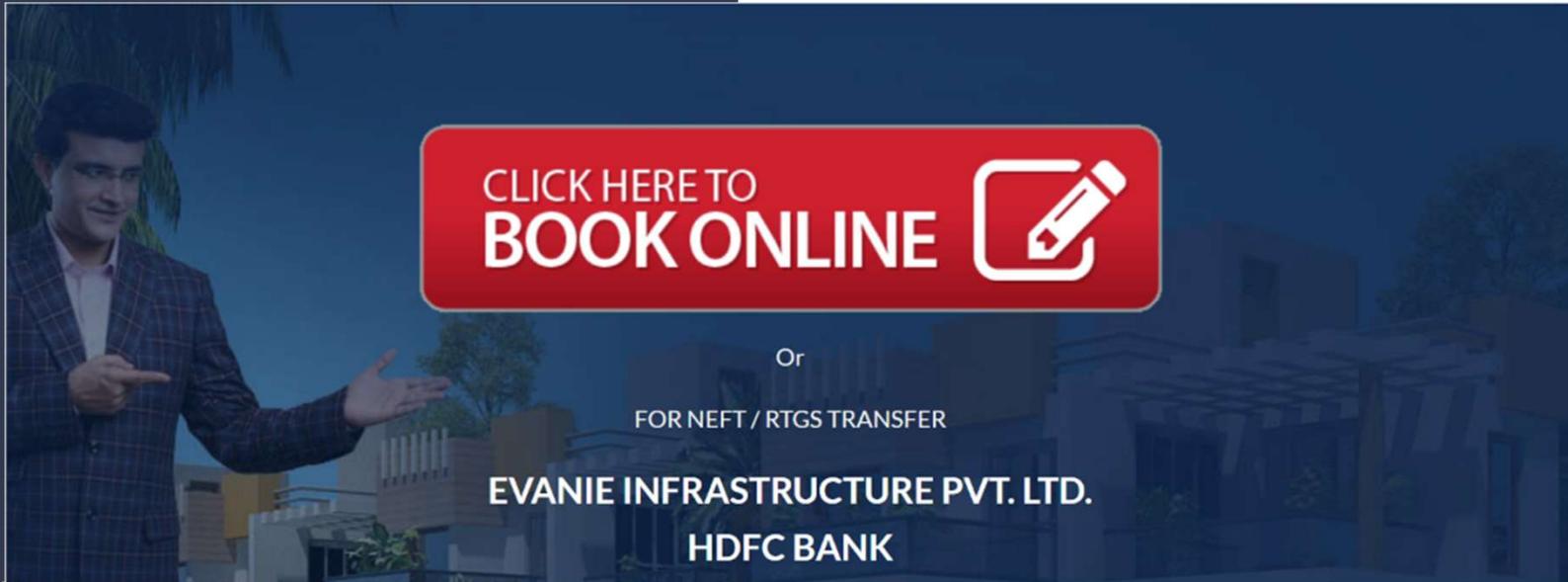
- Monthly Payment(EMI):** Rs. 1,36,225
- Total Interest Payable:** Rs. 2,24,496
- Total of Payments (Principal + Interest):** Rs. 27,24,496

Below the calculator, an 'EMI Breakup' pie chart shows the distribution of payments:

- Total Interest:** 8.2% (represented by an orange slice)
- Principal load amount:** 91.8% (represented by a green slice)

Execution: Online Booking Feature

Evanie -

An advertisement for an online booking feature. It features a man in a checkered blazer pointing towards a red button that says "CLICK HERE TO BOOK ONLINE" with a pencil icon. Below the button, it says "Or FOR NEFT / RTGS TRANSFER" and "EVANIE INFRASTRUCTURE PVT. LTD. HDFC BANK". The background is a dark blue image of a modern building at night.

CLICK HERE TO
BOOK ONLINE 

Or
FOR NEFT / RTGS TRANSFER

EVANIE INFRASTRUCTURE PVT. LTD.
HDFC BANK

Execution: Online Booking Feature

Usashi -



ABOUT

PROPERTIES ▾

SERVICES

PARTNERSHIPS ▾

CAREER

BLOG

CONTACT US

ONLINE BOOKING

Result

Keyword Ranking (Usashi)

KEYWORD	SEARCH ENGINE	BENCHMARK	RANK	POSITION
buy budget flats in kolkata	GOOGLE	30	28	Monitoring
luxury 3 bhk flats in newtown	GOOGLE	10		Monitoring
luxury row houses in newtown	GOOGLE	12	15	Monitoring
upcoming projects in rajarhat with home loan assistance	GOOGLE	23	22	Monitoring
upcoming budget flats in kolkata	GOOGLE	33	21	Monitoring
luxury flats in barasat	GOOGLE	32	39	Monitoring

Result:

Keyword Ranking (Evanie)

KEYWORD	SEARCH ENGINE	LAST MONTH RANK	RANK	POSITION
luxury row houses in newtown	GOOGLE	9	5	MONITORING
budget flats in newtown	GOOGLE	15	11	MONITORING
budget flats in rajarhat	GOOGLE	18	21	MONITORING
buy budget flats in kolkata	GOOGLE	22	22	MONITORING
affordable upcoming residential projects in kolkata	GOOGLE	11	13	MONITORING
new upcoming residential projects in kolkata	GOOGLE	29	27	MONITORING
buy houses in birati	GOOGLE	26	31	MONITORING
affordable flats in rajarhat	GOOGLE	37	39	MONITORING
upcoming residential projects in barasat	GOOGLE	19	19	MONITORING

Result:

Keyword Ranking (Usashi)

luxury row houses in newtown

All Images Maps News Videos More Settings Tools

Page 2 of about 4,59,000 results (0.45 seconds)

Independent House for Sale in Action area 1 new town, Individual ...
property.sulekha.com › Kolkata › Houses ▼
Book Villas / Independent Houses for Sale in Action area 1 new town. Listed 9+ New, 3+ ... 3 BHK
Luxury Independent Villa in New Town. New Town, Kolkata.

lifestyle apartments,flats,villas,home,bungalow in rajarhat ...
www.silveroakestate.com/ ▼
Silver Oak Estate has been long in real estate market of Kolkata, offering luxurious homes to millions, especially lifestyle bungalow, Flats, Properties, Villas in ...

The Ecos - New Upcoming Projects in New Town, Rajarhat, Kolkata
www.theecos.com/ ▼
The Ecos - Upcoming housing projects in Newtown Kolkata, situated right opposite of Eco Park. Ecos is one of the best housing projects in Newtown near to ...

3-bedroom Row Houses | Luxurious Apartments in Kolkata - Usashi
ushashi.in/property/king-town-new-town/ ▼
Spread over 2 levels, the 3-bedroom Row Houses at **USAS**-HI KING TOWN NEW TOWN are smartly designed to enhance spaciousness in each unit. The Row ...

Result:

Keyword Ranking (Usashi)

upcoming budget flats in kolkata



All News Images Videos Maps More Settings Tools

Page 2 of about 91,80,000 results (0.48 seconds)

Best deal on Flats at Kolkata | Unique features at best price

www.realtechnirman.com/hijibiji/2&3-BHK-Flats 033 7141 7171
Get premium 2/3 BHK flat for sale with good connectivity. Few are left. Hurry up! Swimming Pool. Commercial Space. Car Parking. Dedicated Gymnasium. Landscape Garden. Community Hall. Amenities: Power Back-up, Fire Protection, 24x7 water supply, Community Hall, Green Open Area.

Upcoming Projects in New Town Kolkata - Makaan.com

<https://www.makaan.com> home > Property In Kolkata > Property in New Town
Looking for Upcoming projects for sale in New Town Kolkata?. Choose from listing of Upcoming residential projects in New Town Kolkata online on Makaan.com. ... Buy Budget Property. Budget Apartments/Flats for Sale in New Town · Budget ...

Upcoming Projects in Kolkata, Residential Flats & Apartments By Eden ...

<https://www.edengroup.in/properties-budget/upcoming-real.../Pricepersqftupto-3500>
Beautifully designed residential flats & apartments near metro stations, schools, ... Property in Kolkata; Upcoming Real Estate Projects ... Filter by Budget ..

Projects in Kolkata: New Upcoming Projects, Flats, Plots in Kolkata

<https://www.planmyproperty.in/projects-in-kolkata.html>
New Projects in Kolkata: Upcoming projects, flats, plots, apartments in Kolkata. List of projects ... Hence, you can some good low budget flats in Kolkata as well.

Merlin Group - All New Projects by Merlin Group Builders & Developers

<https://www.proptiger.com/merlin-group-104977>
Jun 8, 2018 - India Property · New Project ... Kolkata. □ 81.23 L- □ 1.35 Cr. Merlin Group. Possession date: Dec'21 ... Images for Elevation of Merlin Next. 11.

I am planning to buy property in Kolkata. My budget is around 7 to ...

<https://www.quora.com/I-am-planning-to-buy-property-in-Kolkata-My-budget-is-aro...>
You can go with the under construction projects. We are offering 1 BHK flat in New Town at 6.9 Lac, just beside the upcoming Infosys IT city. In entire new town ...

Leading Real Estate Developer in Kolkata

www.merlinprojects.com/
Merlin Group is the leading real estate builder and developer in Kolkata. Explore our wide range of affordable & luxury ... triangle-icon.png · flats in south kolkata ...

Usashi: Buy Budget flats in Kolkata | Upcoming Residential Projects

usashi.in/

Result:

Keyword Ranking (Evanie)

luxury row houses in newtown



All Images Maps News Videos More Settings Tool

About 4,59,000 results (0.51 seconds)

Luxury Like Never Seen Before | 88 East by Tata Housing

www.tatahousing.in/

Coming Soon 3, 4 & 4.5 BHK Residences At Alipore

Villa/Independent House for sale in New Town, Kolkata East - Villas ...

<https://www.99acres.com> > Property in Kolkata > New Town

Find 15+ Villas / houses for Sale in New Town, Kolkata East on 99acres.com. ... From residential apartment to luxury homes, kolkata offers a variety of option to ...

Luxury residence in New Town | 3 & 4 BHK Luxury Homes Kolkata ...

<https://www.tatahousing.in/avenida/>

... Milagro Interactive. Avenida Logo. Rendered Image – For representative purpose only. 3BHK. 3 & 4 Bed Residences, Duplexes and Villas : 1.4 Cr* Onwards ...

Luxury Project in New Town Kolkata - Buy Luxury Projects for Sale in ...

<https://www.proptiger.com> > Property in Kolkata > Property in New Town

Get new luxury projects by reputed builders in New Town Kolkata at ... Property in New Town Luxury Project in New Town Apartments for sale in New Town.

Luxury Projects in New Town, Kolkata | Luxury Villas/Apartments in ...

<https://housing.com> > Home > Kolkata

Browse New Luxury Residential Projects in New Town, Kolkata for Sale. Get 100% Verified Property details for all the Listings - Only @ Housing.com.

Villas in New Town, Kolkata | Villa for Sale in New Town - MagicBricks

<https://www.magicbricks.com> > Home > Kolkata > Property in Kolkata > New Town

Elegant and Most Luxurious G+1 Property 3 BHK bungalow in New Town and Rajarhat On main Road Township project. Total area 1600 acre and with over ...

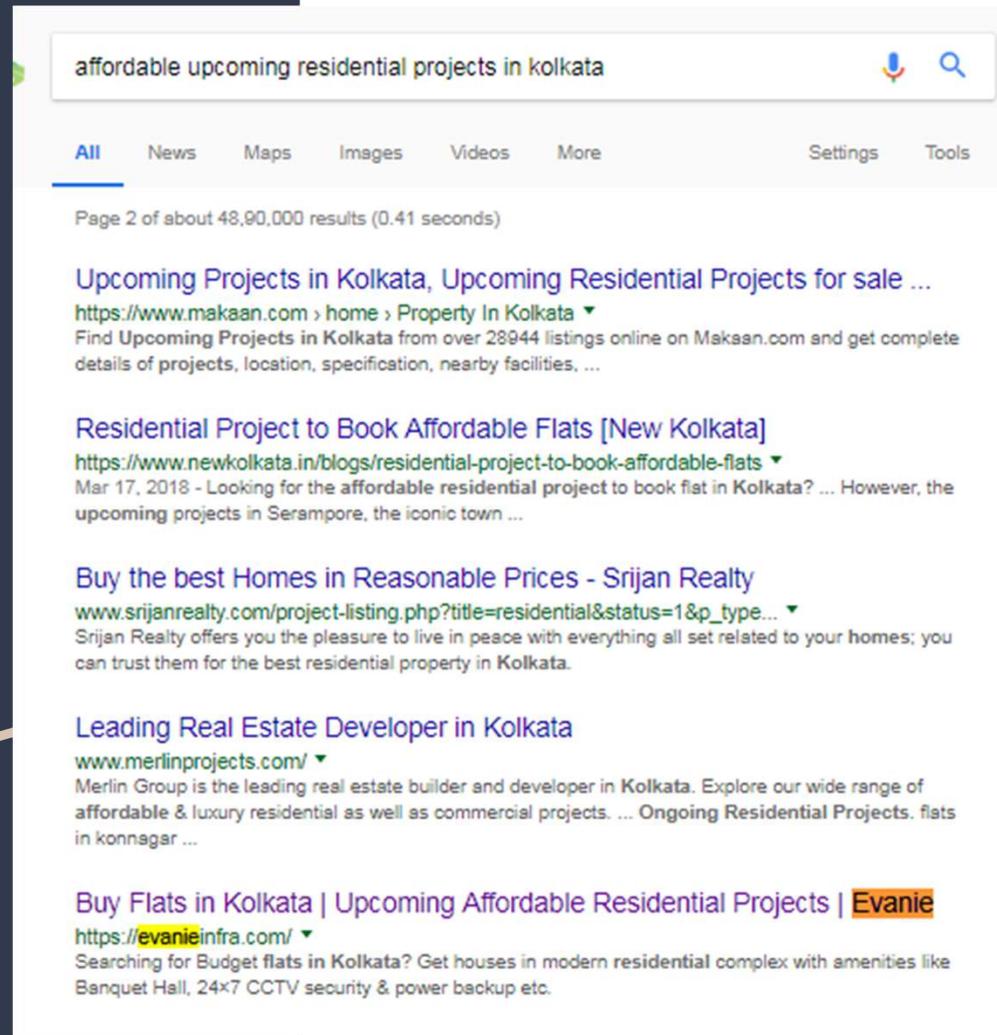
Luxury homes in kolkata | Buy houses at New Town | Luxury ...

<https://evanieinfra.com/king-town-new-town/>

King Town by **Evanie** offers luxurious 2 & 3-storey row houses at New Town with amenities like solar lighting, ATM utility store etc at a reasonable price tag.

Result:

Keyword Ranking (Evanie)



A screenshot of a Google search result page. The search bar at the top contains the text "affordable upcoming residential projects in kolkata". Below the search bar, there are navigation tabs for "All", "News", "Maps", "Images", "Videos", "More", "Settings", and "Tools". The "All" tab is selected. Below the tabs, it says "Page 2 of about 48,90,000 results (0.41 seconds)". The search results are listed below, each with a title, a URL, and a brief description. The results are:

- Upcoming Projects in Kolkata, Upcoming Residential Projects for sale ...**
<https://www.makaan.com> > home > Property In Kolkata
Find Upcoming Projects in Kolkata from over 28944 listings online on Makaan.com and get complete details of projects, location, specification, nearby facilities, ...
- Residential Project to Book Affordable Flats [New Kolkata]**
<https://www.newkolkata.in/blogs/residential-project-to-book-affordable-flats>
Mar 17, 2018 - Looking for the affordable residential project to book flat in Kolkata? ... However, the upcoming projects in Serampore, the iconic town ...
- Buy the best Homes in Reasonable Prices - Srijan Realty**
www.srijanrealty.com/project-listing.php?title=residential&status=1&p_type...
Srijan Realty offers you the pleasure to live in peace with everything all set related to your homes; you can trust them for the best residential property in Kolkata.
- Leading Real Estate Developer in Kolkata**
www.merlinprojects.com/
Merlin Group is the leading real estate builder and developer in Kolkata. Explore our wide range of affordable & luxury residential as well as commercial projects. ... Ongoing Residential Projects. flats in konnagar ...
- Buy Flats in Kolkata | Upcoming Affordable Residential Projects | **Evanie****
<https://evanieinfra.com/>
Searching for Budget flats in Kolkata? Get houses in modern residential complex with amenities like Banquet Hall, 24x7 CCTV security & power backup etc.

Result:

Keyword Ranking (Evanie)

Luxurious houses in Kolkata | King Town Barasat | Residential projects

<https://evanieinfra.com/happy-nest/>

Upcoming Residential Projects in Kolkata | Book 2 BHK Flats | Buy flats in Kolkata ... Usashi King Town – Barasat's first ever, fully integrated residential township.

Upcoming Residential Project at Barasat | Krishnanu Mukherjee ...

<https://www.linkedin.com/.../upcoming-residential-project-barasat-krishnanu-mukherjee>

Oct 28, 2015 - We are coming up with a residential project (approx 172 flats in Ph-1) at Barasat (near Kajibari More, on Barasat Barrackpore Road) with all ...

First Sports Themed Homes | Unimark Sports City at Barasat

www.unimarkgroup.com/Sports_City/Barasat_Project

2 & 3 BHK Homes starting @19.9L. Book with 25,000. 100% Cashback on Your Booking. Green Building Project. Book with 25,000 Only. Request a Call Back. Amenities: Rooftop Swimming Pool, Mini Football Ground, Cricket Pitch, Cycling Track, Volleyball Court.

Award Winning Builder · Get 100% Cashback · Starts from 19.9 Lacs* · Enquire for Best Offers

New Projects In Barasat | New Projects in your Budget

www.housing.com/Buy/Barasat

Search For 1/2/3/4 BHK Projects In Your Budget In Barasat, Kolkata. Visit Now! Amenities Search. In-Depth Locality Info. Real & Verified Photos. Easy Home Loans. Price History & Trends. Types: Upcoming Projects, Ready to Move Apartments, Pre Launch Projects, Under Construction Flats.

Upcoming Project off EM Bypass | Price Starts From Rs 62 Lacs

www.shivomutopia.com/Shivom_Utopia/EM_Bypass_Sale

Upcoming Residential Project at EM Bypass by Shivom Realty. Enquire Now! Grand Lawn. Near Metro Cash & Carry. 1 Km from Ruby Hospital. Upcoming Metro Rail. 300 Mtrs from EM Bypass. Amenities: Swimming Pool, Cabana, Amphitheatre, Yoga Area, Gym, Library, Chess & Tennis Court.

Searches related to **upcoming residential projects in barasat**

fortune township barasat duplex

3bhk flats at barasat

housing complex in barasat

house on sale in barasat

i want to see flat in barasat

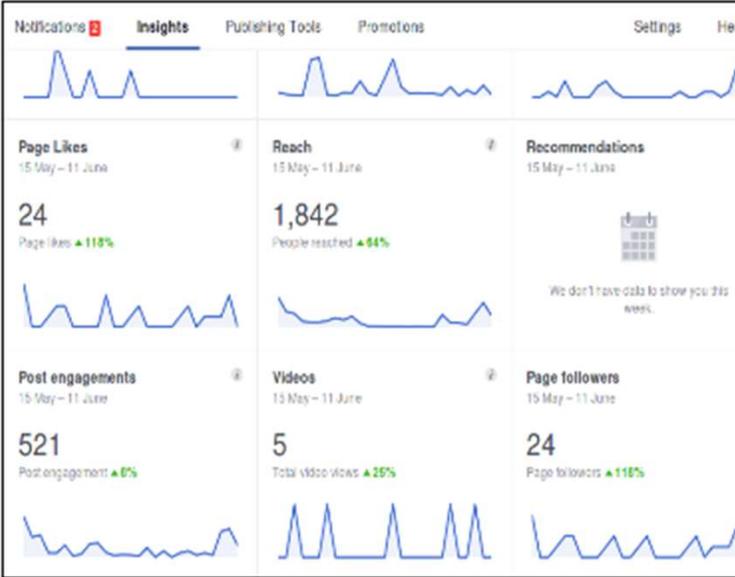
upcoming residential projects in madhyamgram

fortune heights barasat

resale flat in barasat

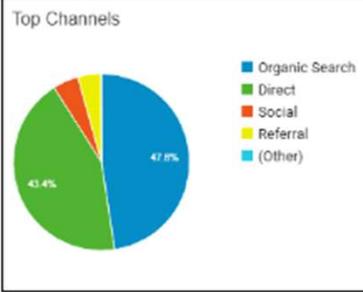
Result:

Analytics (Evanie)

16 May 2018	12 June 2018	 <p>The screenshot shows the Facebook Insights dashboard for the period from 15 May to 11 June. The dashboard is divided into six main sections, each with a line graph showing trends over time and a summary card with a total value and a percentage change (all positive).</p> <table border="1"><thead><tr><th>Metric</th><th>Value</th><th>Change</th></tr></thead><tbody><tr><td>Page Likes</td><td>24</td><td>▲118%</td></tr><tr><td>Reach</td><td>1,842</td><td>▲66%</td></tr><tr><td>Post engagements</td><td>521</td><td>▲8%</td></tr><tr><td>Videos</td><td>5</td><td>▲25%</td></tr><tr><td>Page followers</td><td>24</td><td>▲118%</td></tr></tbody></table>	Metric	Value	Change	Page Likes	24	▲118%	Reach	1,842	▲66%	Post engagements	521	▲8%	Videos	5	▲25%	Page followers	24	▲118%	Facebook Insights	As per analytics data Page views, Previews, and Page engagement has increased.
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Result:

Analytics (Evanie)

Google Analytics	1st May	31st May	 <table border="1"><thead><tr><th>City</th><th>Visitors</th><th>% of Total</th></tr></thead><tbody><tr><td>1. Kolkata</td><td>205</td><td>72.83%</td></tr><tr><td>2. West Bengal</td><td>12</td><td>4.35%</td></tr><tr><td>3. Bangladesh</td><td>9</td><td>3.24%</td></tr><tr><td>4. Chennai</td><td>7</td><td>2.51%</td></tr><tr><td>5. New Delhi</td><td>6</td><td>2.16%</td></tr><tr><td>6. Mumbai</td><td>4</td><td>1.44%</td></tr><tr><td>7. Hyderabad</td><td>3</td><td>1.08%</td></tr><tr><td>8. Madras</td><td>4</td><td>1.44%</td></tr><tr><td>9. Bangalore</td><td>4</td><td>1.44%</td></tr><tr><td>10. Thailand</td><td>2</td><td>0.72%</td></tr></tbody></table>	City	Visitors	% of Total	1. Kolkata	205	72.83%	2. West Bengal	12	4.35%	3. Bangladesh	9	3.24%	4. Chennai	7	2.51%	5. New Delhi	6	2.16%	6. Mumbai	4	1.44%	7. Hyderabad	3	1.08%	8. Madras	4	1.44%	9. Bangalore	4	1.44%	10. Thailand	2	0.72%	Highest number of visitors are from Kolkata.
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Google Analytics	1st May	31st May	 <p>Top Channels</p> <ul style="list-style-type: none">Organic Search: 47.0%Direct: 43.4%Social: 2.0%Referral: 5.0%(Other): 2.6%	Organic searches has increased.																																	
Google Business	1st May	31st May	 <p>How customers search for your business</p> <p>1 result</p> <ul style="list-style-type: none">Direct: Customers who find your listing searching for your business name or address.Discovery: Customers who find your listing searching for a category, product, or service. <p>312 80%</p>	Discovery Customers who find your listing searching for a category, product, or service.																																	

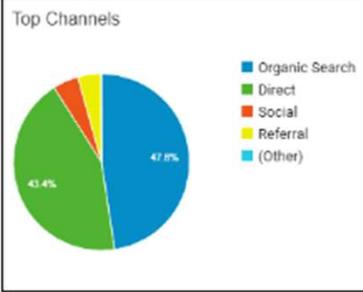
Result:

Analytics (Usashi)

FROM	TO	IMAGE/ SCREEN SHOT	PLATFORM	REMARKS
01.05.2018	30.05.2018		Google Business Page	Direct Customers who find your listing searching for your business name or address.
01.05.2018	30.05.2018		Google Business Page	Discovery Customers who find your listing searching for a category, product, or service.
01.05.2018	30.05.2018		Google Business Page	The Google Insights services that customers use to find your business on web and Where customers view your business on Google.

Result:

Analytics (Usashi)

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Google Business	1st May	31st May	 <p>How customers search for your business</p> <p>1 result</p> <ul style="list-style-type: none">80% (312) - Discover: Customers who find your listing searching for a category, product, or service.20% - Direct: Customers who find your listing searching for your business name or address.	Discovery Customers who find your listing searching for a category, product, or service.																																	

Result:

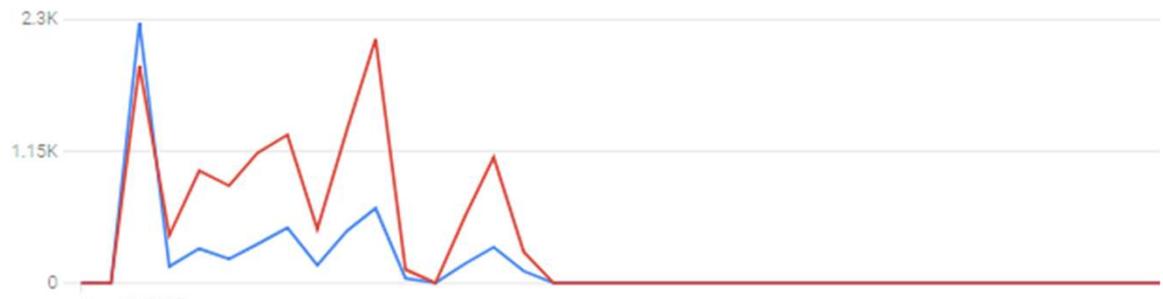
Google Display Ad (Evanie)

rt. Ltd. > Evanie-Infra > Evanie Display Ad Campaign 28th Aug 2017

s and ad groups are paused or removed. Enable them to begin showing your ads.

us: **Ended** Type: Display Budget: ₹500.00/day

Clicks ▾	Impressions ▾	Avg. CPC	Cost
5.65K	7.13M	₹2.29	₹12.9K



Result:

Google Search Ad (Evanie)

Company Pvt. Ltd. > Evanie-Infra > Evanie Eco nest Search Ad Campaign 7th Sept 2017

Campaigns and ad groups are paused or removed. Enable them to begin showing your ads.

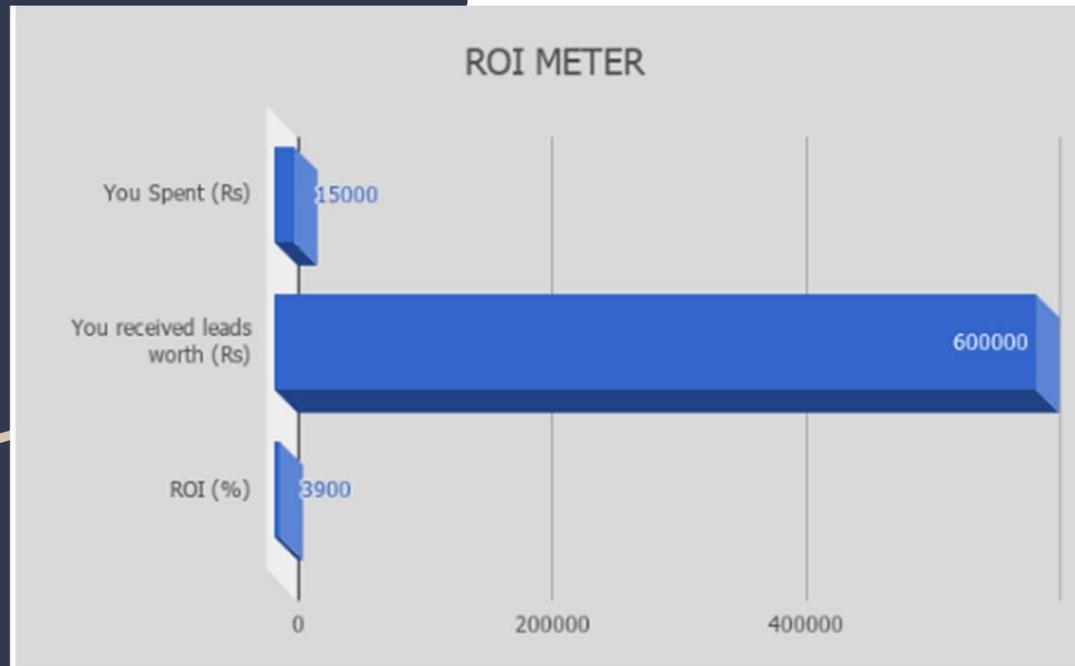
Status: **Ended** Type: Search Budget: ₹500.00/day [More details](#)

Clicks	Impressions	Conversions	Cost
1.32K	21.4K	13.00	₹38.2K

The chart displays two data series: Clicks (blue line) and Impressions (red line). The Y-axis ranges from 0 to 180. The X-axis shows the date Aug 14, 2017. Both metrics show a significant spike on August 14, 2017, with Clicks reaching approximately 150 and Impressions reaching approximately 130. There are also smaller peaks on August 13, 2017.

Conclusion

The bottomline of this presentation is that the client is quite happy with our effort as they are getting 3900% average month on month ROI & they have increased investment in phases in last few months with additional projects awarded to us for promotion.



Other Real Estate Projects Worked On

- 1) DN Newtown of DN Homes Group project in Bhubaneswar - Government Approved Township Projects in Bhubaneswar. DN Homes had launched DN Newtown luxury project with Villa, Residential apartments & Duplex targeting upper middle class people.

More than 100 plots sold out in 9 months with our complete Digital Marketing solution

THANK YOU

DN Newtown is officially sold out. We would like to thank you all. For more property options please visit our corporate website. <http://www.dnhomes.net>

OK

Other Real Estate Projects Worked On

2) Harbourgreens - Harbour Greens is a unique affordable Villas/Bungalow project in Amtala, South Kolkata (<http://www.harbourgreens.in/>)

Worked briefly for them. Developed their website & made their brand visible in search engine & social media



Few Testimonials

1) Rajesh Ghosh - VP, DN Homes

The image shows a screenshot of a Facebook post. At the top, it says "Rajesh Ghosh Timeline 2018 All Posts". The post is from January 18, 2018, and is shared by Rajesh Ghosh. The text of the post reads: "My Mentor Debajyoti Banerjee . If you are really interested to learn SEO then go through. Brilliant initiative by Seven Boats." Below the text is a photograph of a DVD case and a DVD disc for a course titled "Beginner's Guide to S.E.O. SEARCH ENGINE OPTIMIZATION by Seven Boats". The DVD case and disc both feature a "FREE" badge. Below the photo, the post is attributed to Debajyoti Banerjee, dated January 18. The text of the post says: "Happy to announce that we have just launched our FREE SEO CERTIFICATION COURSE! We have tailor-made professional insights to the course you are going to get - Professional in-depth knowledge Hands-on practical assignments 15+ hours of e-learning content Unlimited lifetime access. Quizzes & Exam Lot of tricks & tips And SEO CERTIFICATE for free Get your certificate here - htt". On the right side of the post, there are navigation options for "Messages" and "Notifications". At the bottom right, there are buttons for "Publish" and "Promote". On the left side of the screenshot, a portion of the user's profile is visible, showing a grid of photos and a list of friends including Rinka Saha Seth, Nilotpal Datta, Yamaha Motorcycle, Akhili Paul, Arkadeep Dey, and Anirban Paul. A section titled "See what you have in common with Rajesh's friends" is also visible.

Few Testimonials

1) Arindam Chatterjee - Sr. Manager, Corp. Administration



HRD Usashi <hr.usashi@gmail.com>

to Angira, Team, me, Vijay, Biplab, Rima

Nice. Go ahead.

Arindam Chatterjee
Sr. Manager - Corp. Administration

Thank You for Watching the Presentation



SEVEN BOATS[®]

Sail on it. Grow with it.