

# Strategic Insights and Approach

<b>Client Name</b>	Bilal Bohari
<b>Industry</b>	Real Estate
<b>Location</b>	Lahore Sigiyan sides
<b>Service/Product</b>	Selling Plots
<b>Role</b>	<b>Role:</b> Digital Marketing Intern at Communication, a digital marketing agency

## Challenges:

Issue

Impact of the issue

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1. Established Real Estate Brand, with leads, but great ad spend.

## Impact of the issue

1. Revenue was gentle but not satisfying, and the ROAS was not healthy.

## Solution Point 1:

They were running YouTube and Display Ads mainly for brand awareness. As the Performance Manager, I presented them with a report in which I discussed two things:

If we are getting leads, but CPC is high, then we are not targeting the audience
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If we are not targeting the audience in the right way, how are we getting leads
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Mostly, colleagues appreciated my efforts as a fresher and gave me a chance to explain further, so I went for the second solution, which was to explain the points I had mentioned.

## Solution Point 2 :

I explained.

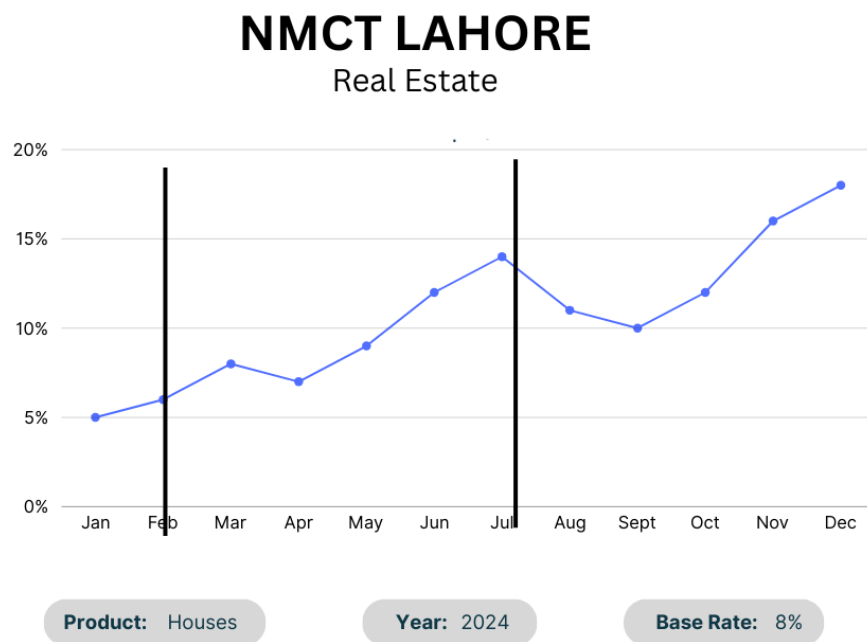
In Google Search Ads, especially in both B2B and B2C for high-value industries, clients typically come with strong intent toward specific products or services, making it a hot audience category.

We should go specifically for the Google Search Ads for high-intent clients. We should run Display Ads on Google and Facebook for one week, followed by a two-week gap, as a reminder strategy to keep the brand visible and signal that we're still active in the market. And once in a while, in a month, we can go for YouTube Ads for only one or two days for better results.

As I mentioned, if paid ads targeting isn't effective, then the company is generating leads from organic traffic, so pay more attention to the audience we are targeting in SEO, create a custom audience, and target them in paid ads.

So they agreed as they were marketers too, even some were senior to me. But they said the results would be up to me, and I was sure this was going to work, so we went for Search Ads mainly.

I was there from February to July,



My efforts were recognized and appreciated. The outcome was unmistakably clear.