

Real Estate **Lead Generation** Campaign

A Data-Driven Approach to Targeting High-Quality Buyers

MARSS

Real Estate Marketing & Business Development

Targeted
Audience

Creative
Content

Optimized
Performance

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Our Objective

Core Focus

Generate **high-quality** real estate leads through Facebook & Instagram campaigns

Key Approach

- 🎯 Precise **data-driven** targeting
- ✍️ Compelling **creative content**
- 🔍 Strategic **filtering** for serious buyers



Target High-Intent Audiences

Focus on buyers showing strong purchase signals



Optimize for Conversion

Transform browsers into qualified leads



Maximize ROI

Deliver leads with highest sales potential

Our Role at MARSS

We manage your real estate marketing campaigns from strategy to execution



Lead Generation

We design and execute conversion-focused ads on Facebook & Instagram that deliver **real, verified buyers**.

- ✓ Targeted advertising to reach serious homebuyers
- ✓ Advanced targeting techniques for Facebook & Instagram
- ✓ Lead capture through seamless Meta forms



Content Creation

Our team handles all visual and written content optimized to convert **attention into inquiries**.

- ✓ Compelling video advertisements
- ✓ Professional static graphic designs
- ✓ Persuasive ad copy that highlights value



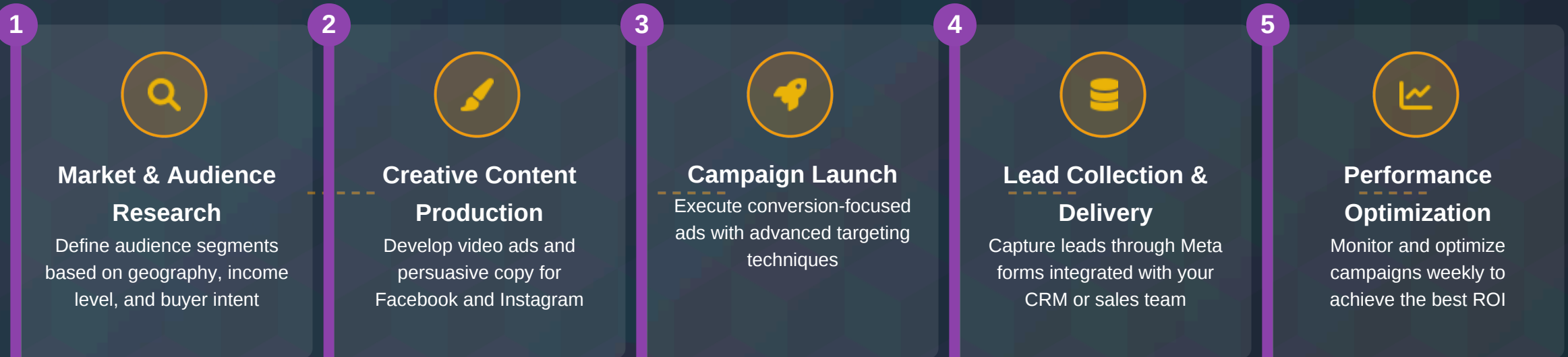
Campaign Management

We monitor, analyze, and continuously optimize your ads for **maximum performance**.

- ✓ Real-time monitoring of campaign performance
- ✓ Weekly optimization of targeting and creatives
- ✓ Cost efficiency analysis for best ROI

Campaign Strategy











Our comprehensive five-step approach ensures every aspect of your advertising campaign is precise and highly effective



★ Strategy Benefits

- ✔ Enhanced targeting precision
- ✔ Higher conversion rates
- ✔ Continuous improvement
- ✔ Measurable ROI

Service Packages

| | | | | |
|---|--|---|--|---|
| <div>50,000 EGP</div> <div>Starter Package</div> <div> 1 video + 2 designs</div> <div> Facebook & Instagram setup</div> <div>15 Days Sponsor Ads On Meta</div> <div>Not Available At The Current Time</div> <div>100–150 qualified leads</div> | <div>150,000 EGP</div> <div>Growth Package</div> <div> 2 videos + 4 designs</div> <div> Advanced audience segmentation</div> <div>30 Days Sponsor Ads On Meta</div> <div>Not Available At The Current Time</div> <div>400–600 qualified leads</div> | <div>200,000 EGP</div> <div>Performance Package</div> <div> 3 videos + 6 designs</div> <div> Retargeting campaigns included</div> <div>30 Days Sponsor Ads On Meta</div> <div>Available</div> <div>700–1,000 qualified leads</div> | <div>300,000 EGP</div> <div>Premium Package</div> <div> 4 videos + 6 designs</div> <div> Dedicated campaign manager</div> <div>30 Days Sponsor Ads On Meta</div> <div>Available</div> <div>1,200+ qualified leads</div> | <div>1,000,000 EGP</div> <div>Elite Partnership</div> <div> 10 creative production</div> <div> Strategic branding</div> <div>30 Days Sponsor Ads On Meta</div> <div>Available</div> <div>3000+ leads</div> |
|---|--|---|--|---|

Expected Results



High Conversion Rate

- ✓ Video content increases leads by **49%**
- ✓ Video walkthroughs boost confidence by **28%**
- ✓ Landing page video can increase conversion by **80%**

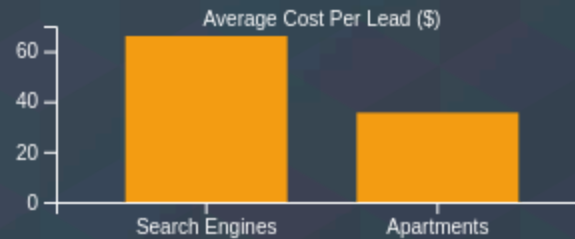
49%

More Qualified Leads



Lower Cost-Per-Lead

Benchmarks for real estate advertising:



- ✓ Our continuous optimization will beat these benchmarks



Stronger Brand Visibility

- ✓ Video posts generate **1200%** more shares
- ✓ **71%** of buyers prefer agents with strong social media

1200%

More Shares

71%

Preference Rate

Our Partners

MARSS collaborates with prominent real estate developers and brokers across Egypt, driving growth through data-driven marketing.



The Address Investment



Inland Property



Blue Ridge



Crystal Homes



Genova Investment



Best Property



Orbit Development



Remas Development



Red in Development



Valero Development



West Town Development



Tesla Development



Calm Residence



Safeer Real Estate



Elevate Development



Move Investment



And many more leading real estate developers and brokers across Egypt



Trusted by 100+ real estate developers and brokers



Partnerships that drive growth

Conclusion & Next Steps

★ Key Takeaways



High Conversion

Targeted approach delivers **qualified buyers** with higher conversion rates



Cost Efficiency

Continuous optimization drives **lower cost-per-lead** than traditional methods



Brand Growth

Enhanced **brand visibility** across Meta platforms

→ Next Steps

Ready to transform your real estate marketing with data-driven excellence?

Contact MARSS Today



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MARSS

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