

A real-world example of my strategic planning. It was developed specifically for the **ME DO RE 1** residential tower, whose apartments are now fully sold out.

DIGITAL **MARKETING** **STRATEGY**



ME DO RE

Strategy Overview



1. OBJECTIVE & BRIEF

- Understanding the Brief & Define All Objectives
- Understand the Market & Competitors

2. WHO?

- Audience Analysis
- Audience Persona

3. WHERE

- Deploying Strategy
- Choosing the Optimal Channel Mix

4. WHAT

- Messaging & Formats

5. IS IT WORKING?

- Right Approach to Reporting
- Tech Recommendations & Tools
- Data Collection, Enrichment & Activation Strategy

The Brief

MeDoRe-1 is a newly constructed residential tower offering SMART Living features for its residents.

It provides a range of studio and 1-3 bedroom apartments, and they are currently available for handover.

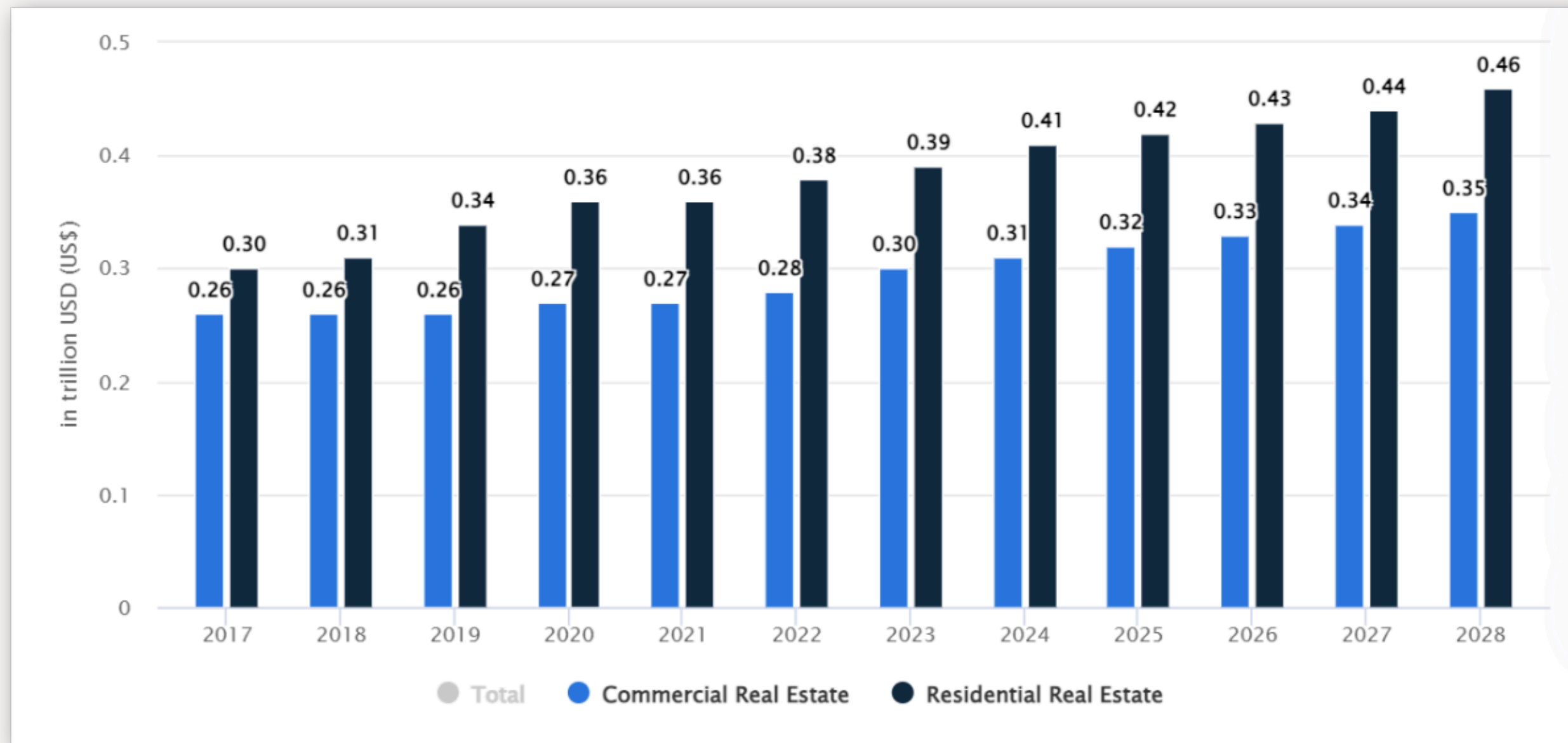
Objectives

- Create awareness of MeDoRe-1, drive engagement, and and finally generate leads
- Establish MeDoRe-1 as a prestigious and desirable residential address, known for its quality construction, modern amenities, and exceptional living experience.

Market Overview

Understanding the Market

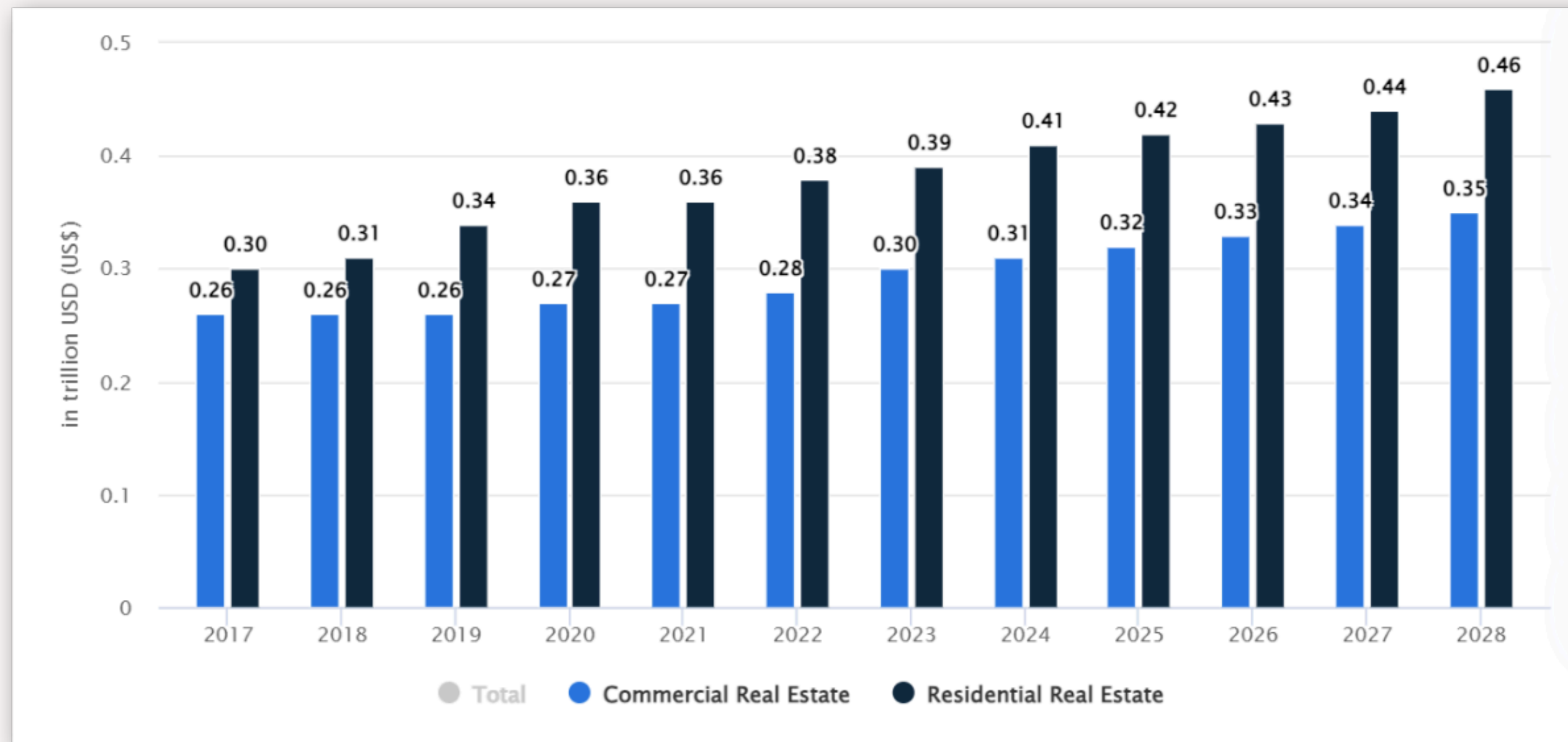
Value of Real Estate Projects in the UAE (By Year)



The Real Estate market in the UAE is anticipated to reach a staggering value of US\$0.81tn by the year 2028.

Understanding the Opportunities

Residential Segment Dominates



The Residential Real Estate segment reigns supreme, projected to hold a market volume of US\$0.46tn in the same year.

There is Demand

“66% of global HNWI are keen to purchase a second home in Dubai.”

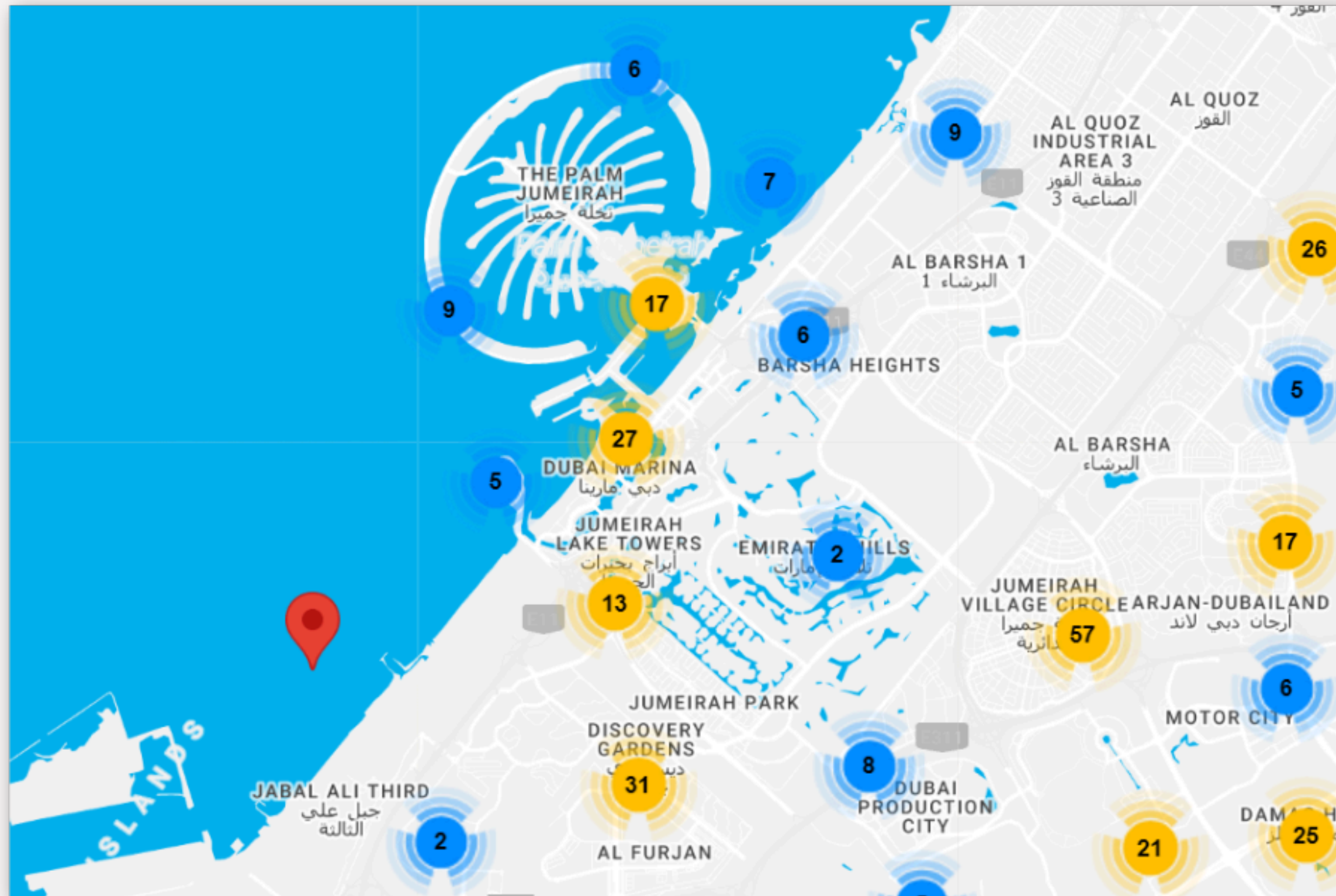
The United Arab Emirates real estate market is experiencing a surge in demand for luxury properties due to a growing number of high-net-worth individuals (HNWI) seeking investment opportunities.



Global Prime residential forecast figure leaves Dubai as one of the fastest growing prime residential market in the world during 2024

**But we need to be aware
of the challenges**

New properties in different areas of Dubai (shown by number)



There is a lot of properties supply in dubai, competition is high.

The Solution?

Portray MeDoRe-1 as the best in its area, showcase its amenities, proximity and SMART living features.

Brand and Competitors' Audit

Moving to the competitors

1

DAMAC

EMAAR

SOBHA
REALTY

DANUBE
PROPERTIES

نخيل
NAKHEEL

2

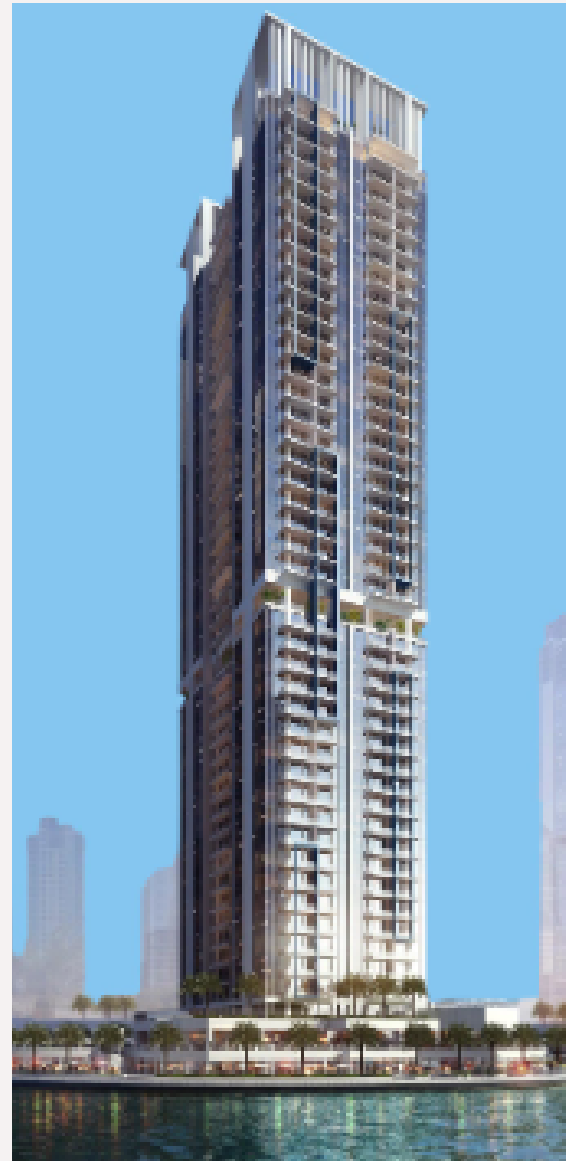
JLT AREA

Moving to the competitors (JLT Area)



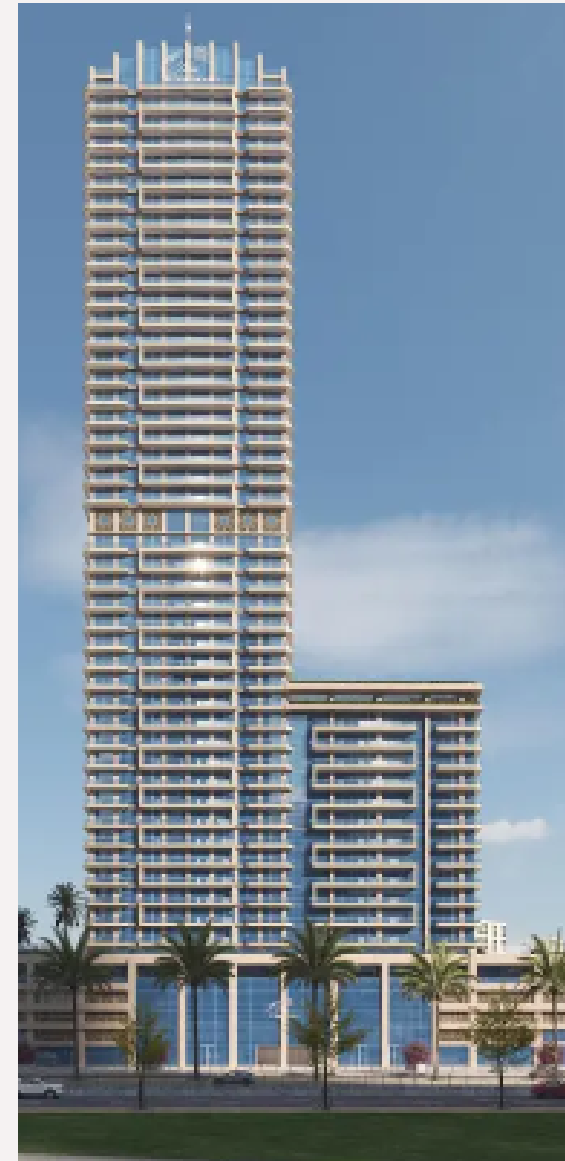
MeDoRe-1

Ready



**MBL Royal
(MAG)**

Q4 2024



**Orra The Embankment
(Prestige One)**

Q2 2024



**Seven City
(Seven Tides)**

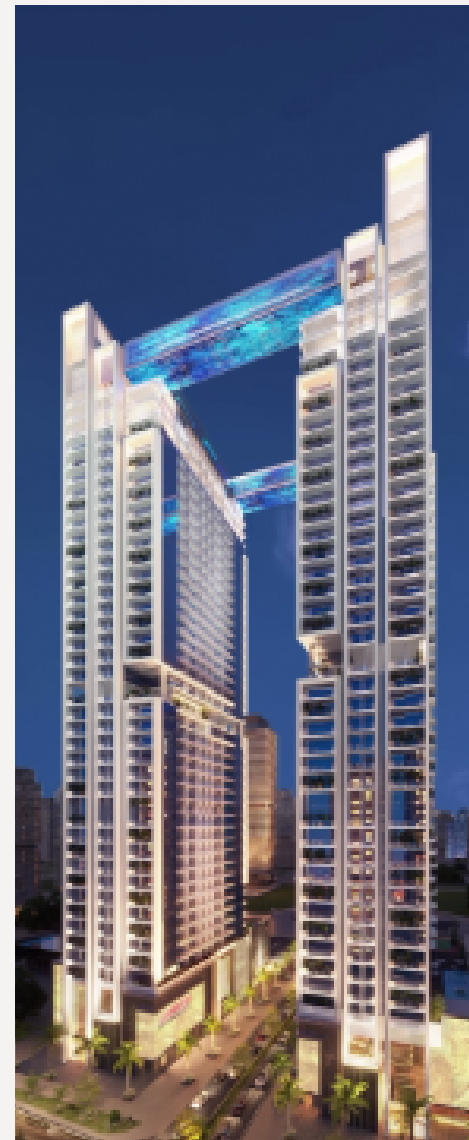
Q4 2025

Moving to the competitors (JLT Area)



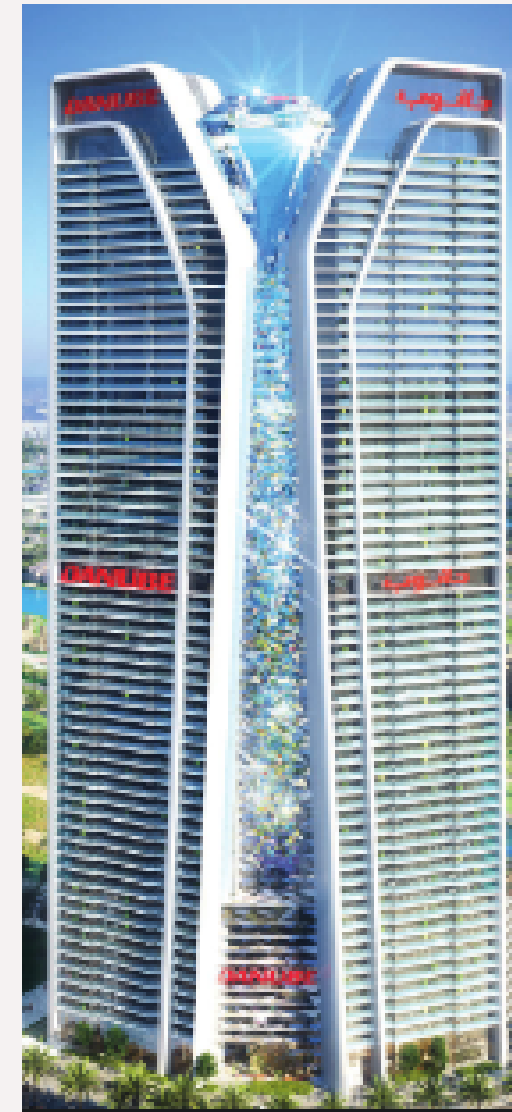
Sobha Verde

Q4 2026



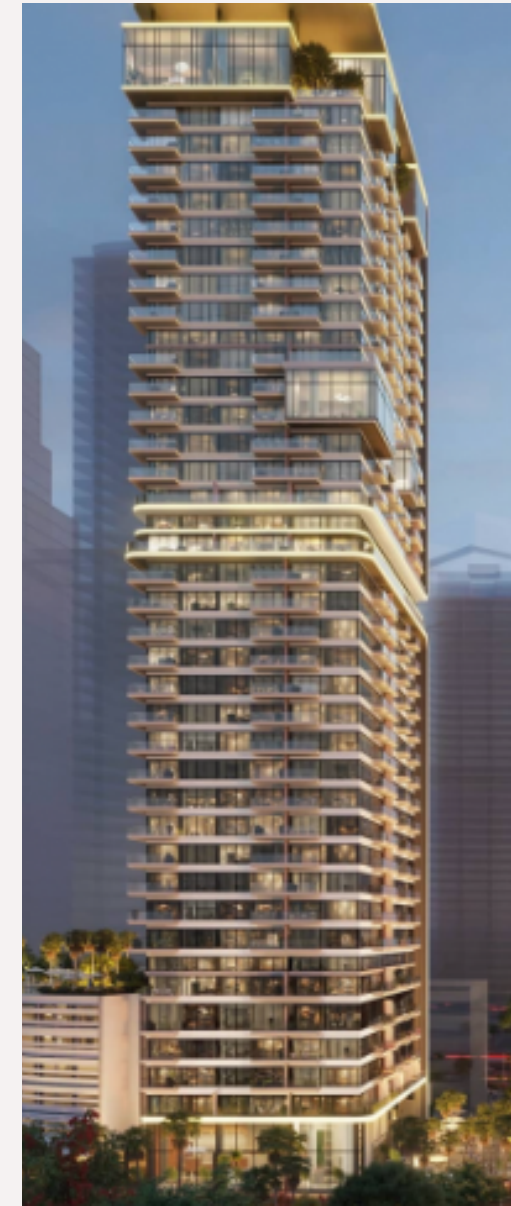
Viewz
(Danube)

Q2 2026



Diamondz
(Danube)

Q4 2027



Upperhouse
(Ellington)

Q1 2026

And understanding the competitors



378K



206K



87K



161K



109K



195K



584



1285



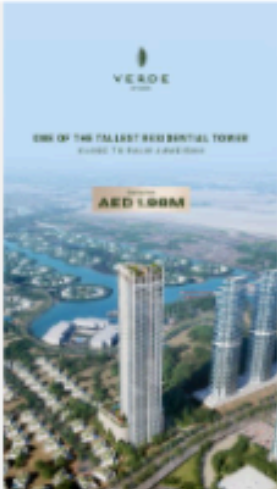
49, 692
(2 Pages)

Deep dive into competitors

Sobha Realty
Sponsored

Embrace a new kind of living with Sobha Verde starting at AED 1.98M in one of Dubai's most coveted districts-JLT, surrounded by tranquil lakes, thriving residential complexes, buzzing high streets, and more. These luxury homes in one of the tallest residential tower offer picturesque views of the lush green meadows and emerald golf course.

...



SOBHAREALTY.COM
Ultra-Spacious Luxury Apartments

Learn More

Sobha has 57 active ads on Meta Platform alone including ads for ‘Sobha Verde’.

On meta, it is using a mix of dedicated landing pages and meta in-app forms

Sponsored

Sobha Realty
<https://www.sobharealty.com> › sobha › verde

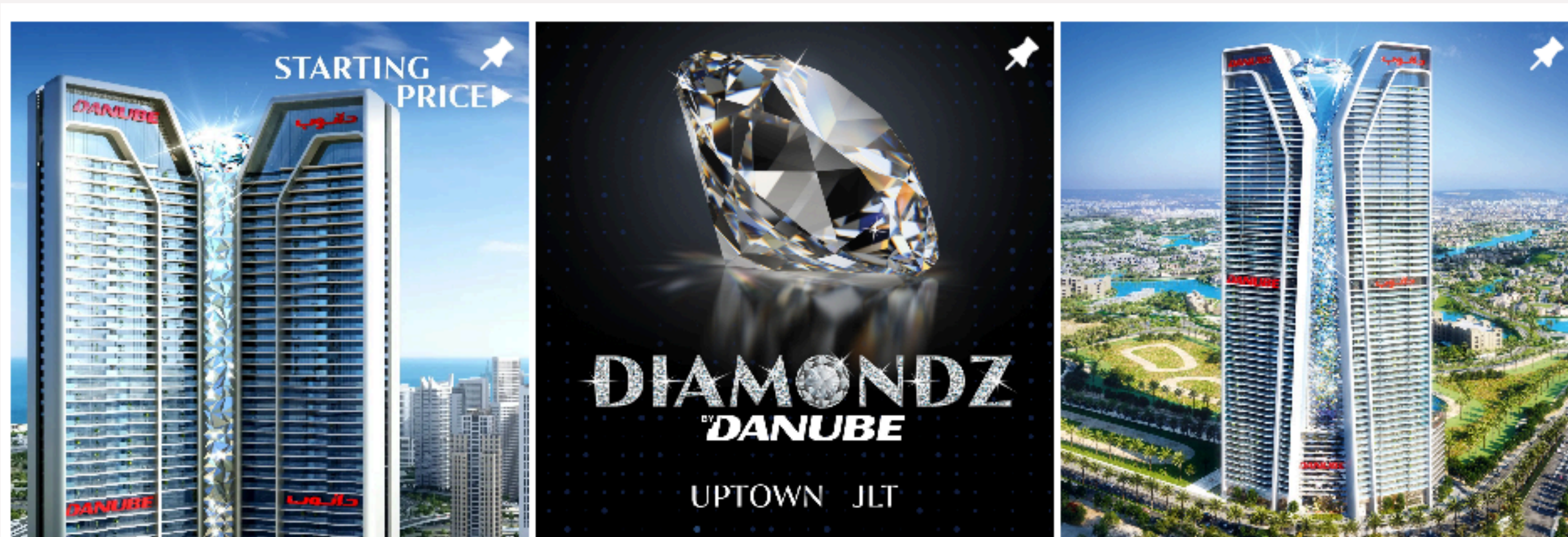
Verde By Sobha | Residential Towers in (JLT) Jumeirah Lak...

Set to be one of the tallest residential towers, **Verde** by **Sobha** is an architectural marvel that offers splendid views of Jumeirah Island and Emirates Hills ... Explore...

Deep dive into competitors

Danube is promoting 'Daimondz by Danube' aggressively on their social media.

They are also running Google ads for it, but no meta ads.



Deep dive into competitors

There latest projects in JLT Area are appearing as a separate category on property listing websites like **Bayut and Dubizzle**. Many real estate agencies are promoting them.

MeDoRe is appearing as a separate category in the JLT Area only on **Property Finder**.

Bayut

Sobha Verde (161) Off Plan	Viewz by Danube (152) Off Plan	Diamondz by Da... (128) Off Plan	Upper House (123) Off Plan
Se7en City (81) Off Plan	JLT Cluster K (76) Mixed	JLT Cluster Z (41) Mixed	Wind Towers (38) Off Plan
Uptown Dubai (17) Mixed	Orra The Embank... (15) Off Plan		

Property
Finder

Lake Almas West (204)	Viewz by DANUBE (172)	Lake Almas East (145)	Sobha Verde (133)
Upper House (133)	Lake Elucio (122)	Seven City JLT (117)	Me Do Re Tower (106)
MBL Royal (75)	Lake Allure (74)	Diamondz By Danube (66)	Uptown Dubai (55)
Saba Towers (46)	Green Lake Towers (44)	Golf Views Seven City (40)	MBL Residences (36)
Orra The Embankment (25)	Al Seef Towers (21)	Lakeshore Tower 1 (17)	Jumeirah Bay Towers (16)
The Residences JLT (9)	Dubai star (8)	One JLT (5)	Banyan Tree Residences

Deep dive into competitors



- **Sobha Realty** got 536.6K visits on their website in the last 3 months.
- 48.91% traffic from Paid Search and 20.44% form Organic clearly demonstrates the importance of SEM and SEO

Takeaways

- All the leading competitors are running paid ads.
- They are leveraging social media for content marketing.
- Many Real Estate Agencies are promoting their JLT Projects as Off-Plan on Property Listing Websites.
- Majority of website visitors come from mobile devices.
- Some of the competitors are also writing blogs.

WHO?

Our Audience

Audience analysis needs research:

1. Understanding the demographic and behavioral insights.
2. Use tools to identify their demographics and media habits.
3. Segment them based on their desire/purchase intent.
4. Create personas and sizing.

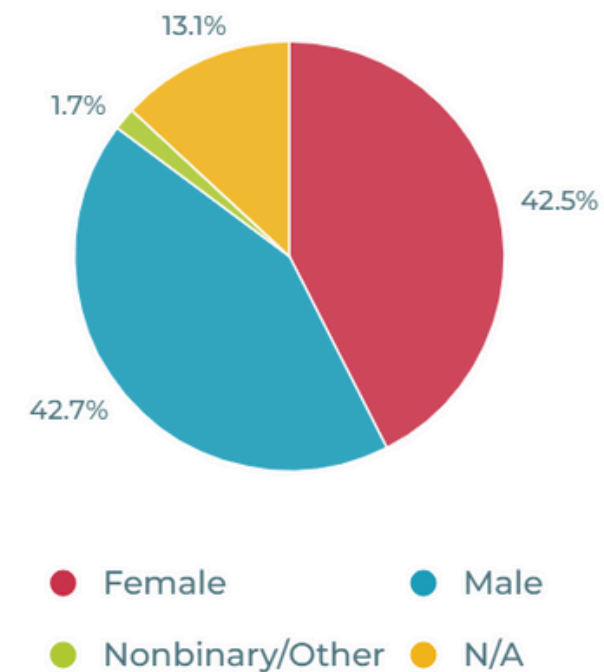
Wider audience and how they behave on internet

Network:	Youtube	Facebook	Instagram	Linkedin	Twitter	Whatsapp	Reddit
Audience Rank:	#1	#2	#3	#4	#5	#6	#7
Rank:	#1	#2	#4	#7	#5	#3	#6

Searches for these keywords:

Keyword	Affinity	Volume
house for sale dubai	96/100	8,100
real estate dubai uae	95/100	2,900
homes to buy dubai	94/100	8,100
home sale dubai	93/100	8,100
sale house dubai	93/100	8,100

Gender demographics:




Visits these websites:





Website	Affinity
Dubizzle.co...	74/100
Noon.com	55/100
Emirates.co...	46/100
Khaleejtime...	39/100
Gulfnews.co...	36/100
Makemytrip...	31/100





This is an example of online users who usually interact with content related to real estate (Bayut visitors data)





Wider audience and how they behave on internet

High Affinity Accounts		Affinity	Est. Followers
	Visit Dubai visitdubai	65/100	166-242K
	Gulf News gulfnews.uae	49/100	1.3-1.7M
	Dubai Mall by Emaar thedubaimall	40/100	653-975K
	Expo City Dubai expo2020dubai	29/100	1.2-1.6M
	Time Out Dubai timeoutdubai	29/100	460-663K
See all social results >			

Hidden Gems		Affinity	Est. Followers
	Emirates Woman emirateswoman	7/100	19-28K
	Dubai Eye 103.8FM dubaieye103.8	7/100	16-19K
	CDA Dubai cdadubai	7/100	71-94K
	SMCCU Dubai smccudubai	7/100	49-61K
	Noor Dubai Foundation noordubaifoundation	7/100	66-89K

YouTube Channels	
	Allsopp & Allsopp Group Live in one of the most accessible spots while you're on holiday in Dubai with this 1-bed apartment that's just perfect. To book this holiday home, c...
	Encore Sotheby's International Realty Founded in December 2009 by a group of real estate industry veterans, led by Mark Zukerman, Encore Sotheby's International Realty offers home sellers ...
	Gustave White Sotheby's International Realty Gustave White Sotheby's International Realty specializes in luxury and waterfront properties throughout Rhode Island, coastal Massachusetts and Connec...
	Dielmann Sotheby's International Realty Dielmann Sotheby's International Realty is an affiliate of Sotheby's International Realty®, an international collection of real estate companies chose...

Podcasts	
	Lovin Meets Lovin Meets is a video series where Lovin Dubai meets the celebrities stars coming to Dubai, giving our community an insight into their lives, and wh...
	The Kris Fade Show It's the UAE's biggest radio show with Kris Fade, Priti Malik and Big Rossi live on Virgin Radio 104.4 every single morning. Be ready for big laughs, ...
	The Big Fight Tempers fly as the newsmakers of the week face-off in this award-winning show. Anchored by Sanket Upadhyay, this weekly program has politicians battl...
	Al Jazeera News Updates Three times per day, we bring you the news in under three minutes.
See all Podcast data >	

SubReddits	
	Real Estate Investing Interested in Real Estate Investing? You've come to the right place! r/realestateinvesting is focused on sharing thoughts, experiences, advice and en...
	HomeOwners & Investors real estate investing landlords landlord borrowing lending mortgages foreclosure loan houses house apartment financing loans buying a house foreclosur...
	Personal Finance For Canadians
	Canada Welcome to Canada's official subreddit! This is the place to engage on all things Canada. Nous parlons en anglais et en français. Please be respectful...
See all SubReddit data >	

Based on their path to purchase

Based on the signals and media habits, we need to consider their position in the marketing funnel and consider this while creating personas and communication



**Problem
Aware**

**They know they have a
pain point or problem
to solve but are not
sure if there is a
solution**

**Solution
Aware**

**These people know that
there is a solution but
don't know about
MeDoRe**

**Brand
Aware**

**These people know
MeDoRe provides
solution to their
problem**

Hot Leads

**These people consider
MeDoRe as an option to
purchase**

From audience analysis to personas



**High-Income Individuals
(e.g., CEO/Owner of a big
company)**



Seasoned Investors



**Expatriates Working in a
Global Company**



**Real Estate Agency
Owners/Brokers**

From audience analysis to personas



Alex is CEO/owner of a company.

He is a high income individual and would prefer spacious luxury homes.

He would buy property in MeDoRe if he finds it luxury and the area is family friendly. SMART features would also attract him

He uses linkedin for networking and sometimes go to youtube, twitter, blogs to keep an eye on market trends



Sheikh Ahmed is a seasoned investor.

He is always looking for off-plan properties with high potential for long term appreciation.

He would buy property in MeDoRe if he thinks (based on his experience), the price will go up significantly in the long run.

He uses youtube, facebook, listen to news and stays in touch with different brokers.



Jake is an expat working in a Global company.

He prefers luxury furnished apartments with convenient access to amenities and close to business centers.

He would buy property in MeDoRe if it meets his above mentioned requirements.

He goes to youtube to learn things, uses linkedin for networking and may go reddit for healthy discussions



Zain is a broker and also an owner of a Real Estate Agency.

He is always in hunt for strategic partnerships with developers.

He would promote MeDoRe more if it has attractive offers.

He uses facebook, instagram, youtube to promote properties.

He can also be a seasoned professional who creates content/blog and people follow his opinions

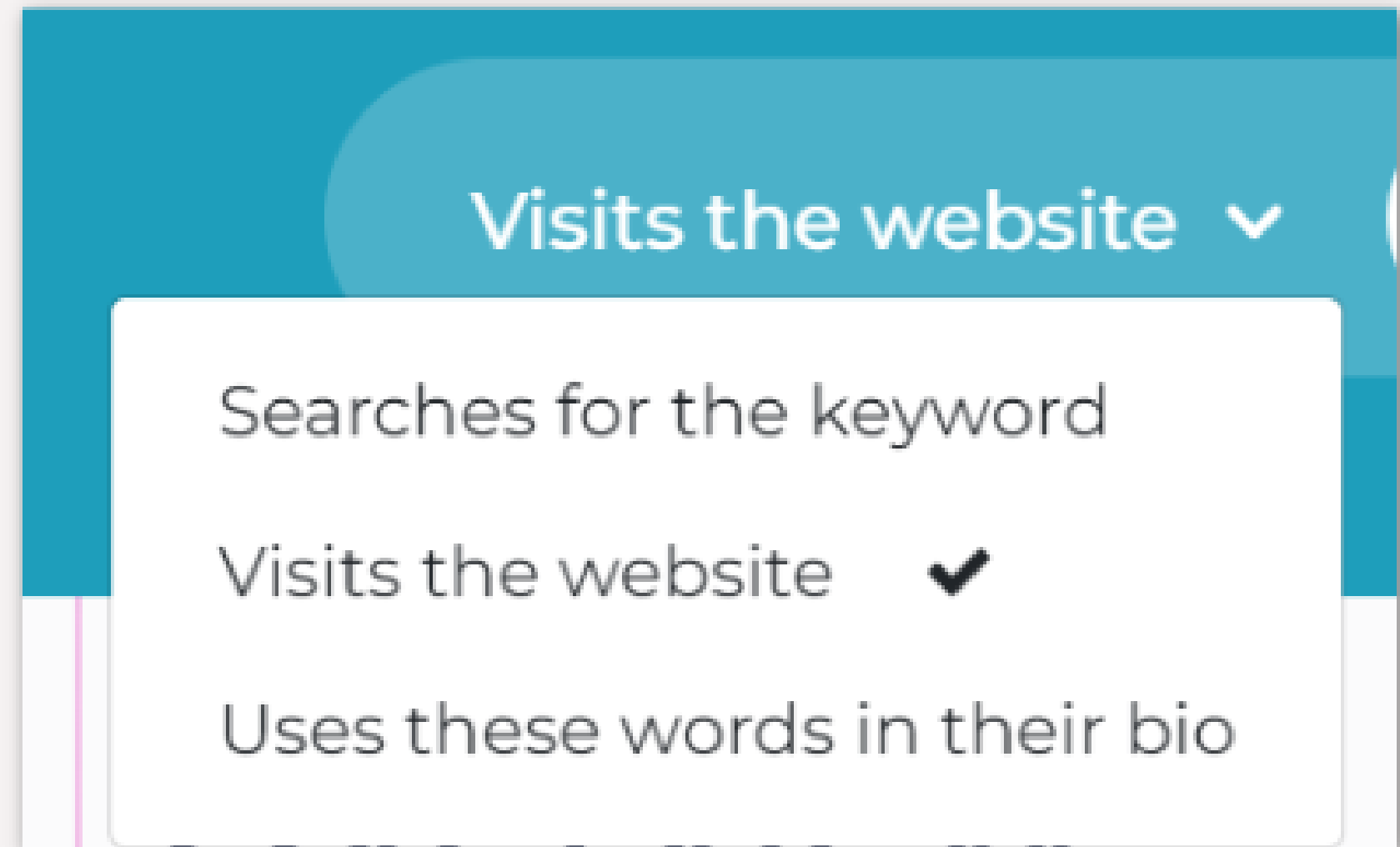
WHERE?

Channel Mix and Deployment

Choosing the right channels only after we know our audience

Utilizing tools to understand attributes of our audience:

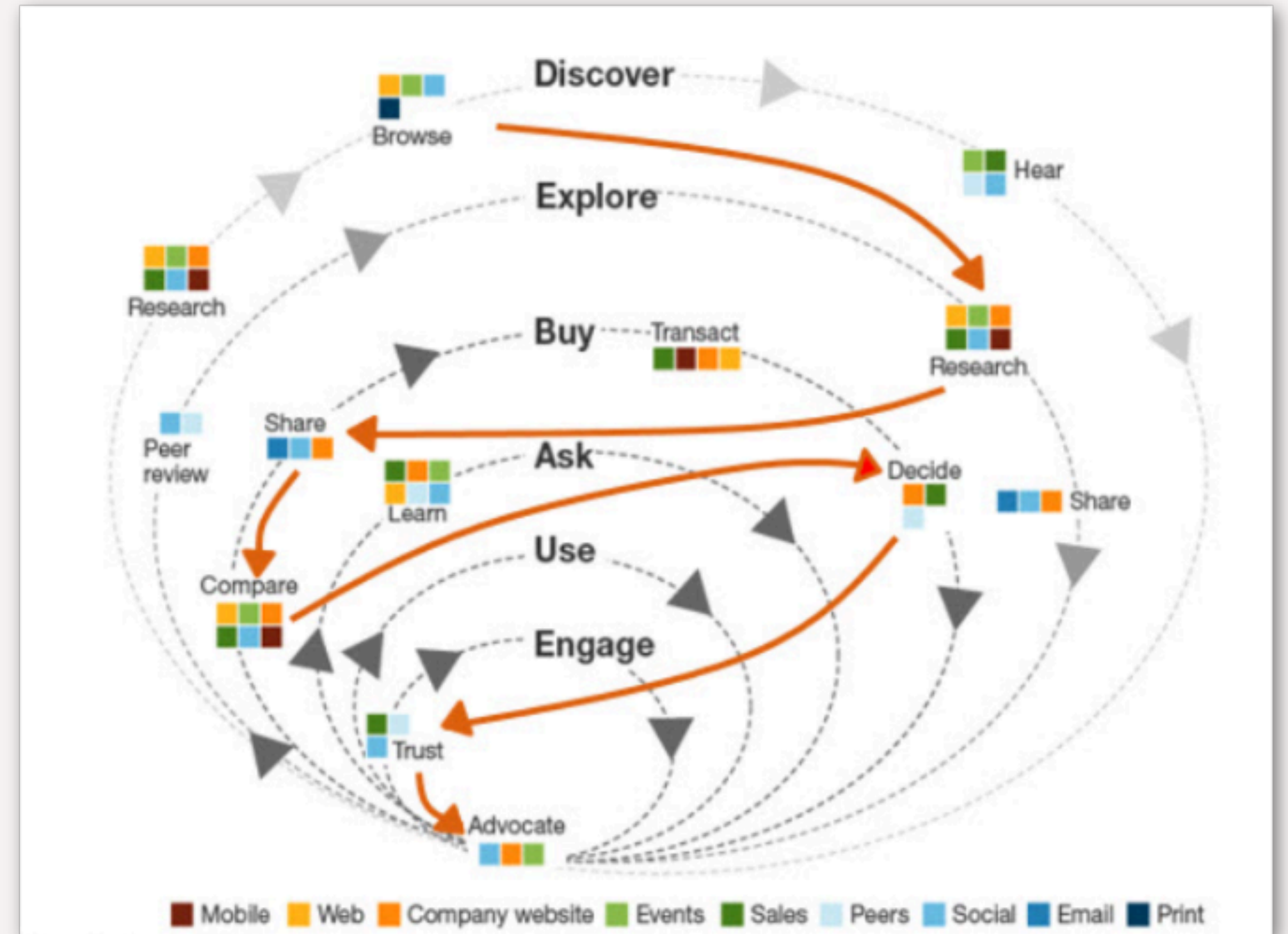
- Demographics
- Interests
- Media affinity
- Online habits
- Socioeconomics
- Content engagement pattern



Where do we focus?

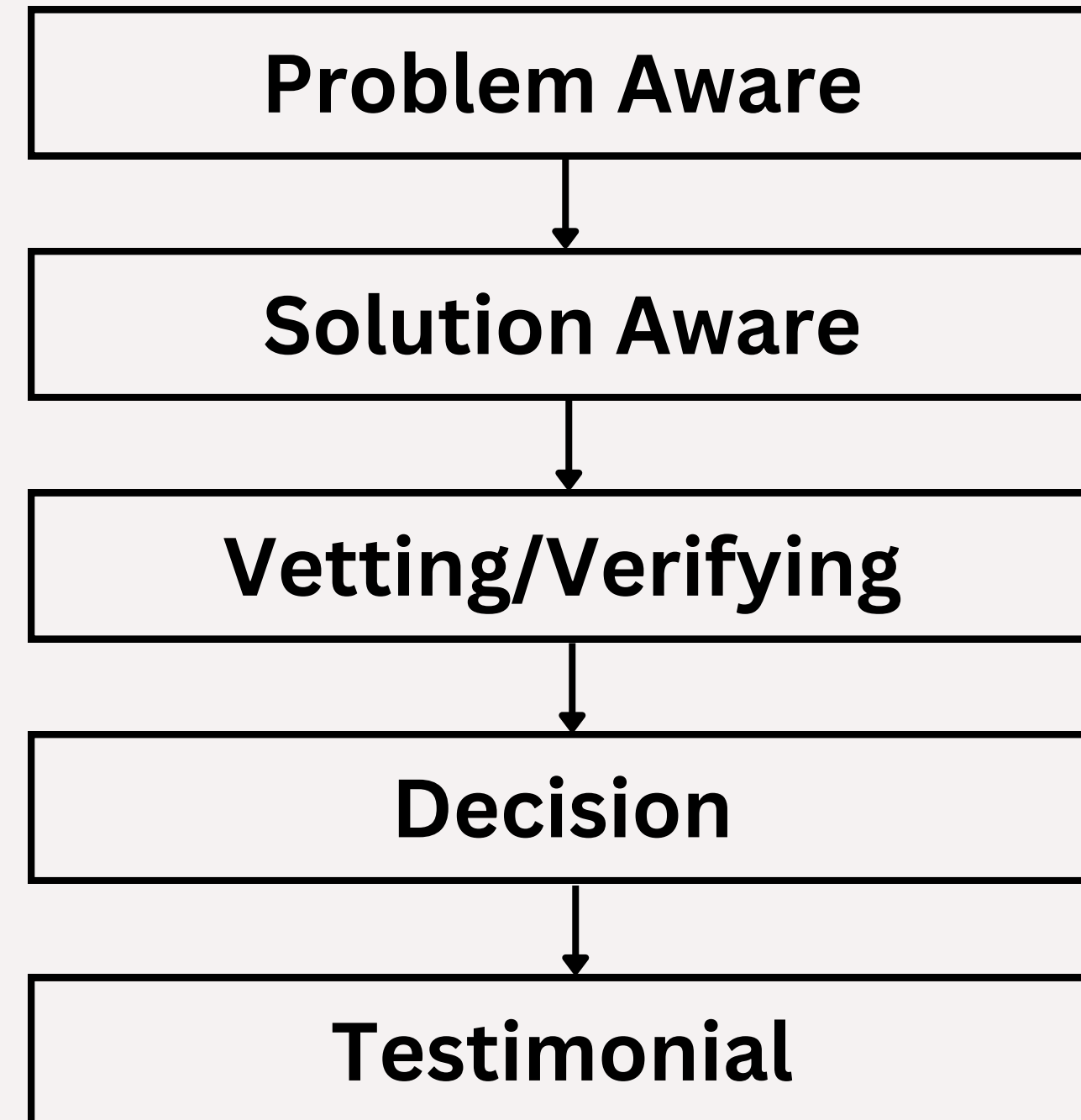
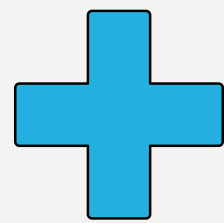
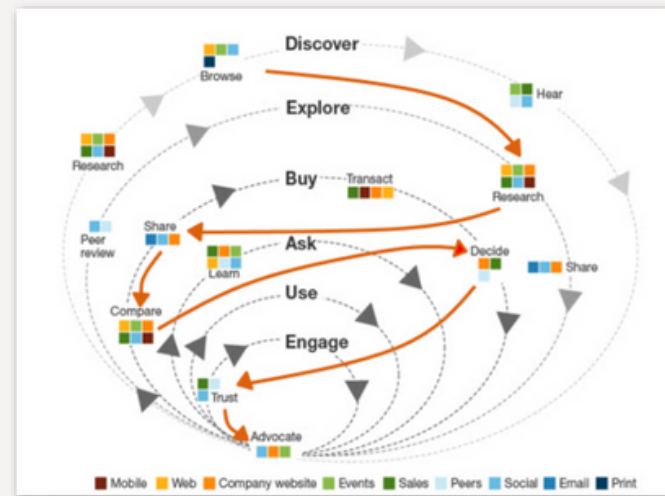
Knowing the audience and their behavior does not make it simple.

Their journey to purchase in MeDoRe is very complicated.



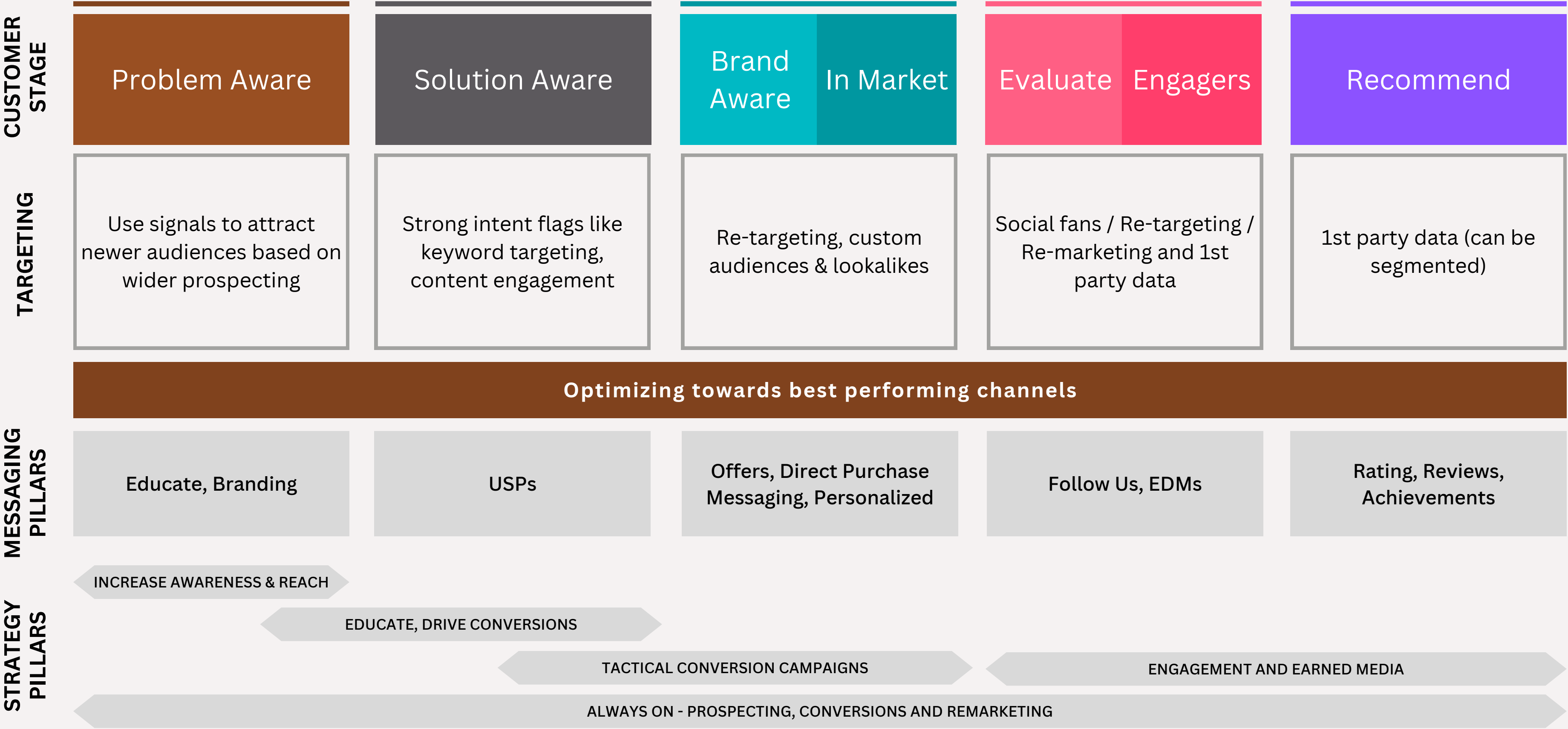
Making it simple!

We can merge the journey with the traditional top-down funnel approach to create a new funnel.



Interesting but how do we do it?

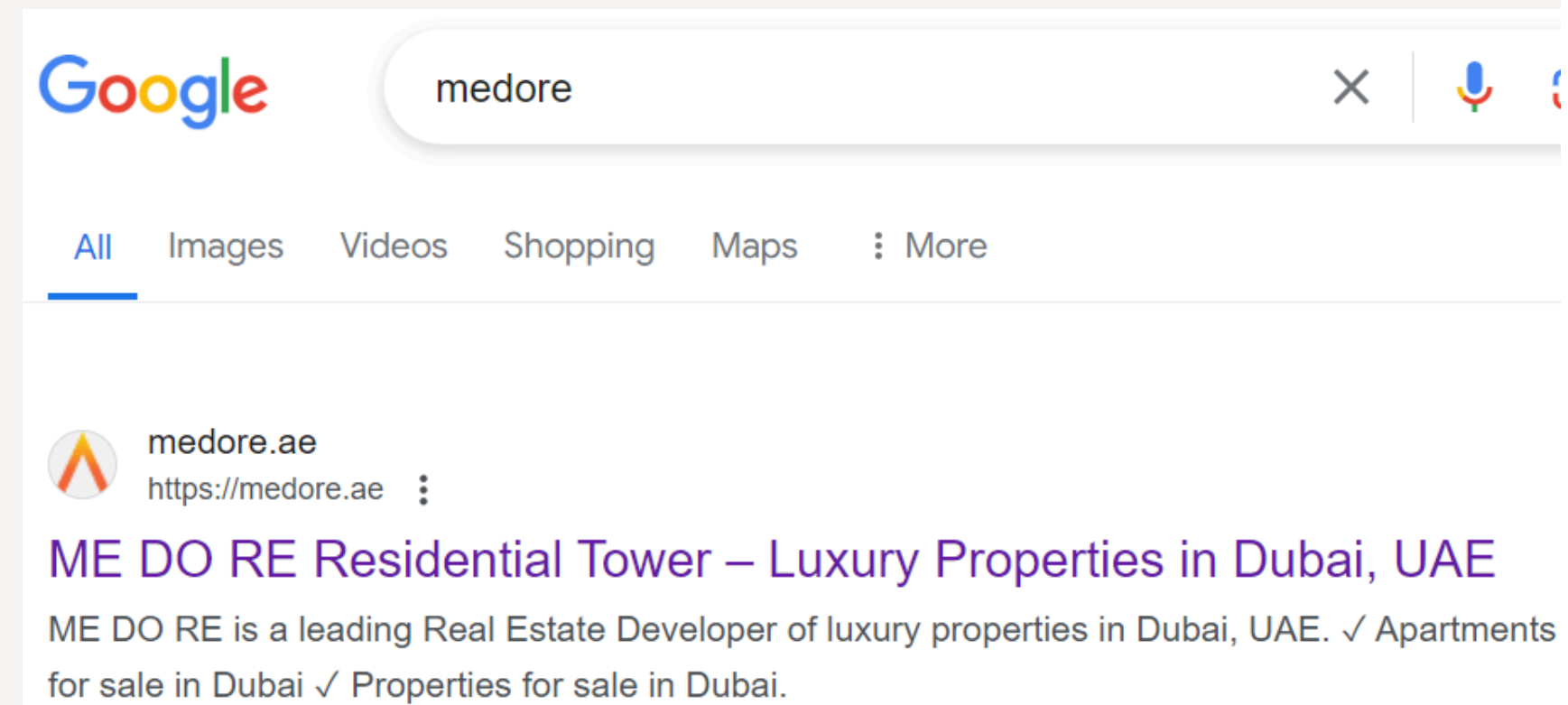
MeDoRe deployment at a glance



The first chunk goes to highest intent - Search



- Utilize dynamic ads
- Utilize responsive Ads
- Keywords segmentation based on intent
 - Brand
 - Which?
 - How?
 - What?
- Ad Copies Based on Search Query



To target high-income individuals from global companies, [LinkedIn](#) is an obvious choice

- Prospecting with job titles and industry
- Utilizing lead gen and custom audiences

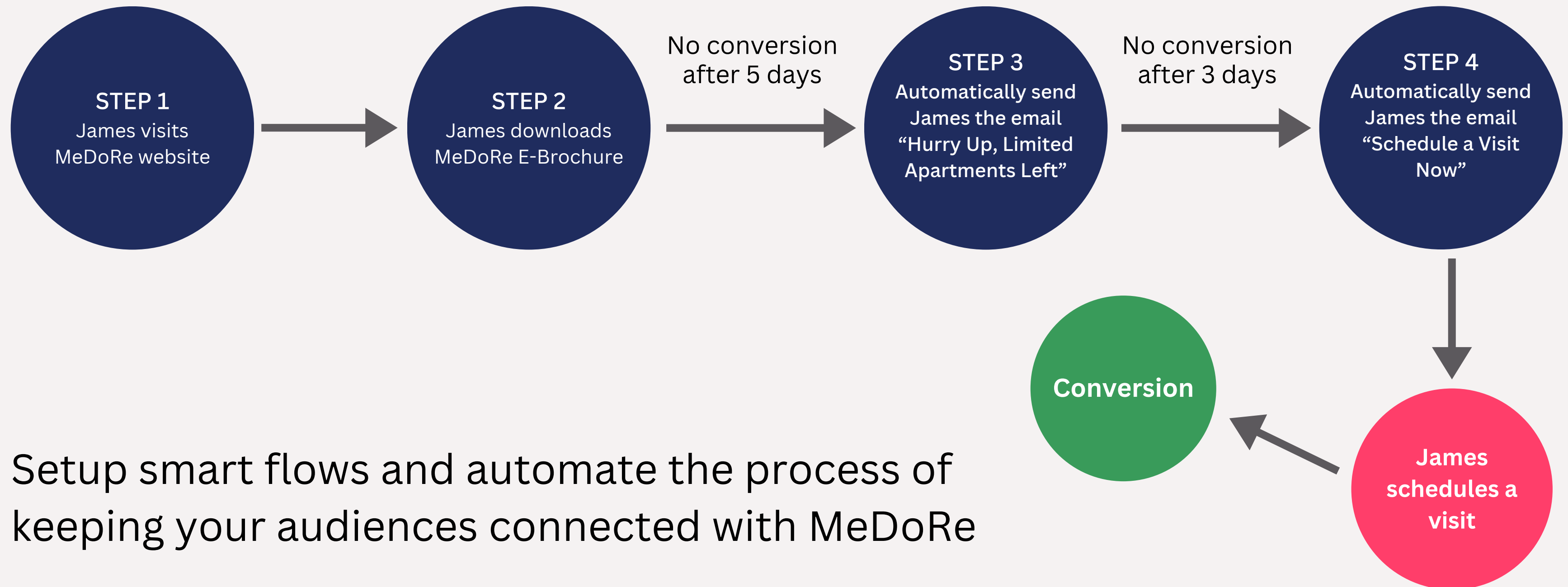


Using Biddable/Performance channels for prospecting and engagement



- Provides wider reach, engaging formats and tactical retargeting
- YouTube and Display provides amazing contextual targeting

Leverage first-party data and reduce reliance on paid media to keep audiences engaged using Email Automation like Liana, Marketo, etc



Setup smart flows and automate the process of keeping your audiences connected with MeDoRe

WHAT?

Communication and Messaging

Messaging from MeDoRe has to

**Be Audience
Centric**

Have communications that can be personalized, memorable & clear, quickly informing the audience of the message intent relevant to each social channel (e.g., A broker looking for properties > Exclusive commission form! Fill out the form to get registered)

**Elevate the
Brand**

Elevate the brand name. Feed the hashtags and value proposition, consistency in messaging

That leads us to three pillars of communication for MeDoRe

1

Building **Awareness** of MeDoRe with attractive visuals to enrich our 1st party data pool

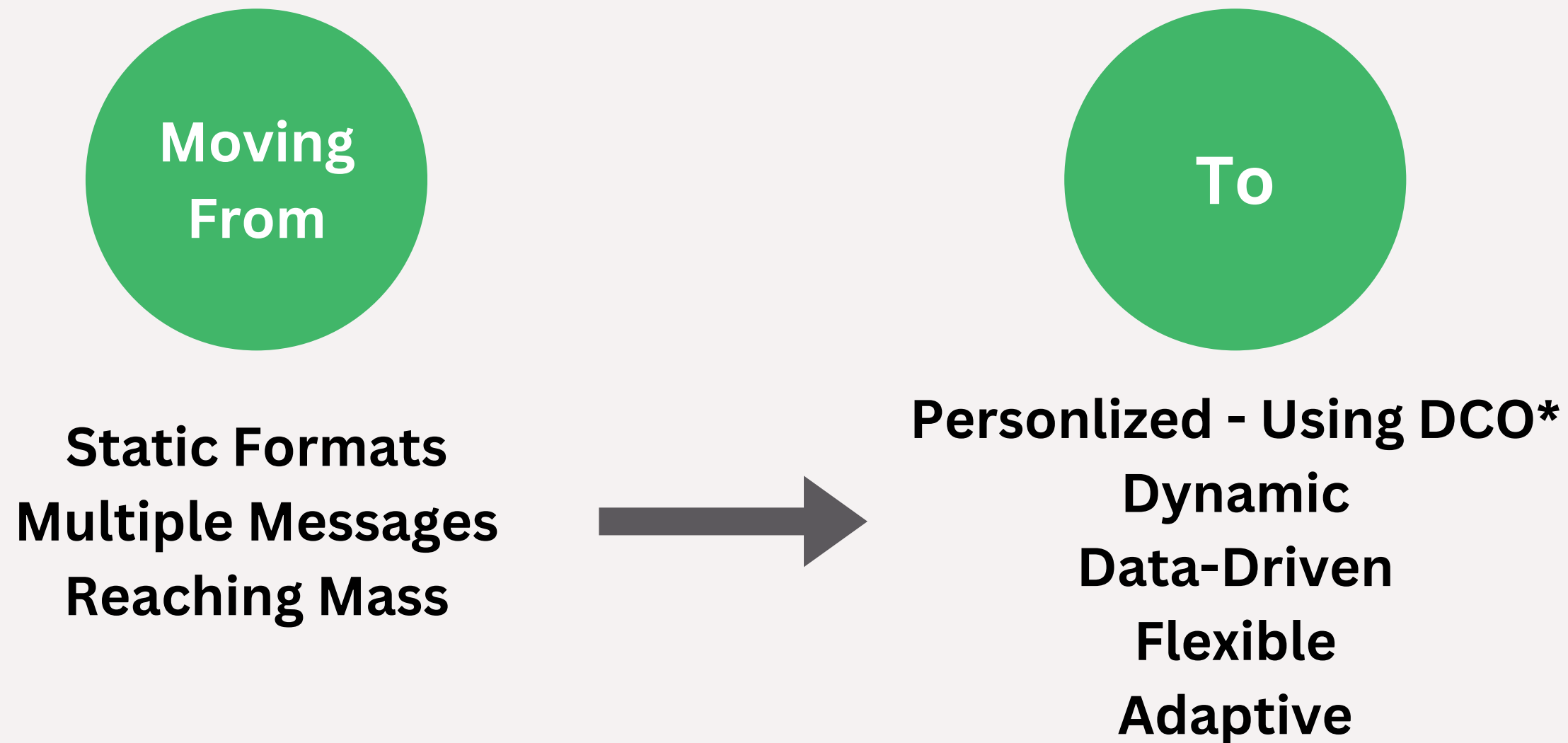
2

Increase engagement metrics that reflect potential buyers' **interest** in MeDoRe

3

Eventually **driving conversions** with well-targeted and direct sales messaging

Creative does not have to be opinion based, it needs to be data driven as well



DCO* - Dynamic Creative Optimization

In order to start with an impact and have traction around the branding, we have to be **consistent** across platforms and follow that

ONE BIG IDEA

#smartlivingredefined

Mapping messaging to target layer

Prospecting

Users with relevant interest

Lookalikes

Users with similar online behavior with our 1st party data

- **A/B Test multiple copies**
- **Holistic view about brand and offerings**
- **Prominent hashtag and branding**
- **Subtle CTA**

Mapping messaging to target layer



3rd Party
Data

Custom
Audiences

For this segment, we need to provide an incentive to click/engage:

- Direct messaging
- USPs
- Give them a reason why?

Mapping messaging to target layer



- Remarketing has to be personalized
- Use psychological triggers

The Data

Without data (and tracking), online marketing is like driving a car with eyes closed
- Dan Zarrella

- Data Collection, Enrichment and Activation
- Tracking and Reporting
- Ad Tech Recommendations

Data Collection

We should ensure efficient ways to collect and utilize data

Data Points

- Social Media
- Paid Media Campaigns
- Website
- Existing Contacts
- Previously Collected Leads

Data Hub



Data Utilization

1. EDM*
2. Audience Creation
3. Look Alike Audiences
4. Remarketing
5. Media Buying

EDM* - Electronic Direct Mail

Reporting Approach

- All the media buying tools need to be connected to a central visualization tool to see the performance at a glance
 - Multiple Channels
 - Optimizations on the go
 - Primary & Secondary metrics to be highlighted in the report
-
- To have a complete overview of performance, CRM data (sales team feedback) needs to be accounted for proper performance reporting

Tracking Approach

- UTMs to be used for all channels, even organic
- All events to be created in Google Analytics to have complete view of user journey

Thank You