



TM

# Codelattice

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### Digital Marketing Case Study

Client: Asten Realtors



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## Client Overview

As one of the leading realtors in South India, Asten seeks to deliver unique experiences through their funspaces, workspaces & homespaces, for customers who live life to the fullest. Partnering with the best architects, landscape specialists and consultancies, Asten aims to revolutionize life, work and enjoyment in the state.

## Challenges

"Your character is what you really are, while your "reputation" is merely what others think you are". But in today's business scenario, both character and reputation have become interchangeable for any brand. In fact, in this internet centric world, reputation plays more importance. A hateful comment posted purposely can damage any business. The client aspiring high in the realty segment recognised the importance of creating good brand evangelists, hence their need for building, monitoring and repairing their reputation digitally.

## Solutions Rendered

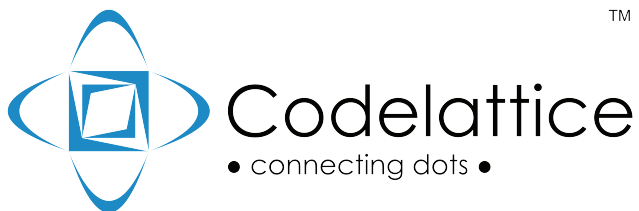
Our consultants have successfully managed the above challenges by,

- Search Engine Optimization: Currently optimizing 45 keyword to channel discerning customers to Asten's website using continuous onsite optimization and offsite activities.
- Thought leadership activities to propagate Asten's brand message and to define the online personality of Asten through blog articles and presentations authored on strategically important topics.
- Online press releases where done to get coverage through realty and business based portals.
- Social Media Marketing: Propagating brand's personality through mediums like Facebook, Flickr, YouTube, Pinterest, Twitter, Word Press, Google Plus etc. Content was framed by giving a social personality to the brand. Asten speaks about sustainability, architecture, interiors, water sports etc.
- AdEngineering™: Unique process adopted by Codelattice through which we design, build and place the perfect gear to drive audience to the client as a brand. Most importantly, this process involves bringing in the right audience and converts the same to business. We after much research, advocated use of Google Ads and Facebook Ads with campaign specific content.



## Results Attained

- By constantly being on track with the defined solutions Codelattice is able to generate a tangible online asset for Asten.
- Asten traffic and fan parameters significantly came up compared to the competitors.
- 10 times surge in Alexa Ranking right in the first quarter. Presently, we have facilitated the client's leap ahead of most of his competitors.
- Codelattice is able to track on an average 25000 visitors to the client's website per quarter.
- 29 keywords out of 45 keywords optimized by us are in FIRST PAGE of Google and 8 are in SECOND PAGE.
- SMO: More than 100 thousand followers in the first quarter of engagement with Codelattice and one of the most engaged realty facebook page in the country with quality content.
- Made the brand connected to the socio economic concerns and causes through thought leadership activities.
- After having satisfactory results in buzz generation phase, the strategy has been taken to the next phase of market intelligence and lead generation. Average 10+ enquiries were generated daily in first quarter and a lot more currently.



**Codelattice** is a global Digital Marketing Agency aimed at maximising your business potential with our packaged or customized digital marketing solutions delivered through our Global Delivery Model. We cater to our clients across USA, Europe, Australia, The Middle East, Malaysia, Brunei, Singapore and India through our locally deployed client services team backed by delivery and development centers across India.

We have expertise in Website design & development and Content Management System. We specialise in offering Search Engine Marketing, Social Media Marketing, AdEngineering™, Mobile Apps, Facebook apps and End to End Digital Solutions.

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