

CASE STUDY

Driving premium real estate growth through performance-led digital strategy

Briskon's performance-led digital strategy turned a legacy builder's new launch into a lead-generation engine—enabling three successive apartment price hikes and driving premium conversions.





THE COMPANY

A legacy of integrity and innovation in real estate

A trusted Bengaluru-based real estate builder with over 30 years of experience, the company is renowned for its ethical practices, timely delivery, and marketable titles across all projects. With a strong focus on transparency, space optimization, and strategic locations, they have built a legacy of over 40 completed projects. Their collaborative approach, commitment to quality, and client-centric philosophy have garnered them a loyal customer base and consistent investment appreciation.

A premium project without a digital growth engine

Despite a strong legacy and an ambitious new high-rise project in Bengaluru, the company struggled to generate digital leads. Their online presence was limited to a single-page static website with low SEO authority, making it nearly invisible to high-intent buyers. A lack of cohesive brand identity and minimal digital outreach further limited market traction. Traditional marketing channels were underperforming, and without analytics, there was no visibility into buyer behavior or campaign performance. With premium pricing in play, the company urgently needed a high-performance digital strategy to attract, engage, and convert the right audience.

- The company had a strong legacy but struggled with digital lead generation for its new high-rise project in Bangalore.
- Its online presence was limited to a single-page static website with low SEO authority, reducing visibility among high-intent buyers.
- A fragmented brand identity and lack of digital outreach made building trust or connecting with the target audience difficult.
- Traditional marketing channels underperformed, failing to generate sufficient qualified leads.
- The absence of analytics tools meant no insight into buyer behavior, lead attribution, or campaign performance.
- With premium pricing at stake, the company needed a robust digital strategy to attract, engage, and convert serious prospects.



THE SOLUTION

Building a full-funnel digital engine for premium lead generation

Briskon implemented a full-funnel digital strategy—from website revamp and targeted SEO to precision-led campaigns and analytics—turning a low-visibility project into a high-performing lead engine.



- **A brand new website:**

Developed a modern, multi-page WordPress website with user-friendly navigation and performance-driven design to enhance engagement and lead capture.

- **Social media optimization:**

Enhanced brand presence and searchability across social platforms through optimized profiles and content consistency.

- **Search engine optimization (SEO):**

Implemented on-page and technical SEO strategies to boost organic visibility, optimize keywords, and improve search rankings.

- **Social media marketing (Facebook and LinkedIn):**

Ran targeted campaigns to reach prospective homebuyers and investors, building awareness and trust.

- **Search engine marketing (SEM):**

Launched paid ad campaigns targeting high-intent audiences with AI-led bidding and conversion-focused copy.

- **Email and SMS marketing:**

Sourced the high net worth individuals' data in the targeted locations, deployed personalized email and mobile message sequences to nurture leads, promote the project, and drive consistent engagement.

- **New SEO content suggestions and implementation in design:**

Aligned content strategy with design execution to enhance user experience and search engine relevance.

- **Analytics setup:**

Integrated tools like Google Analytics and Hotjar to track visitor behavior, lead sources, and campaign performance.

- **Lead-capturing system:**

Built a seamless mechanism to capture, segment, and route qualified leads for faster follow-up.

- **Creating brand guidelines:**

Developed a comprehensive visual and messaging framework to maintain consistent branding across all channels.

- **Online chat integration:**

Enabled real-time communication through smart chat systems to capture and qualify inquiries instantly.

- **Blog design and regular writing:**

Created a custom blog section and published SEO-driven articles to educate and attract organic traffic.

- **Emailer design:**

Crafted visually appealing, conversion-optimized email templates for marketing communications.

- **Complete website maintenance:**

Provided ongoing technical support, updates, and performance optimization.





THE ACHIEVEMENT

**In just 8 months,
the transformation
was remarkable**

2,750+

qualified leads with 195+
monthly inflow

6483%

Alexa ranking boost in
from 7,900,000+ to
120,000.

3-time

apartment price hike
during the campaign
period.

456%

increase in website pages
with improved SEO
performance

134+

high-intent keywords on
Google Page 1

56%

reduction in traditional
advertising costs



Our performance-centric digital marketing services

SEO services

Full-spectrum SEO solutions engineered to boost visibility, authority, and demand across complex buyer journeys.

B2B SEO

Precision-optimized for long sales cycles—Briskon's B2B SEO aligns content, keywords, and intent to drive qualified pipeline.

SaaS SEO

Scalable SEO playbooks built for SaaS growth—accelerating MRR through organic visibility and product-led storytelling.

Enterprise SEO

Architecture-aware, robust SEO strategies designed to help enterprise websites dominate across regions and verticals.

Conversion rate optimization (CRO)

Data-driven intelligent CRO that turns traffic into qualified leads through behavioral insights and testing.

PPC & digital advertising

ROI-focused ad programs that combine AI-led bidding, persona targeting, and continuous optimization to drive performance at scale.

Social media amplification

Thoughtfully crafted campaigns and content syndication that elevate executive voice and brand authority across LinkedIn and beyond.

About Briskon

Briskon is a full-service digital marketing and software development company committed to helping businesses grow, innovate, and stay ahead of the competition. With deep expertise in SEO, CRO, PPC, social media marketing, web development, mobile app development, auction software, AI & ML, and custom software solutions, Briskon delivers result-centric strategies and cutting-edge technology to empower brands. We specialize in providing high-impact solutions for B2B, SaaS, and enterprise businesses worldwide, driving measurable success.



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