

# SMM CASE STUDY

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# ABOUT THE BRAND

Kasturi Housing Builders is a premium brand in the industry of real estate and is known for its fine living and commercial properties in Pune. Their commitment to quality and eye for detail makes their offerings extremely exceptional and desirable among property buyers. Their projects have always been acknowledged as value products in terms of quality, overall planning, finishing, aesthetics and timely possession. Dabbling in both residential and commercial projects, some of their past projects include Apostrophe, La Salette, La Vida Loca and Gravity which are spread across the prime locations of Pune.

## Social Media Stats:

### Facebook:

5,831 Followers

### Instagram:

594 Followers

### Twitter:

255 Followers



## HURDLES FACED BY THE BRAND:

Social Media Marketing for Real Estate brands in India is still at an embryonic stage. Almost all well-known real estate brands have a consistent social media presence but there are only a handful who are willing to break free of the norm and venture into more ground-breaking aspects of social media marketing. Kasturi Housing happens to be one of those few brands.

Kasturi Housing approached us with a brief that expected minimalism - both in terms of design and content and development of a brand guideline and a brand voice from our team.

### Results:

Besides creating and designing the right content, implementing the correct platform strategy for any brand is highly important.



Following is the result of implementing the right posting strategy:

**Page Likes:**

1st January - 5543

31st January - 5573

**Increase in Page Likes: +30**

**Daily organic post reach (Avg):**

1st December 2018 - 31st December: 337

1st January 2019 - 31st January 2019: 462

**Increase in daily organic reach (Avg): +125**

**Daily organic post impressions (Avg):**

1st December 2018 - 31st December: 564

1st January 2019 - 31st January 2019: 848



# CREATIVE SHOWCASE:

## Campaign:

### Art that you live in

This campaign was based around the brand philosophy - "Blending pure passion into every home that we create. Our creations are pieces of art you can live in, they are things of beauty that are joys forever, they are the works that we want you to cherish for the years to come." Via this campaign we are communicating that Kasturi Properties as a brand is as passionate about their product as an artist is about his/her artwork.



# CREATIVE SHOWCASE:



kasturi



art



architecture

different tools, same passion.  
creating art for you to live in.



kasturi



art



architecture

different tools, same passion.  
creating art for you to live in.



kasturi



live inside a masterpiece

# CREATIVE SHOWCASE:

## Campaign:

### Brief Idea

The idea was to have a call-to-action for encouraging the target audience to book a tour of one of the Kasturi Housing properties.

The common communication approach would have been using an image of the property in the artwork. However, this approach has been used multiple times by multiple real estate brands.

To stand out in the commotion of repetitive real estate ads, we decided to take an honest approach to communicate our point.

We could have posted a glossy picture of our **spaciously designed 2 & 3 BHK luxury apartments, in 20 storyed contemporarily designed towers, set on a 22 acre property** at one of the most scenic locations in **Hinjawadi Phase III, complete** with all the **amenities** that make up your **dream home**.

*BUT, some wonders are meant to be admired in real life.*

Book your tour of EON Homes today.

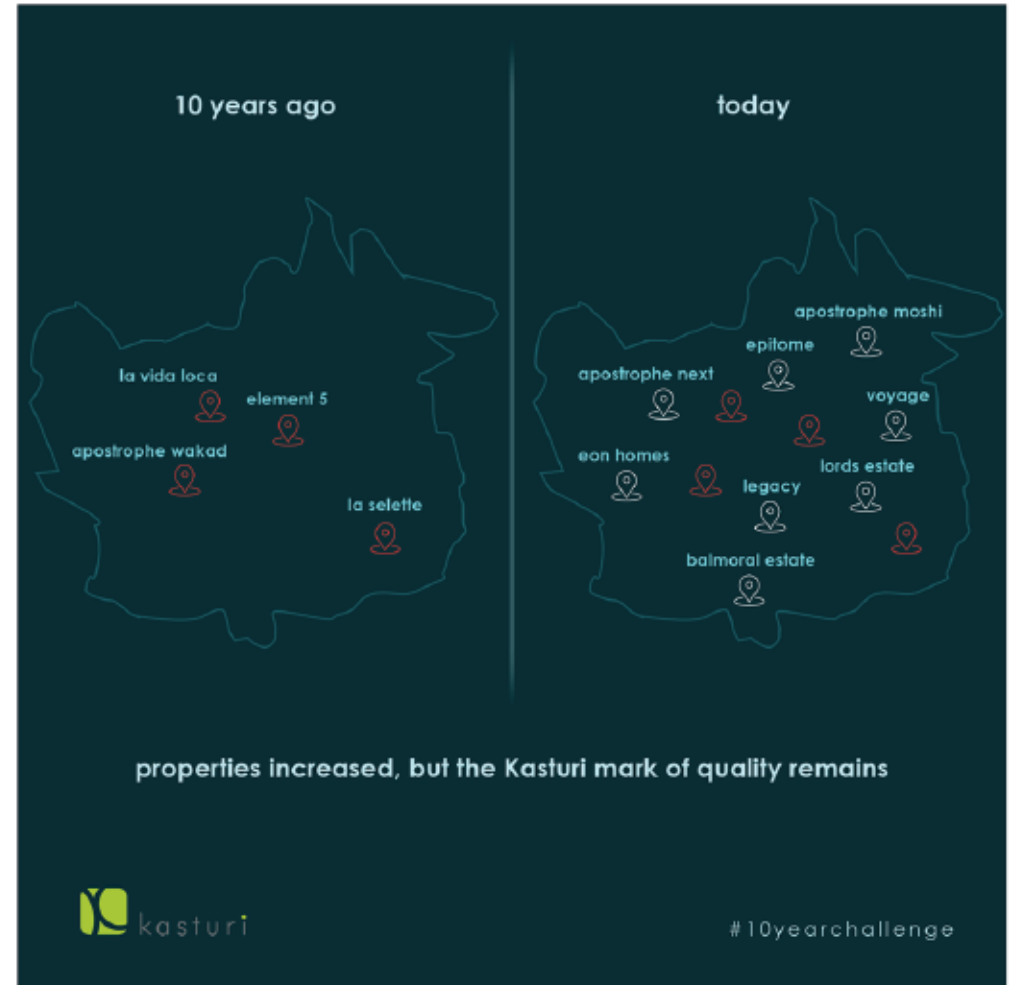
eonhomes

# CREATIVE SHOWCASE:

## Campaign:

### Brief Idea

We believe that to be relevant on social media, a brand has to take part in the trending topics of the day. We have tried to do the same by showcasing strengths of the Kasturi brand in Facebook's famous 2019 challenge called the 10 year challenge.





## CREATIVE SHOWCASE:

### Campaign:

#### Word Meanings

In order to associate the brand with all the good things in life and build an emotional connection with the audience, a category using word meanings has been utilized for Kasturi Properties.



**peaceful**  
/'pi:sfʊl, 'pi:sf(ə)l/

*adjective:*  
free from disturbance;  
tranquil.

or

*adjective:*  
another word for  
life in a Kasturi home.



# CREATIVE SHOWCASE:

## passion

*/ˈpɑːʃ(ə)n/* Submit

*noun:* passion;  
an intense desire  
or enthusiasm for  
something.

or

the foundation  
on which kasturi  
is built



## holiday

*/ˈhɒlɪdeɪ/*

**BRITISH**

*noun:* holiday;  
a stress-free period  
of leisure and recreation

or

*noun:* holiday;  
just another **weekend** at  
a **Kasturi home**



## happy

*/ˈhæpi/*

**BRITISH**

*adjective:*  
feeling or showing  
pleasure or contentment.

or

*adjective:*  
your constant state of  
mind at a Kasturi Home.



## CREATIVE SHOWCASE:

### Campaign:


#### Brief Idea

More than you expect

This brand-oriented campaign promises the element of joy and surprise that one gets on receiving something more than their expectations. By using three elements Pearls, Rubies and Gold as the surprise element, we have tried to convey that the brand Kasturi Housing goes above and beyond for its customers.



## CREATIVE SHOWCASE:

 kasturi



delivering more  
than you expect since 1999

 kasturi



Delivering more than you expect since 1999

## GENERIC POSTS:

why **FIT** in?  
when you can  
**F I L L**  
in your home with  
what you love.

spacious homes by  
kasturi

kasturi



dreams meet reality at kasturi

kasturi



Isn't it better if the Chef herself garnishes your dish?  
So why not let us furnish your home?  
KOKO Design – A Kasturi Initiative

# TOPICAL POSTS:



socio loca  
WHO'S TELLING YOUR STORY?



+91 8080237140



[www.socioloca.com](http://www.socioloca.com)



[contactus@socioloca.com](mailto:contactus@socioloca.com)



SocioLoca



@SocioLoca



@socio\_loca