

# VARMA HOMES

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**A Complete Digital Marketing Report** 



# **About varma Homes**

VARMA HOMES Private Limited is a company incorporated in 2016 under the Indian Companies Act 2013. 'Constructing Happiness' was inspired by our firm belief in delivering homes that are affordable to all. Years of expertise in the industry taught us that real happiness can only be found when the homes built are of quality and most importantly, eventually become an investment worth a lifetime. For timely and efficient all-time delivery, we strictly follow efficient methods of planning in advance, training labourers, and staff members and adhering to safety procedures. Our customers are preferring value for money hence with our expertise in design capabilities and strong technical team, the houses are built with proper space management and construction at the most economical cost.

# **Our Proposition**

## **Search Engine Optimization**

- Keyword Research
- Full SEO Audits
- On-Page SEO Activities
- Off-Page SEO Activities
- SEO Consulting

# Social Media Account Management

- Facebook
- Instagram
- Youtube

# Paid Ad Campaigns (PPC/Ads)

- PPC Strategy Development
- PPC Research
- Campaign Setup
- Turnkey PPC Campaigns
- PPC Optimization

# **Client Requirements**

### **Search Engine Optimization**

- Rank project pages on the first page with relevant keywords.
- More quality leads are needed
- Need more website authority
- The main focus is on the Kochi location
- 8 blogs above monthly requirement

### Social Media Account Management

- General Creative Posts
- Offer Promotions
- Introducing upcoming events/offerings
- Visual Content (creative posts)
- Company Focused Posts
- Interactive Posts
- Publicity Post (Testimonials, Influencer Posts,)

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- Industry-Centric Posts (Industry news, Weekly Roundup, Industry Research, Case Studies,)
- Repurposed Content (Squeeze Page, Event Announcements, Social cross-promotions

## **Paid Ad Campaigns**

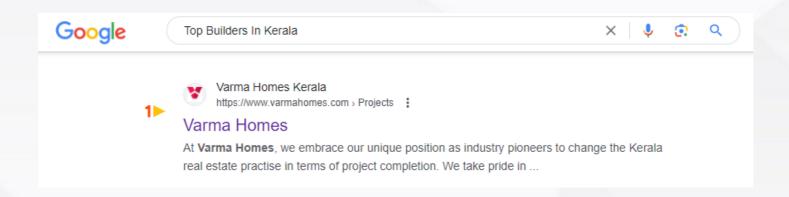
- Campaign Setup
- Campaign Management
- Campaign Evaluation
- Google Ads
- Social Media Ads
- Lead Ads (Facebook)

# **SEO Ranking**

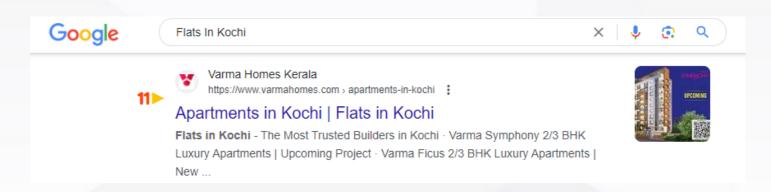
Keywords	Keywords Ranking	
Builders In Kerala	6	
Top Builders In Kerala	6	
Flats In Kochi	11	
Ready To Occupy Flats In Kochi	14	
Apartments In Kochi	10	
Flat In Thiruvananthapuram	17	
Apartments In Trivandrum	27	
Ready To Occupy Flats In Trivandrum	18	
Best Flats In Thrissur	11	
Trusted builders in kerala	3	
Builders And Developers In Kerala	9	

#### **SERP**

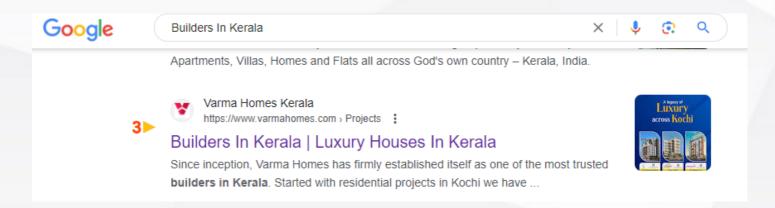
### Top Builders In Kerala



#### Flats In Kochi



#### **Builders In Kerala**



# **Social Media Posts**











































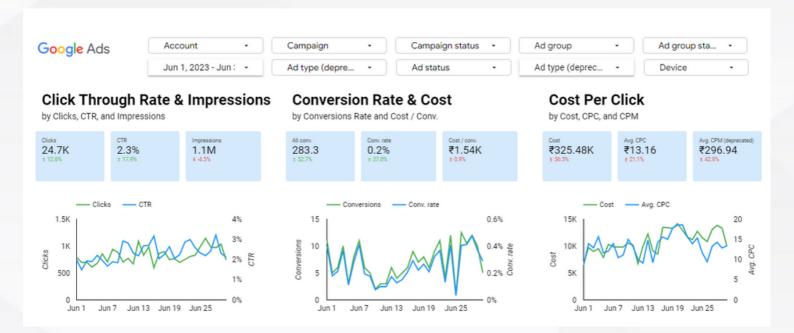








### **PPC and Meta Ads**



### **PPC**

CAMPAIGN (L)	CONVERSION	CLICKS	CPL	COST
Overall Project	575	15,069	₹667	₹383,537.2

### **PPC**

