SOCIAL MEDIA MARKETING PLAN

Borivali Real Estate

15-Day Multi-Channel Content Strategy

■3 Lakh Marketing Budget • Instagram • Facebook • LinkedIn

Location	Borivali, Mumbai
1 BHK	■1.2 Cr
2 BHK	■1.9 Cr
3 BHK	■2.4 Cr
Primary Goal	Qualified Enquiries & Site Visits

Agency-style strategic deliverable adapted from the supplied TravelWithMe 15-Day Social Media Content Calendar.

1. Strategy Overview

The original reference strategy follows four pillars: Inspiration, Education, Brand & Trust, and Promotional & CTA. For Borivali real estate, these are adapted into Property & Lifestyle Showcase, Buyer Education, Trust & Local Authority, and Lead Generation & CTA. The goal is to move users from awareness to property consideration and finally to a site visit.

Metric	Strategy
Planned Days	15
Instagram Posts	15
Facebook Posts	10
LinkedIn Posts	9
Total Platform Posts	34
Platforms	Instagram, Facebook, LinkedIn
Content Pillars	4

2. Four Content Pillars

Pillar	Weight	Posts	Purpose	Primary Platform
Property & Lifestyle Showcase	30%	10	Reach + property interest	Instagram
Buyer Education	25%	9	Saves + authority	Instagram / Facebook
Trust & Local Authority	20%	7	Trust + confidence	Facebook / LinkedIn
Lead Generation & CTA	25%	8	WhatsApp + site visits	All platforms

Property & Lifestyle: walkthroughs, amenities, floor plans, Borivali lifestyle and price-to-property content.

Buyer Education: EMI, home-loan considerations, buying checklists, configuration comparisons and locality guides.

Trust & Local Authority: testimonials, team content, site experience, location walkthroughs and project information.

Lead Generation & CTA: price-led property posts, availability, WhatsApp, calls and site-visit campaigns.

3. 15-Day Content Calendar

Day	Theme	Pillar	Instagram	Facebook	LinkedIn	CTA
01	Brand Introduction	Trust	Brand Reel + Borivali property montage	Company/property introduction	Borivali residential market vision	Explore Properties
02	What ■1.2 Cr Gets You	Property	1 BHK budget carousel	1 BHK property post	■1 Cr+ Mumbai buyer insight	Get 1 BHK Details
03	Borivali Lifestyle	Property	Why Families Choose Borivali Reel	Locality photo/video	Location as a real-estate factor	Explore Borivali
04	2 BHK Showcase	Property	2 BHK walkthrough — ■1.9 Cr	Detailed property post	Who should consider ■1.9 Cr 2 BHK?	Book Site Visit
05	Buyer Mistakes	Education	7 mistakes carousel	Buying checklist	Buyer decision insights	Save This Guide
06	Customer Trust	Trust	Testimonial / site-visit Reel	Customer story	Good property buying experience	Talk to Advisor
07	1 BHK Lead Gen	CTA	1 BHK ■1.2 Cr property creative	Lead-focused post	Buyer positioning	Get Availability
08	Borivali vs Kandivali	Education	Comparison carousel	Family-focused comparison	Location comparison	Comment Your Choice
09	Property Poll	Property	1/2/3 BHK poll	■2 Cr budget discussion	Configuration vs budget	Share Your Choice
10	3 BHK Showcase	Property	3 BHK ■2.4 Cr Reel	Premium property presentation	Ideal buyer for ■2.4 Cr 3 BHK	Private Site Visit
11	EMI / Home Loan	Education	■1.9 Cr budget explainer	Finance education	Affordability planning	Discuss Your Budget
12	Behind the Scenes	Trust	Day at Borivali site Reel	Site/team video	Behind-the-brand post	Visit Property
13	1/2/3 BHK Comparison	Education	Configuration carousel	Family buyer guide	Configuration decision post	Send Budget
14	Buying Guide	CTA	10-point booking checklist	Buyer guide	Property decision insights	Book Consultation
15	Find Your Home	CTA	1/2/3 BHK lead-generation Reel	Direct enquiry post	Professional buyer invitation	Book Site Visit

4. Instagram Strategy

Role: Primary visual discovery and property-interest platform.

• 40% Property Reels — walkthroughs, interiors, amenities and location.

• 25% Educational Carousels — buying guides, EMI, comparisons and checklists.

• 20% Locality & Lifestyle — Borivali neighbourhood and connectivity content.

• 15% Lead Generation — pricing, availability, site visits and WhatsApp.

• Use 9:16 Reels, 4:5 carousels and Stories for polls, questions and property CTAs.

5. Facebook Strategy

Role: Family buyers, local audiences and direct lead generation.

• Property photo albums and detailed property posts.

• 2 BHK and 3 BHK family-oriented content.

• Buyer guides and locality comparisons.

• Customer testimonials and site-visit stories.

• Click-to-WhatsApp and lead-form campaigns.

6. LinkedIn Strategy

Role: Professionals, business owners, investors and premium buyers.

• Mumbai and Borivali real-estate insights.

• Property affordability and buyer behaviour.

• Professional perspective on ■1 Cr+ home buying.

• Location and residential-market discussions.

• Avoid simply copying Instagram property creatives.

7. Signature Content Series

WHAT ■___ GETS YOU IN BORIVALI

Episode	Message	Primary Creative
01	■1.2 Cr → 1 BHK	Reel / Carousel
02	■1.9 Cr → 2 BHK	Reel / Carousel
03	■2.4 Cr → 3 BHK	Reel / Carousel

This recurring series connects budget, configuration and property value in a simple format that can be reused across organic social, paid ads and retargeting.

8. Omnichannel Paid Ads Funnel

Organic Content → Engagement → Retargeting → Property Ads → WhatsApp / Lead → Qualification → Site Visit → Booking

Stage	Content / Campaign	Objective
Awareness	Borivali lifestyle + property Reels	Reach
Interest	1/2/3 BHK property content	Property consideration
Consideration	Price + EMI + buyer education	Intent
Trust	Testimonials + team + site experience	Confidence
Conversion	Site visit + WhatsApp campaigns	Qualified leads
Retargeting	Engaged viewers / website visitors	Lower wasted spend

9. ■3 Lakh Marketing Budget Allocation

Activity	Budget	Purpose
Meta Ads — Instagram + Facebook	■1,20,000	Reach, property consideration, retargeting
Google Search / High-Intent Ads	■60,000	Capture active Borivali property demand
Content Production	■45,000	Reels, carousels, graphics
Property Photography / Video	■25,000	Actual property visual assets
Landing Page / Lead Tracking	■15,000	Conversion and attribution
Retargeting / Creative Testing	■15,000	Improve lead quality
Reporting & Optimization	■10,000	Performance management
Contingency	■10,000	Testing / adjustments
TOTAL	**■3,00,000**	

If ■3 lakh is the total marketing budget, the campaign should not optimize only for cheap leads. The commercial KPI should be qualified leads and completed site visits for properties priced from ■1.2 Cr to ■2.4 Cr.

10. Lead Qualification Framework

Question	Options
Configuration	1 BHK / 2 BHK / 3 BHK / Not sure
Budget	■1–1.5 Cr / ■1.5–2 Cr / ■2–2.5 Cr / Above ■2.5 Cr
Purchase Timeline	Immediately / 1–3 months / 3–6 months / Researching

11. CTA Framework

Content Type	Recommended CTA
Awareness	Explore Borivali
Property	Get Property Details
Price	Check Current Price
Configuration	Get 2 BHK Floor Plan
High Intent	Book a Site Visit
Finance	Discuss Your Budget
WhatsApp	Chat With a Property Advisor

12. KPI & Reporting Framework

Stage	KPIs
Awareness	Reach, video views, Reel completion, profile visits
Engagement	Saves, shares, comments, DMs
Lead Generation	WhatsApp conversations, calls, lead forms
Sales Funnel	Qualified leads, site visits booked, site visits completed
Business Outcome	Bookings, cost per qualified site visit

Primary KPI: Cost per Qualified Site Visit. For a ■1.2–■2.4 Cr real-estate business, traffic and cheap leads are secondary to genuine purchase intent.

13. Final Strategic Positioning

The social media strategy should make Borivali + configuration + price the core commercial message: **1 BHK ■1.2 Cr | 2 BHK ■1.9 Cr | 3 BHK ■2.4 Cr.** The content journey is Property → Education → Trust → Site Visit, with organic content feeding paid retargeting and high-intent campaigns.

Prepared as an agency-style social media strategy based on the supplied TravelWithMe reference structure and the stated Borivali property positioning.