GOOGLE ADS STRATEGY
BORIVALI REAL ESTATE PROJECT

High-intent lead generation strategy for premium 1, 2 & 3 BHK homes in Borivali.

MONTHLY BUDGET	TARGET LOCATION	PRIMARY GOAL
₹3,00,000	**Borivali + Mumbai catchment**	**Qualified Leads & Site Visits**

CONFIGURATION	PRICE
1 BHK	₹1.20 Cr
2 BHK	₹1.90 Cr
3 BHK	₹2.40 Cr

Strategy Note

For a high-ticket real-estate product, the campaign should prioritize qualified buyer enquiries, phone calls and booked site visits rather than simply maximizing low-cost leads.

Proposed strategy; performance figures are not executed campaign results.

1. Executive Strategy

Google Search is the core acquisition engine because configuration- and location-specific searches such as “2 BHK in Borivali” indicate strong purchase intent. Performance Max and remarketing support discovery and re-engagement.

Campaign	Monthly Budget	Daily Budget	Share	Purpose
High-Intent Search	₹1,80,000	₹6,000	60%	1/2/3 BHK + Borivali
Competitor / Project Search	₹30,000	₹1,000	10%	Project & competitor intent
Performance Max	₹45,000	₹1,500	15%	Cross-Google discovery
Remarketing	₹30,000	₹1,000	10%	Re-engage visitors
Brand Search	₹15,000	₹500	5%	Protect brand demand
TOTAL	₹3,00,000	₹10,000	100%	Full account budget

Core KPIs

- Qualified leads and Cost Per Qualified Lead (CPQL)
- Booked site visits and Cost Per Site Visit (CPSV)
- Phone calls and WhatsApp enquiries
- Configuration-wise lead quality
- Bookings and eventual sales value through CRM/offline conversion tracking

2. Buyer Personas & Geography

Persona	Profile	Need	Indicative Budget
Upgrade Family	32–50; Borivali/Kandivali/Malad	2/3 BHK upgrade	₹1.5–2.5 Cr
Premium First Home Buyer	28–40; Mumbai	1/2 BHK	₹1.2–2 Cr
Investor	35–55; Mumbai/NRI	1/2 BHK investment	₹1.2 Cr+
Luxury Family Buyer	35–55; Mumbai	3 BHK premium home	₹2 Cr+

Target Geography

- Primary: Borivali West, Borivali East, Kandivali, Dahisar, Malad
- Secondary: Goregaon, Andheri, Thane and Navi Mumbai
- Keep the highest budget priority around Borivali and nearby Western Mumbai catchments.

3. Campaign 01 — High-Intent Search

Budget: ₹1,80,000/month (₹6,000/day). Primary lead-generation campaign.

Ad Group	Core Keywords / Intent
1 BHK Borivali	"1 bhk in borivali"; "1 bhk flat for sale in borivali"; [1 bhk in borivali]
2 BHK Borivali	"2 bhk in borivali"; "2 bhk flat for sale in borivali"; [2 bhk in borivali]
3 BHK Borivali	"3 bhk in borivali"; "3 bhk flat for sale in borivali"; [3 bhk in borivali]
Generic Borivali	"flats for sale in borivali"; "new projects in borivali"; "property in borivali"

Ad Group	Core Keywords / Intent
Price Intent	"2 bhk borivali under 2 crore"; "3 bhk borivali under 2.5 crore"; configuration + price searches

Match-Type Approach

- Start primarily with Phrase and Exact Match for high-intent commercial searches.
- Review Search Terms frequently and add irrelevant queries as negatives.
- Expand keyword coverage after enough conversion data is available.

4. Search Ad Copy

Configuration	Headline Examples	Description
1 BHK	1 BHK In Borivali • Starting From ₹1.20 Cr • Book Your Site Visit	Explore premium 1 BHK homes in Borivali. Check floor plans, amenities, loca
2 BHK	2 BHK In Borivali • Starting From ₹1.90 Cr • Premium Homes Borivali	Discover spacious 2 BHK homes in Borivali. Enquire for current availability, p
3 BHK	3 BHK In Borivali • Starting From ₹2.40 Cr • Luxury Homes In Borivali	Explore premium 3 BHK residences in Borivali. Get floor plans, pricing and pr

5. Performance Max

Budget: ₹45,000/month (₹1,500/day). Use separate asset groups by configuration.

Asset Group	Message	Creative Focus
1 BHK	Premium 1 BHK Homes In Borivali • From ₹1.20 Cr	Interiors, floor plan, location, amenities
2 BHK	Spacious 2 BHK Homes In Borivali • From ₹1.90 Cr	Living spaces, family lifestyle, connectivity
3 BHK	Luxury 3 BHK In Borivali • From ₹2.40 Cr	Premium interiors, amenities, project exterior

Creative Asset Checklist

- Building exterior
- 1/2/3 BHK interiors
- Floor plans
- Amenities
- Location/connectivity
- Short project walkthrough videos
- Project entrance and lifestyle visuals

6. Remarketing

Budget: ₹30,000/month (₹1,000/day). Re-engage users who visited but did not enquire or book a site visit.

Audience	Window	Message
All website visitors	30 days	Still looking for your home in Borivali?
Configuration viewers	30 days	Explore the 1/2/3 BHK you viewed and check availability.
Form abandoners	14 days	Complete your enquiry and schedule a site visit.
WhatsApp/call clickers	14–30 days	Speak with the property team and book a visit.

7. Landing Page Strategy

Search traffic should be sent to configuration- or project-matched landing pages rather than a generic homepage.

Page	Primary Content	CTA
/1-bhk-borivali	1 BHK price, floor plan, photos, amenities, location	Book My Site Visit
/2-bhk-borivali	2 BHK price, floor plan, photos, amenities, location	Book My Site Visit
/3-bhk-borivali	3 BHK price, floor plan, photos, amenities, location	Book My Site Visit
/project-borivali	Complete project overview, location, amenities, RERA details*	Enquire Now

Landing Page Wireframe

- Above-the-fold: project headline + configuration pricing + primary CTA
- Project images and key highlights
- 1/2/3 BHK floor plans and sizes
- Amenities and lifestyle benefits
- Borivali connectivity and nearby landmarks
- Builder/project trust information and verified regulatory details
- Testimonials/reviews where genuine
- Simple lead form: Name + Mobile + Configuration + Budget
- FAQ and sticky mobile CTA for site visit/WhatsApp

*Only publish RERA or other regulatory claims when verified for the actual project.

8. Conversion Tracking & CRM

Conversion	Priority	Use
Site Visit Booked	PRIMARY	Best lead-quality signal
Qualified Lead	PRIMARY	Buyer passes budget/configuration criteria
Phone Call	PRIMARY	Direct high-intent enquiry
Lead Form Submitted	PRIMARY	Initial lead capture
WhatsApp Click	Secondary / validate	Direct enquiry intent
Brochure / Floor Plan Download	SECONDARY	Micro-conversion
Pricing / Contact Click	SECONDARY	Engagement signal

Measurement Flow

Google Search → Website → Lead → Qualification → Site Visit → Booking → Sale

Connect Google Ads, GA4, GTM and CRM so qualified leads, site visits and bookings can be attributed back to campaigns and keywords.

9. Negative Keyword Strategy

Category	Examples	Reason
Jobs	job, jobs, career, vacancy, salary, recruitment	No purchase intent

Category	Examples	Reason
Rental	rent, rental, PG, paying guest, roommate	Different product intent
Free	free, free flat, free property	No commercial intent
Low-budget	Very low-price searches such as 20/30/40/50 lakh	May fall outside project pricing
Research	definition, meaning, course, project report	Informational/research traffic

Refine the negative list from actual Search Terms data instead of blindly excluding all price-related language.

10. Google Ads Assets

Asset	Recommended Content
Sitelinks	1 BHK Homes • 2 BHK Homes • 3 BHK Homes • Amenities • Location • Book Site Visit
Callouts	Premium Homes • Borivali Location • 1/2/3 BHK • Site Visit Available • Multiple Floor Plans
Structured Snippets	Configurations: 1 BHK, 2 BHK, 3 BHK; Features: Amenities, Connectivity, Floor Plans
Call Asset	Use verified sales-team number during business hours
Image Assets	Project exterior, interiors, amenities, location and floor plans where eligible

11. 30-Day Execution Roadmap

Phase	Days	Actions
Foundation	1–3	GA4, GTM, Google Ads, conversion setup, landing pages, call/WhatsApp tracking, negative list
Launch	4–7	Launch high-intent Search with 1/2/3 BHK + generic Borivali ad groups
Search Mining	8–15	Review search terms, add negatives, pause waste, identify winning keywords and configurations
Expansion	16–21	Activate/optimize PMax and remarketing using early audience and conversion data
Optimization	22–30	Shift budget toward qualified leads and booked site visits; evaluate campaign/keyword/geo perform

12. Reporting Dashboard

Metric	Why It Matters
Impressions	Visibility for relevant property searches
CTR	Ad relevance and search intent alignment
CPC	Traffic acquisition cost
Leads	Total enquiries
CPL	Cost per enquiry
Qualified Leads	Actual buyer quality
CPQL	Cost to acquire qualified buyer enquiry
Site Visits	Strong offline intent signal
CPSV	Cost to generate a site visit

Metric	Why It Matters
Bookings / Sales	Business outcome
Revenue / ROAS	Final commercial performance

13. Final Strategy Principle

Optimize the ₹3 lakh budget for qualified buyer intent → site visits → bookings, not simply for the lowest CPL. For a ₹1.20 Cr–₹2.40 Cr property, lead quality and sales feedback should determine where budget is scaled.