META ADS STRATEGY

BORIVALI REAL ESTATE

Full-Funnel Lead Generation Strategy

PROJECT	DETAIL
Location	Borivali, Mumbai
Monthly Meta Budget	■3,00,000
Daily Media Budget	■10,000
1 BHK	■1.20 Cr
2 BHK	■1.90 Cr
3 BHK	■2.40 Cr
Primary Goal	Qualified Leads → Site Visits → Bookings

Prepared as a structured real-estate adaptation of the uploaded Meta Ads strategy framework.

01. Campaign Overview

ELEMENT	STRATEGY
Business	Residential Real Estate
Market	Borivali, Mumbai
Product	1, 2 & 3 BHK residences
Price Range	■1.20 Cr – ■2.40 Cr
Platform	Facebook + Instagram
Campaign Type	Full-Funnel Meta Ads
Main Conversion	Qualified Lead / Site Visit

02. Campaign Objective

Generate high-intent property enquiries and move prospects through a structured journey:

Awareness → **Consideration** → **Lead** → **Qualification** → **Site Visit** → **Negotiation** → **Booking**

Because this is a high-ticket product, the campaign should optimise for **lead quality and site visits**, not only low CPL.

03. Budget Allocation

FUNNEL	%	MONTHLY	DAILY
TOFU – Awareness	25%	■75,000	■2,500
MOFU – Consideration	30%	■90,000	■3,000
BOFU – Lead Generation	30%	■90,000	■3,000
Retargeting	15%	■45,000	■1,500
TOTAL	100%	■3,00,000	■10,000

04. Target Audience

Core Geography

• Borivali West

• Borivali East

• Kandivali

• Dahisar

• Goregaon

• Malad

Secondary Geography

• Andheri

• Jogeshwari

• Mira Road

• Thane

• Navi Mumbai

Audience Signals

• Real-estate and property interest signals where available.

• High-intent website and social engagement audiences.

• Video viewers and lead-form engagers.

• First-party CRM audiences for retargeting and future lookalike testing.

05. Buyer Personas

PERSONA	AGE	LIKELY HOME	PAIN POINTS
Family Upgrade	35–55	2 / 3 BHK	Small home, parking, old building, need more space
First Premium Home	28–40	1 / 2 BHK	Renting, rising prices, wants premium lifestyle
Premium / HNI	40–60	3 BHK	Upgrade, comfort, premium lifestyle, investment consideration

06. Funnel Architecture

STAGE	ROLE	KEY MESSAGE	CTA
TOFU	Create demand	Lifestyle + Borivali + project identity	Explore Project
MOFU	Build consideration	Project + amenities + floor plans + price	Get Details
BOFU	Capture intent	Configuration + price + site visit	Book Site Visit
RETARGETING	Recover intent	Trust + objections + availability	Schedule Visit

07. TOFU – Awareness Campaign

Budget: ■75,000/month | ■2,500/day

CREATIVE	CONCEPT	HOOK
Lifestyle Reel	Family, interiors, amenities, premium living	Your New Address in Borivali
Location Reel	Borivali connectivity and lifestyle	Live Connected. Live Borivali.
Lifestyle Carousel	Home + amenities + connectivity	Discover Premium Borivali Living
Project Intro Reel	Project identity and visual introduction	Explore Your Future Home

Goal: Build awareness, video engagement and qualified remarketing pools.

08. MOFU – Consideration Campaign

Budget: ■90,000/month | ■3,000/day

CREATIVE	CONTENT
Apartment Tour Reel	30-second walkthrough of the property
Floor Plan Carousel	1 BHK, 2 BHK, 3 BHK layouts
Amenities Reel	Only actual project amenities
Location Creative	Connectivity and nearby landmarks
Price Creative	Clear configuration-wise starting prices

09. BOFU – Lead Generation

Budget: ■90,000/month | ■3,000/day

• Use Meta Instant Forms with higher-intent qualification.

• Run website lead campaigns if the landing page is strong.

• Use configuration-specific ads to improve lead relevance.

• Primary CTA: **Book a Private Site Visit**.

10. Retargeting

Budget: ■45,000/month | ■1,500/day

• Instagram/Facebook engagers – 30 days

• 25%, 50% and 75% video viewers

• Website visitors – 30 days

• Landing-page visitors – 14–30 days

• Lead form opened but not submitted

• Leads who have not booked a site visit

11. Configuration & Price Strategy

PRODUCT	PRICE	PRIMARY ANGLE	CTA
1 BHK	■1.20 Cr	First premium home / professional / couple	Check Availability
2 BHK	■1.90 Cr	Family upgrade / lifestyle	Get Floor Plan
3 BHK	■2.40 Cr	Premium family living	Book Site Visit

12. Lead Form Structure

QUESTION	OPTIONS
Configuration	1 BHK / 2 BHK / 3 BHK / Not sure
Approx. Budget	■1–1.5 Cr / ■1.5–2 Cr / ■2–2.5 Cr / ■2.5 Cr+
Purchase Timeline	Immediately / 1–3 months / 3–6 months / 6+ months
Purpose	Self-use / Investment / Both
Preferred Contact	Call / WhatsApp

13. Lead Qualification

STATUS	CRITERIA	ACTION
HOT	Budget match + immediate intent + site visit interest	Immediate sales call
WARM	Budget match + 3–6 month timeline	Nurture + retarget
COLD	Low budget or unclear timeline	Low-priority nurture

14. Retargeting Messages

• **Price:** “Still comparing properties in Borivali? Check current 1, 2 & 3 BHK availability.”

• **Trust:** Use verified RERA/project/developer information and genuine testimonials.

• **Site Visit:** “Schedule your private site visit this week.”

• **Urgency:** Use scarcity only when it is factually true.

15. Landing Page Structure

SECTION	CONTENT
Hero	Premium 1, 2 & 3 BHK Homes in Borivali + starting price + Site Visit CTA
Project Benefits	Location, connectivity, amenities and lifestyle
Configurations	1 BHK ■1.20 Cr / 2 BHK ■1.90 Cr / 3 BHK ■2.40 Cr
Amenities	Actual amenities with visual proof
Location	Map + nearby landmarks
Floor Plans	1 BHK / 2 BHK / 3 BHK
Why Borivali	Connectivity and lifestyle benefits
Site Visit	Short form + call/WhatsApp option

16. Creative Production Plan

CREATIVE TYPE	QTY
Lifestyle Reels	4
Project Walkthrough Reels	3
Location Reels	2
Amenities Reels	2
Price Creatives	3
Floor Plan Carousels	2
Testimonials	2
Site Visit Creatives	2
TOTAL	20

17. Sample Ad Copy

Primary Text:
Your next home could be in Borivali.

Discover thoughtfully designed 1, 2 & 3 BHK residences created for modern Mumbai living.

1 BHK from ■1.20 Cr | 2 BHK from ■1.90 Cr | 3 BHK from ■2.40 Cr

Get project details, floor plans and current availability.

Book your private site visit today.

Headline: Premium 1, 2 & 3 BHK Homes in Borivali
CTA: Book Now

18. Tracking & Measurement

TRACKING	PURPOSE
Meta Pixel	Website visitor and conversion tracking
Conversions API	Server-side event measurement
UTM Parameters	Campaign / ad / creative attribution
CRM	Lead-to-booking tracking
WhatsApp Tracking	Conversation and response tracking
Sales Pipeline	Lead → Qualified → Visit → Negotiation → Booking

19. KPI Dashboard

LEVEL	KPI
1	Cost Per Lead
2	Cost Per Qualified Lead
3	Cost Per Site Visit
4	Cost Per Booking
5	Revenue / Ad Spend

20. 30-Day Optimization Plan

PERIOD	ACTION
Days 1–7	Test audience, creative, hook, configuration, price and form.
Days 8–14	Identify winners using qualified-lead rate, not only CPL.
Days 15–21	Shift budget toward high-quality lead and site-visit campaigns.
Days 22–30	Strengthen retargeting and optimise for site visits and bookings.

21. Planning Funnel Example

Illustrative model only — not a guaranteed forecast.

STAGE	ILLUSTRATIVE
Meta Spend	■3,00,000
Assumed CPL	■1,000
Leads	300
Qualified Rate	25%
Qualified Leads	75
Site Visit Rate	40%
Site Visits	30
Booking Rate	20%
Illustrative Bookings	6

22. Final Media Blueprint

■3,00,000 MONTHLY META BUDGET

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TOFU — ■75,000
Lifestyle + Location + Awareness

↓

MOFU — ■90,000
Project + Amenities + Floor Plans + Prices

↓

BOFU — ■90,000
Qualified Lead Forms + WhatsApp + Site Visit

↓

RETARGETING — ■45,000
Engagers + Video Viewers + Website Visitors + Lead Openers

↓

SALES PROCESS
Lead → Qualification → Call → Site Visit → Negotiation → Booking

CORE STRATEGY: Use clear pricing to qualify buyers, strong visual storytelling to create desire, higher-intent forms to filter enquiries, and retargeting to convert high-value prospects.