



Real Estate Marketing Techniques

Building Digital & Online Strategies

26th June 2014 - The Chancery, Bengaluru

Learning The Right Methods For Your Real Estate Brand

Agenda 26th June 2014

10:30 - 11:00 Session 1: The Digital Revolution in Project Marketing Faculty: Alexander (Sandy) Moore - CEO, L J Hooker India

- In only 10 years we have come from cave man to space man
- How the digital age has allowed us to create living data bases
- Changing from blind firing of a shotgun to targeted sniper fire
- So much more for so much less spend

11:00 - 11:30 Marketing Strategies: Real Estate Developer Perspective

11:30 - 12:00 Tea Break

12:00 - 13:00 Session 2: Changing Dynamics of the Online Real Estate Market Place Faculty: Nirav Gosalia - Marketing Director, Realty Redefined

- Types of Online Marketing - Search Marketing / Display Marketing / Re-Marketing
- Implementing Google Adwords Strategies for Real Estate
- CRM Strategies
- ROI Tracking
- Measurement and Analytics

13:00 - 14:00 Networking Lunch

14:00 - 15:00 Session 3: Create a Niche in the Ever Expanding Web Faculty: Suresh Babu - Founder & CEO, Web Marketing Academy

- Creating a Website and Blog focused on Buyer Needs
- Generating traffic, inquiries from Search Engine results
- Creating useful, visually attractive, inspiring, and engaging content

15:00 - 16:00 Session 4: Super Built-up Area Branding

- Real and virtual media for real estate living integration
- Talk about place for projects to be talked about
- Real estate is not only about online sales

16:00 - 16:15 Tea Break

16:15 - 17:00 Session 5: How Web Technologies can Leverage the Real Estate Casestudy - Canadian Success Story in the Real Estate Business Faculty: Renato Cudicio - CEO, Toboc International Faculty: Santosh E G - Digital Specialist, Gaja Digital

17:00 - 18:00 Session 6: Social Media Marketing Faculty: Sachin Shenoy - Social Media Strategist, MetricStream

- Identifying the right social media platform
- Building your corporate profile in social media
- Measuring social media effectiveness

Training Workshop Faculty



Alexander (Sandy) Moore
(<http://www.alexandermoore.in/>)
CEO
LJ Hooker
India

Alexander (Sandy) Moore is a 25 year veteran of the Real Estate industry. After a number of years in leisure & hospitality management in Australia, Sandy made a sea change to the world of Real Estate and joined Australasia's largest firm, LJ Hooker. For the next 15+ years Sandy worked in Australia, with exposure to Residential, Commercial, Industrial & Retail markets. A 2007 meeting in Singapore saw Sandy invited to review the Project Marketing potential in India. Today resident in Bangalore India and the CEO of LJ Hooker (India), Sandy divides his time between the establishment of the LJ Hooker network in India, working on the Committee of the Confederation of Real Estate Associates (India), various speaking engagements throughout the country & limited consultancy work.



Renato Cudicio
CEO
Toboc International

Renato is appointed CEO of Toboc India in January 2014, he oversees the four business units of this new technology company. He is the creator of MMCM, a comprehensive Web content management software package. He also masters complex Web technologies as well as the subtleties of online marketing. Previously he was the founder of digital agency Multiplemedia. He launched his career in the electronic medias, which gave him the opportunity to travel the world and develop a keen sense of diplomacy and leadership in complex organizations. As a speaker, Renato is highly appreciated by managers and business people. His secret? He talks with infectious enthusiasm about leading edge and innovative topics.



Digital Specialist
Gaja Digital

Suresh is a veteran in Internet marketing in India and understand the medium, the technology, and the user behavior. His current line of work interest is in social media, and the future trends in digital marketing (specific to growing Economies). He is also pursuing and trying to understand how ethnography, cultural anthropology affects the digital culture in a particular market. He specializes in strategy planning, implementation, creativity & technical knowledge. He was previously associated with Ogilvy Worldwide as VP & Head of Digital. He has also worked with MRM Worldwide as AVP Digital Marketing. He graduated from Andhra University with a MBA in Marketing



Nirav Gosalia
Marketing Director
Realty Redefined

Nirav started his career in Amdocs & then later at Lehmann brothers. Although coming from a technology background Nirav has been at the forefront of all Marketing & New Initiatives at Vitruvian Technologies Pvt. Ltd. Nirav is a Google certified professional and heads the Real Estate online marketing division at Vitruvian. He has been involved in online customer acquisition campaigns of several real estate companies like India Homes, Disha Direct, Kanakia, Rustomjee, Knight Frank, Acme and many more. He was earlier with Amdocs (2005 - 2007) & Lehmann Brothers(now Nomura 2007 - 2008). He has graduated with B.E Computers from Swami Vivekananda college of Engineering.



(<https://www.vizify.com/sachinshenoy>)

Sachin Shenoy
Digital & Social Media Strategist
MetricStream

Sachin comes with 3+ years of strong digital and social media marketing experience with companies like IBM and MetricStream. In his current role at MetricStream, Sachin leads the overall brand social media strategy for the company and focuses on building the brand on the social media and also generate leads. Outside of work, He is a founding member of Creative Mornings Bangalore, which is a monthly breakfast lecture series for the creative types and holds passion for acting and movie making. He is a professional cricketer and has represented the Karnataka State Cricket Team in various age groups. Sachin completed his Bachelor of Commerce from Mangalore University and Masters in Business Administration from St Joseph's College, Bangalore.



(<http://www.webmarketingacademy.in/>)

Founder & CEO
Web Marketing Academy
Suresh is the founder & CEO of Web Marketing Academy, Bangalore. He is also a Digital Marketing Coach, Speaker & B School Visiting Faculty. He Coaches, mentors Individuals & Corporates in SEO, Social Media, Digital Marketing Strategies. Suresh also co-chairs, speaks & moderates various digital marketing & social media Conferences. He founded OME Community Bangalore. An Alumnus of IIMB & IIMC, Suresh has over 15 years of International Digital Marketing/SEO experience. He is a Corporate Digital Marketing & Social Media Marketing Coach for Cognizant, Fortis Healthcare, Huawei, ABB, Red Bus, NSRCEL IIMB, Yahoo India, DSM, Target & FAG

- Delegate Registration Fee: INR 5,999



Earlybird registration offer

- Single Delegate - INR 4,999 SAVE INR 1,124
- Two Delegates - INR 4,750 SAVE INR 2,807
- Group of 3 or more - INR 4,250 SAVE INR 5,896

Note:

- 1] Earlybird offer is valid for first 15 seats only or uptill 6th June 2014
- 2] All fees mentioned above are per person and subject to 12.36% service tax

Who Should Attend

This workshop is for executives from **real estate developer companies, real estate agents, project promoters & consulting firms** who are responsible for:

- Marketing / Communications
- Sales
- Digital Marketing | Online Strategy
- Website Development
- CRM
- Brand Building | Business Development