

Majors: MKT

No: MKT/P/11

“Create and establish digital marketing campaign for Milano Square real estate”



By:

Abdul Rahman

01-221192-001

Ahmed Ehsan

01-221192-003

Bilal Hanif

01-221192-007

MBA-[1.5]

Supervisor:

Mr Syed Ahmed Hashmi

Department of Business Studies

Bahria University Islamabad

Fall 2020

ACKNOWLEDGEMENT

We would like to thank Sir Ahmed Hashmi for his supervision, guidance and support for our Project; we would also like to thank Mr. Anees ur Rahman for having us onboard on this project sharing the insights with us. This project is possible due to their support.

Contents

ABSTRACT 7

CHAPTER # 01..... 8

INTRODUCTION 8

 Industry background:..... 8

 Company introduction:..... 8

 Company background:..... 9

 Vision Statement: 10

 Mission Statement:..... 10

 Construction and its feasibility:..... 10

 Use of social media:..... 11

 Project Purpose: 11

 Project Goal:..... 12

 Statement of scope: 12

 Project Objectives:..... 12

 Specific: 12

 Measurable: 12

 Agreed upon:..... 12

 Realistic: 12

 Time-based:..... 13

 Anticipated Benefits: 13

 Project constraints:..... 13

 Assumptions:..... 13

 Potential risks:..... 13

 Major Deliverables: 14

 Estimated timeframe:..... 14

CHAPTER # 02..... 14

PROBLEM STATEMENT: 14

 Project Requirement: 15

 SWOT Analysis:..... 15

 Strength: 15

 Weakness: 16

 Opportunities: 16

Threats:	16
PEST analysis:	16
Political factors:	16
Social factors:	16
Economic factors:	17
Technological factors:	17
Porter Five Forces Model:.....	17
Competition among rivals:.....	17
A threat of substitute:.....	17
A threat of new entry:.....	18
Bargaining power of supplier:	18
Bargaining power of consumers:.....	18
SOSTAC Model:.....	18
Situational analysis:	19
Objectives:.....	19
Strategy:.....	19
Tactics:	19
Actions:	19
Control:	19
CHAPTER # 03.....	20
DESIGN AND IMPLEMENTATION.....	20
Target Audience:	20
Online Value Proposition:	20
Staff Training:	21
Logo Designing:	21
Social Media:.....	22
Teaser:	22
Facebook:.....	22
Website:.....	23
Search Engine Optimization:.....	23
Keywords:	24
Keyword Density:	25
Lay outing of the Website:.....	25

Unique Feature:.....	26
Tracking:.....	26
CHAPTER # 04.....	26
TESTING AND DEPLOYMENT	26
Budget Plan & Financial Analysis:.....	27
Web-Developer:	27
Domain and Hosting:	28
Website Theme:	29
Monthly Maintenance:	29
Graphic Designing:.....	29
Guest Seminar:.....	30
Facebook Marketing:.....	30
Page Activity.....	31
Statistics	32
Recent Posts	32
CHAPTER # 05.....	33
Action Plan	33
CHAPTER # 06.....	36
CONCLSION	36
References	38

ABSTRACT

Our Final year project is based on the creating a digital marketing campaign for the Milano Square Residence, A project of EELUM Builders & Developers. For this purpose we met Mr. Anees ur Rahman, Business Development Director of EELUM Builders & Developers. In our discussion with Mr. Anees ur Rahman we learnt that EELUM Builders & Developers have initiated a new project by the name of Milano Square Residence and the organization is interested in opting Digital Marketing in order to minimize their marketing cost from convention means. For their previous project EELUM Builders & Developers hired a third party marketing firm, Star Marketing. By hiring Star Marketing the profit margins of EELUM Builders & Developers were affected and as Mr. Anees ur Rahman shared with cost reduction is their priority regarding the Milano Square Residence project along with the lead generation. We came up with the proposal of creating and establishing a digital marketing campaign for EELUM Builders & Developers in order to minimize the cost of the project as well as creating awareness regarding the project in order to generate leads. As the scope of digital marketing is broad and optimistic for the future. We assisted EELUM Builders & Developers in establishing a digital marketing campaign by sharing techniques and methodologies with their team which we have learnt in our Digital Marketing course of our last semester. This report includes the details of our work, as we assisted EELUM Builders & Developers in pursuit of their goals. In pursuit of these goals we helped them in identifying their strengths, weaknesses, opportunities, threats, designing their logo, website, teaser, search engine optimization, training and development on digital marketing, tracking insights, budgeting, graphics, online advertisements, and action plan.