



ssavai
SMART ABODES

Self Redevelopment (Knowledge Series – 5)

Why Market Research is Important?

1. Micro Market Analysis, Catchment Area Analysis, Primary Economic Driver, etc.
2. Inventory Demand & Supply Analysis, Absorption Capacity of the micro market.
3. Competitive Analysis – Product Offering, Pricing & Marketing Strategy.
4. Buyer Profile, Target Audience Identification.
5. Pricing Strategy.
6. Giving Right Offers, Payment Plans & Finance Options.

Essential Steps to Launch Marketing Plans

1. Define your goal.
2. Measure SWOT Analysis
3. Define Core Message.
4. Assess Competition & Target Market.
5. Define your content marketing strategy.
6. Create a PR plans, Events Calendar.
7. Create Content & Marketing Plans.
8. Finalize the budget.
9. Project LAUNCH.
10. Measure & Adjust.

Types of Marketing

ATL

- Radio
- T.V
- Magazines
- Newspapers
- Outdoors
- Press Release

TTL

- Social Media
- Events
- Pre Launches
- Launches

BTL

- Contextual Ads/SMS
- Emails
- Tele Marketing

Future of Marketing

- Virtual Reality.
- Argumented Reality.
- Contact less Marketing.

Sales

1. Enquiry & Customer flow management from Pre-Sales, Site Visits, Sales, Post Sales Service.
2. On-Site Experience Management & Customer Experience.
3. Lead Nurturing, Lead Scoring to focus more on qualified leads.
4. Post Sales Management – KYC, Quick Agreement Registration, Etc.
5. Loan Facilitation, Finance Schemes.
6. Payment Collection, Post Sales & CRM to Manage Queries.



ssavai
SMART ABODES

195, Walkeshwar Road,
Teen Batti, Mumbai - 06
Tel : +91 022 4043 3333 / 022 4043 3340

www.ssavai.com info@ssavai.com

Dhaval Savai
+91 99306 02123
Director

The given information is subject to the applicable rules for Self Redevelopment as on October 2020.