

# 2000+ Leads and 80% Cost Saved on Leads, "AVIOR hits Big" with IKF!

Home / Case Studies / 2000+ Leads and 80% Cost Saved on Leads, "AVIOR hits Big" with IKF!

## Client Testimonial:

It's been a wonderful experience to have IKF our Digital Partner whose team is helping manage the Digital Marketing of Avior Group. They have been associated with us for last 1 year and we can notice the progress in analytics. The enthusiastic team is open to suggestions and welcomes client's inputs. Kudos for the great effort. Keep up the great work.

- Rushikesh, Marketing Head, Avior Enterprises



## Results



**2000+**

LEADS GENERATED IN FIVE MONTHS



**80%**

COST SAVED PER LEAD ACQUISITION AS PER INDUSTRY AVERAGE



## Objective

- Avior Enterprises aimed to address the challenge of promoting and selling residential properties in the competitive real estate market of Pirangut. The objective was to develop a targeted PPC strategy to attract potential buyers in the area, generating interest and converting it into qualified leads. The strategy needed to ensure measurable results and sustainable growth, while effectively positioning Avior's properties as the top choice for buyers amidst stiff competition.



## Strategy & Execution

- **Lead Generation Focus:** Designed campaigns to align with client goals and specific product locations.
- **Geographic and Seasonal Targeting:** Implemented tailored campaigns based on geographic relevance and seasonal product demand peaks. Creative Strategy Shift: Transitioned from static creatives to engaging reel-format videos to boost interaction.
- **Influencer Collaboration:** Partnered with an influencer to create relatable content that showcased Avior's Pirangut property effectively. Engaging Content Delivery: Leveraged the compelling video format to capture audience attention and drive improved lead generation.
- **Product-Specific Targeting:** Developed keyword-driven campaigns for rice, milk powder, and VFFS packaging machines to maximize visibility and conversions.