



## CASE STUDY

### Client Overview

Basis Reliable Home Build is a trusted name in residential real estate development in Kanpur, offering premium plots in rapidly growing areas. They sought to expand their customer base by generating high-quality leads for their residential plot offerings.

## Driving Massive Lead Generation for Basis Reliable Home Build, Kanpur

### The Challenge

Basis Reliable Home Build needed:

- ✓ A strong online platform to showcase their residential plots and project highlights.
- ✓ A consistent flow of genuine buyer leads from Kanpur and nearby regions.
- ✓ Digital marketing support to maximize reach while maintaining lead quality.



### Our Solutions

#### 1. Website Development

We developed a professional, mobile-responsive website that effectively showcased available plots, project features, location advantages, and included clear inquiry forms for potential buyers.



#### 2. Meta Ads Campaigns

We ran targeted Facebook and Instagram ad campaigns focused on:

- Highlighting key USPs like prime location, competitive pricing, and development features.
- Attracting home buyers and investors within Kanpur and nearby cities.
- Using lead generation forms directly integrated with Meta Ads for easy lead capture.

**Customized creatives and ad copies ensured high engagement and strong intent among prospects.**



# The Results

- 👍 **Lead Generation:** Over **600 qualified leads** per month consistently.
- 👍 **Campaign Impact:** Lead volume was so high that the client had to request a temporary halt on campaigns due to limited staff availability for timely follow-ups.
- 👍 **Brand Visibility:** Significant improvement in brand awareness within the target region.



## Conclusion

With a powerful combination of a well-designed website and highly optimized lead generation campaigns, **Basis Reliable Home Build** quickly established a strong foothold in the competitive Kanpur real estate market.

**Triserv 360 Business Solutions** successfully drove demand, helping them scale beyond expectations within a short period.

## Client Testimonials



Triserv 360 Business Solutions delivered exceptional results for us. Within a short time, we were flooded with over 600 leads per month, beyond what our team could handle! Their website design and digital marketing strategies truly accelerated our growth. We highly recommend their services to anyone serious about scaling fast.

– **Basis Reliable Home Build, Kanpur**

Contact us to grow your business digitally with **Triserv 360 Business Solutions**.

+91-9839-353-494 | [info@triserv360.com](mailto:info@triserv360.com) | [www.triserv360.com](http://www.triserv360.com) | [f](#) [@](#) [in](#) /triserv360



Websites



ERP/Software



Mobile Apps



eCommerce



Digital Marketing



Graphic Designing