

Housing.com Case Study

Housing.com acquires largest number of followers for a real estate platform by using LinkedIn Company Page



HOUSING

"The three month long campaign on LinkedIn has helped us gain interesting insights into the behavior and preferences of our online target audience of working professionals. LinkedIn's engagement tools and content have further strengthened the positioning of our brand's characteristics of 'Optimism' and 'Innovation' amongst the target audience. We look forward to building on it and leveraging the LinkedIn Marketing Solutions platform in the future."

Pratik Seal
CMO,
Housing.com

Company Profile

India's most innovative real estate platform with omni-channel presence across online and mobile applications as well as over the telephone, Housing.com was born out of the founders' struggle to find properties for themselves in an industry which is extremely opaque. In a short time, Housing.com expanded from Rent and Resale to include PGs and Hostels, Serviced Apartments, Land, Plot Projects, and New Projects now. It went on to becoming the only offering of its kind in the online space that independently verifies every property that it lists.

Housing.com hosts high quality renderings of the properties under construction, including 3D isometric views created by the design teams, enriching the experiential feel of the website. Housing.com helps users make informed decisions with value-added offerings like Home Loans, Rental Agreements, Slice View. Slice View is a radical innovation by Housing.com through which users can 'slice' through each floor, select the flat they wish to buy and book the same. Housing.com now employs more than 2,000 employees across 100 cities in India.

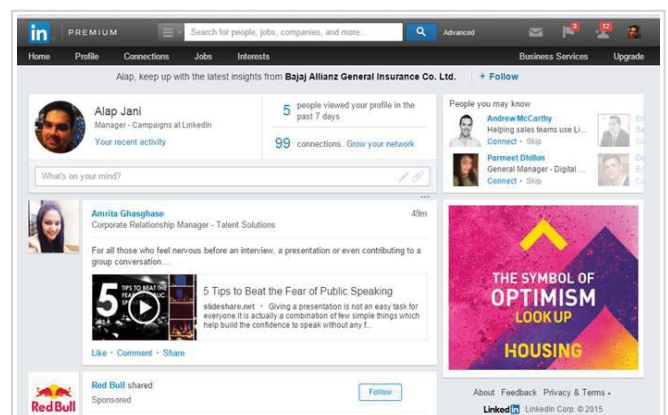
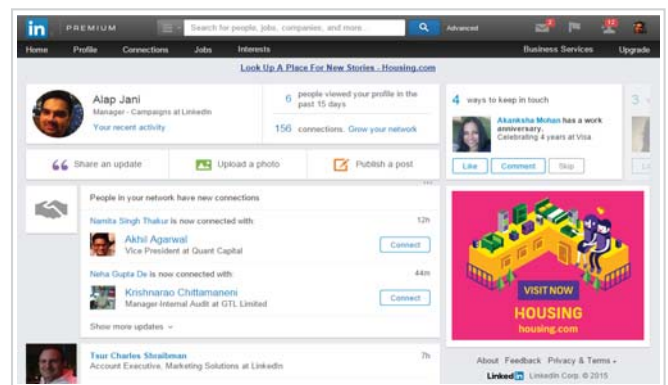
Objectives

Housing.com wanted to establish a brand connect with its base and reinforce its positioning as a unique and innovative real estate platform with an intuitive and easy to navigate user interface. The Housing.com ecosystem offers home buyers access to relevant real estate information to ease the process of home buying, and the company wished to spread this message.

Results in numbers:

- Increase brand visibility to **350,000+ premium audience in a day, pan India**
- Acquire **100,000+ followers** on the company page in 3 months
- Unique reach of **over 3 million people** via multiple LinkedIn channels
- Listed as one of India's **"Top 10 Most Influential Brands"** on LinkedIn.com in 2015

The brand started using LinkedIn to reach out to a particular target audience of working professionals, 18 and over, who are interested in real estate, finance and technology. The idea was to tap into this segment through increased visibility about Housing.com's product and offerings.



Solutions

Housing associated with LinkedIn starting February 2015. The company's campaign primarily made use of LinkedIn's **Sponsored Content** and **Display Audience Roadblocks**, and was supported by **Dynamic Ads**. Housing.com was able to reach out to the specific audience profiles it desired and be showcased on their home pages via LinkedIn.

LinkedIn was a key component of the company's phased campaign across six metro cities, and played a significant part in Housing.com's digital outreach, which involved reaching a larger audience through various social media tools. Housing.com was able to identify, focus and create higher visibility with a premium audience, thereby positioning itself as a premium brand.

Data insights in terms of preferences, likes/dislikes, and attitudes helped Housing.com engage in two-way communication with an existing and potential user base through innovative content and blogs. Being a data and technologically driven company, Housing.com was able to understand its target audience as well as existing users across multiple parameters, using the data insights gained as a result of the LinkedIn campaign and tools.

Housing.com was able to leverage the platform better with the help of LinkedIn's **consultative approach on 'content marketing' and 'thought leadership'**

Housing.com Happy Holi :)



Results

On LinkedIn, Housing was able to access specific audience profiles, and increase brand visibility to **350,000+ premium audience in a single day, pan India**. Over the three month duration of the campaign, Housing.com was able to acquire **100,000+ followers on the company page**, which is a first for any online real estate platform in India. In June 2015, Housing.com was number 6 on the list for **India's "Top 10 Most Influential Brands" on LinkedIn.com**.

Across the two phases of the campaign, Housing.com achieved a **unique reach of over 3 million people** via a combination of Dynamic Ads, Sponsored Content and Roadblocks.

Housing was able to access to a unique and premium audience on LinkedIn. This allowed the company to achieve a position as a premium brand catering to the real estate vertical. The company plans to look at LinkedIn as a strategic marketing partner after the resounding success of the first campaign.

Housing.com New spaces for new beginnings. Find your own space - Look Up Housing.



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