

CASE STUDY

Driving Property Enquiries Through AI-Powered Content

A mid-sized real estate developer · 2–3 active residential projects · Competitive city market

Company Overview

A mid-sized real estate developer managing 2–3 active residential projects in a competitive urban market recognized that traditional marketing — hoardings, site visits, and agent referrals — was no longer sufficient to sustain consistent enquiry volumes.

With buyers increasingly researching properties online before any site visit, the developer faced a growing gap between project quality and digital discoverability. Without consistent content, even strong projects were missing buyer attention.

Challenges

01

Low Digital Visibility

Buyers could not discover projects online. No structured content strategy and minimal social media presence.

02

Inconsistent Posting

Content was published in bursts — 2–4 posts/month — with long gaps that broke buyer recall and platform algorithms.

03

Heavy Shoot Dependency

Marketing relied on expensive, time-consuming photography and video shoots with external agencies, limiting output.

04

Low Monthly Enquiries

Only ~10–20 enquiries/month per project. No automated system to convert online visibility into lead flow.

THE SOLUTION

A Scalable, AI-Driven Property Content System

Innoventsoft implemented a fully automated, end-to-end content system — requiring zero manual shoots and delivering continuous multi-platform visibility.

□ AI-Generated Property Videos

- 30–60 short-form videos per project per month
- Reels, walkthroughs, and property ads
- Distributed across Instagram, YouTube Shorts & WhatsApp
- No camera crew or manual shoots required

□ Automated Content Pipeline

- Content → Video → Post → Repeat: fully automated
- Daily publishing (1–2 posts per day per project)
- Mix of property visuals, lifestyle storytelling, explainers
- Zero manual coordination or agency dependency

□ AI Avatar Presenters

- AI presenters explain pricing, amenities, and USPs
- Available 24/7 — no filming sessions needed
- Multilingual support for broader reach
- Consistent, professional delivery every time

□ Conversion-Optimised CTAs

- Every video includes WhatsApp & booking call-to-actions
- Buyers move from awareness to enquiry in one tap
- Frictionless path from content discovery to site visit
- Always active — no campaign scheduling needed

Execution

Daily Publishing

1–2 posts per day per project across all platforms

Content Mix

- Property visuals & exterior reels
- Lifestyle storytelling & interior tours
- Project explainers with AI presenter

Automation Stack

- LLM-driven content scripting
- AI video rendering & voice-over
- n8n pipeline: auto-schedule & post

Results (Within 90 Days)

5–10x

Video Views
vs. pre-launch

60–120

Monthly Enquiries
up from 10–20

4–6x

Lead Growth
inbound enquiries

30–50%

More Site Visits
higher-intent buyers

15–25%

Conversion Lift
faster decisions

5–10x

ROI
within 90 days

□ Visibility & Reach

3x increase in content output vs manual production
5–10x growth in video views across platforms
100% platform coverage — Instagram, YouTube, WhatsApp
Daily presence ensured continuous project recall

□ Enquiry Growth

Monthly enquiries rose from 10–20 → 60–120
4–6x growth in inbound leads per project
WhatsApp & booking CTAs created a direct conversion pipeline
Buyers arrived pre-educated via content before contacting

□ Site Visits & Sales

Site visits increased by 30–50% within 90 days
Visitors showed higher intent — already knew pricing & amenities
15–25% increase in conversions
Faster decision cycles due to content-led trust building

Financial Returns

Metric	Monthly Investment	Enquiry Growth	ROI	Time to Results
Per Project	Fraction of one booking	10–20 → 60–120/month	5x – 10x	< 90 Days

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Manual Shoots Required
Fully AI-powered production

70–80%

Reduction in Marketing Effort
vs. traditional content operations

2–3

Extra Bookings Covered Full Cost
ROI positive within the first month

Conclusion

Innoventsoft transformed this real estate developer from a passive, campaign-dependent marketing model into a consistently active digital brand. By deploying an AI-powered content automation system, the developer now runs a predictable, scalable enquiry engine — without increasing headcount, overhead, or manual effort.

Consistency → Visibility → Enquiries → Site Visits → Sales

"Daily content didn't just increase reach — it directly increased bookings."