

# Apratim Group witnessed 362% Increase in CTR for Facebook ads and 216% Increase in Engagement on their Instagram Page Campaign

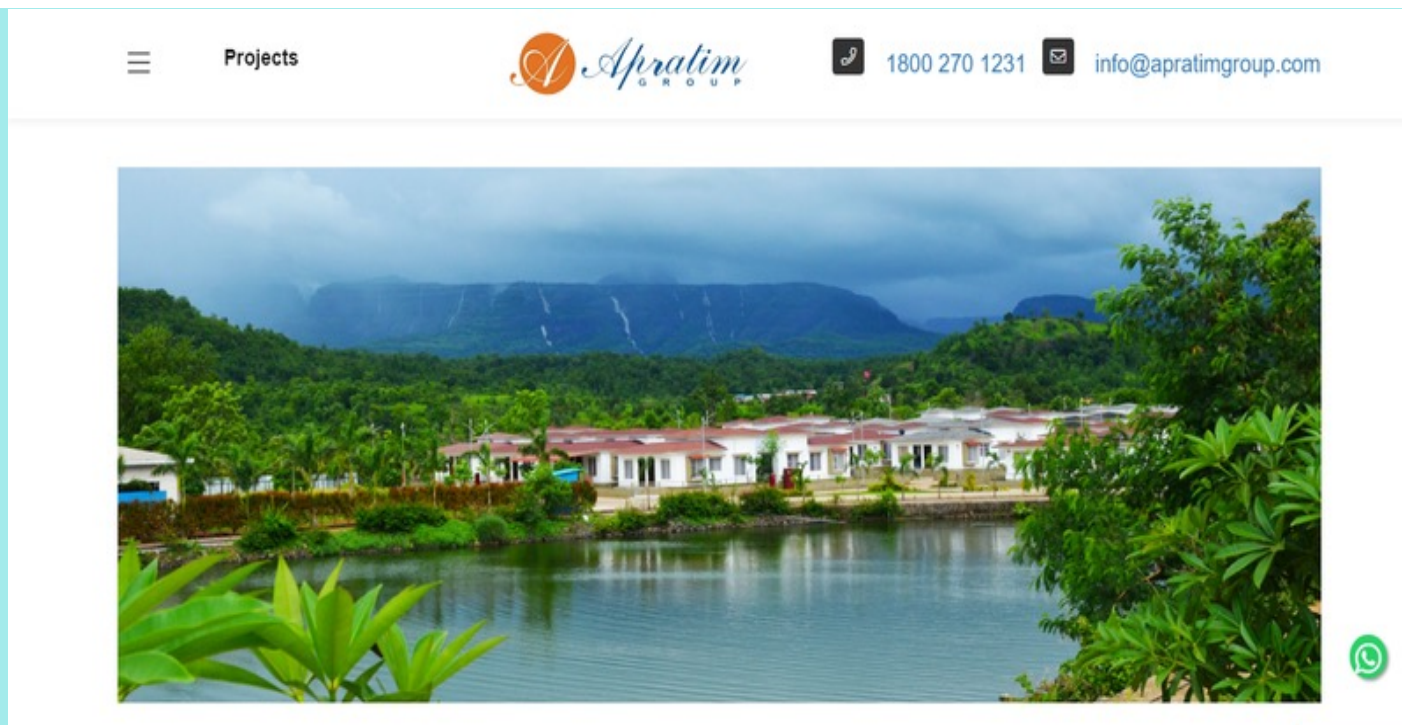


Apratim Group is a leading real estate development company that specializes in luxury residential and bungalow projects. With a diverse portfolio and a commitment to quality, Apratim Group aimed to enhance its brand awareness, engage with a wider audience, and generate increased leads through an effective social media marketing campaign.

Apratim Group partnered with PanGrow, to leverage social media platforms for targeted brand promotion and lead generation. The primary objectives of the campaign were to enhance brand visibility, drive website traffic, and generate quality leads for Apratim Group's real estate offerings. PanGrow devised a comprehensive social media marketing strategy tailored to Apratim Group's requirements. The campaign resulted in a remarkable **362%** increase in click-through rate (CTR) for Facebook ads, driving a surge of targeted traffic to Apratim Group's website. Furthermore, Instagram advertising campaigns resulted in a **216%** increase in engagement and a substantial boost in lead generation.

## How PanGrow helped:

- SEO-focused Landing Page Design
- On-page Optimization
- Off-page Optimization
- Effective Ads design
- A/B Testing for Ads Copies



## What Apratim Group had to say about this:

*"With PanGrow's expert guidance and strategic implementation, we experienced a substantial uplift in brand visibility, website traffic, and lead generation through their social media marketing campaign."*

## The Results

