

TWNN

THE WORLDWIDE NETWORK

Case Study: TWN Connect - Amplifying Mamaheav Properties' Global Presence

Industry Sector: Real Estate

Profile: Property Management

Size: Medium - Large

Location: Lagos, Nigeria

Client Overview

My MamaHeav Properties is an international real estate company specializing in property management and consultancy services. With a diverse portfolio of high to medium range real estates across Dubai, the United Kingdom, and Nigeria, Mamaheav Properties aims to provide exceptional real estate solutions to clients worldwide.

Client Objectives

1. **Increase Brand Awareness:** Mamaheav Properties sought to enhance its brand awareness globally, positioning itself as a trusted and reputable real estate agency with expertise in property management and consultancy services.
2. **Drive Engagement and Website Traffic:** The client aimed to boost user engagement and drive more traffic to their website, increasing the potential for lead generation and conversions.
3. **Connect with Ideal Customer Profiles:** Mamaheav Properties wanted to connect on a deeper level with their ideal customer profiles, targeting young and middle-aged adults who are interested in real estate investments and property management.
4. **Expand Global Reach:** The primary goal for Mamaheav Properties was to expand its presence in key world markets, including Dubai, the United Kingdom, and Nigeria, through sustained and integrated advertising campaigns.

TWN Connect's Creative Solution

TWN Connect partnered with Mamaheav Properties to develop a comprehensive creative solution that leveraged TWN's global network to enhance the real estate agency's brand awareness and engage with their target audience. The solution comprised sustained and integrated advertising campaigns and a holistic content strategy.

1. **Sustained and Integrated Advertising Campaigns:** TWN Connect implemented targeted advertising campaigns across various digital platforms to reach young and middle-aged adults interested in real estate investments and property management. These campaigns utilized precise audience targeting and creative ad placements to capture the attention of the target audience, increase brand awareness, and drive traffic to Mamaheav Properties' website.
2. **Creative Product Placements:** TWN Connect facilitated creative product placements of Mamaheav Properties' real estate portfolio. By strategically showcasing their high to medium range properties in desirable locations, Mamaheav Properties attracted the attention of potential buyers and investors, creating a positive association with their brand.
3. **Prime Time Adverts, Reviews, and Testimonials:** TWN Connect leveraged prime time advertising slots to feature reviews and testimonials from satisfied clients of Mamaheav Properties. These advertisements highlighted the exceptional services provided by the real estate agency, fostering trust and credibility among the target audience.

4. **Holistic Content Strategy:** TWN Connect developed a holistic content strategy targeting the global community of individuals interested in real estate investments and property management. This strategy included creating informative blog posts, articles, and videos that covered relevant topics, shared industry insights, and provided practical advice to potential buyers and investors. By offering valuable content, Mamaheav Properties positioned themselves as a trusted resource within the real estate industry.

Partnership and Outcomes

Mamaheav Properties and TWN Connect entered into a 1-year partnership with the aim of transforming Mamaheav Properties' brand reach and receptiveness on a global scale. The implementation of the creative advertising solution led to the following outcomes:

1. **Increased Brand Awareness:** The sustained and integrated advertising campaigns significantly increased brand awareness for Mamaheav Properties across key world markets. The targeted approach successfully captured the attention of the young and middle-aged adults interested in real estate investments and property management.
2. **Enhanced Engagement and Website Traffic:** The strategic combination of prime time adverts, creative product placements, and a holistic content strategy resulted in increased user engagement and a boost in website traffic for Mamaheav Properties. Potential buyers and investors were attracted to the informative content and enticing property listings, driving them to explore the agency's offerings and engage with their website.
3. **Deeper Connection with Ideal Customer Profiles:** Mamaheav Properties successfully connected on a deeper level with their ideal customer profiles. The sustained advertising efforts and valuable content resonated with the target audience, establishing Mamaheav Properties as a reliable and knowledgeable partner in real estate investments and property management.
4. **Expanded Global Reach:** Through the partnership with TWN Connect, Mamaheav Properties expanded its global reach, particularly in Dubai, the United Kingdom, and Nigeria. The combination of targeted advertising campaigns and a holistic content strategy allowed the agency to penetrate these key markets, attracting potential buyers and investors from diverse locations.

Conclusion

The collaboration between TWN Connect and Mamaheav Properties proved instrumental in achieving the client's objectives of increasing brand awareness, driving engagement, and expanding their global reach. The sustained and integrated advertising campaigns, along with the creative product placements and holistic content strategy, effectively captured the attention of the target audience, resulting in increased website traffic, enhanced engagement, and a deeper connection with ideal customer profiles. Through the 1-year partnership, Mamaheav Properties experienced significant growth in styling enquiries and a massive boost in website traffic, cementing their position as a leading international real estate agency.