KONNECT INSIGHTS

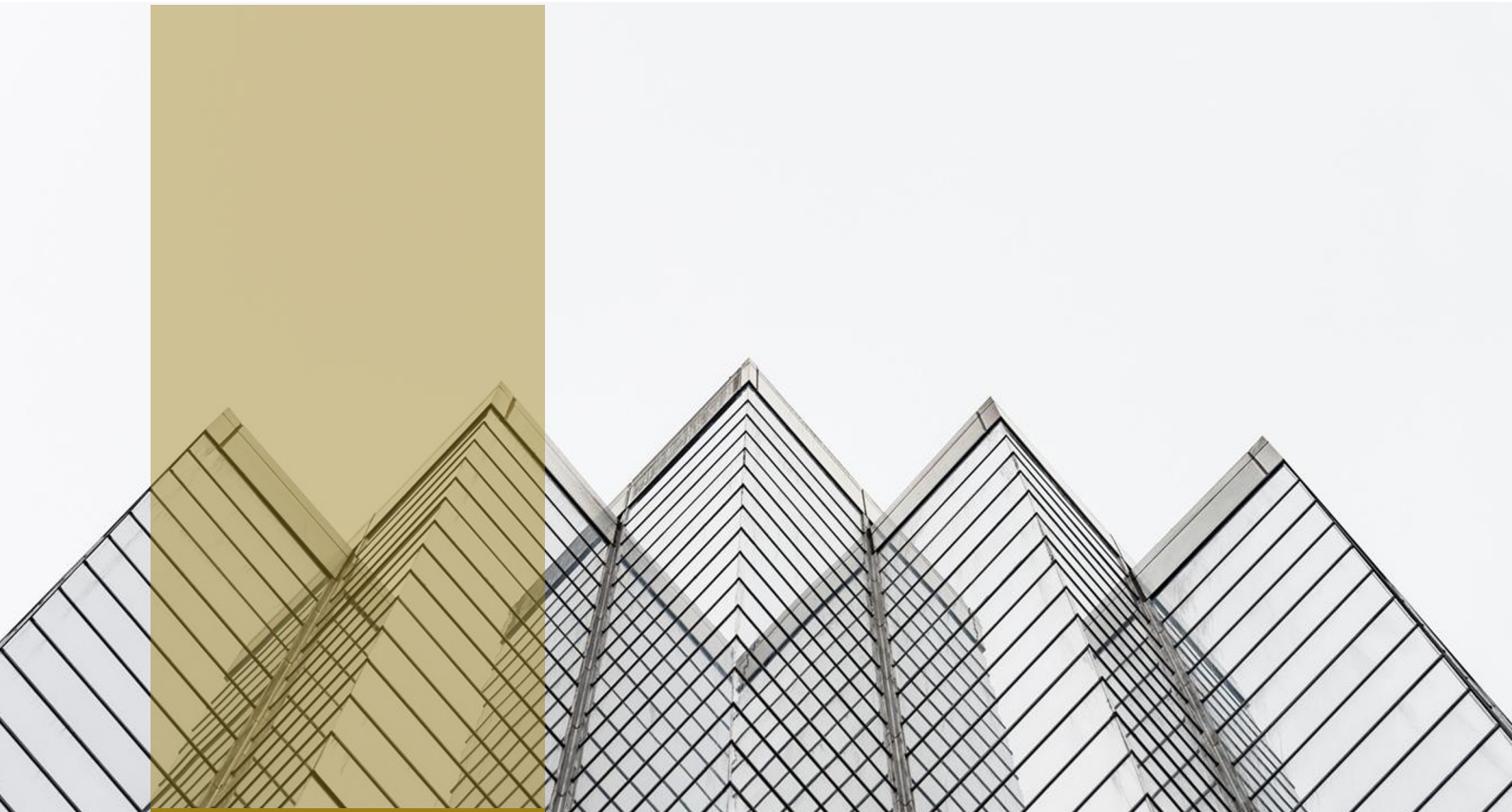# A well-known Real Estate brand leverages Konnect Insights for social media leads management

This case study explains how the real estate brand **streamlines their social media presence effectively** with Konnect Insights while ensuring proper **social media leads management** that helped them boost leads to conversions ratios and improved their social media communications strategy.

Introduction

A prominent real estate company with a diverse portfolio of properties focuses on leveraging social media platforms like Facebook and Instagram to reach their target audience, and actively promotes their property launches and updates on these channels.

However, managing and converting the influx of leads generated from these campaigns posed a significant challenge.

The real estate brand faced difficulties in efficiently managing and nurturing leads generated from their social media campaigns. With a vast volume of inquiries pouring in through comments and direct messages (DMs), they struggled to capture relevant customer information and seamlessly transfer it to their sales team.

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Furthermore, they needed a streamlined process to ensure timely follow-ups and personalized engagement with potential buyers.
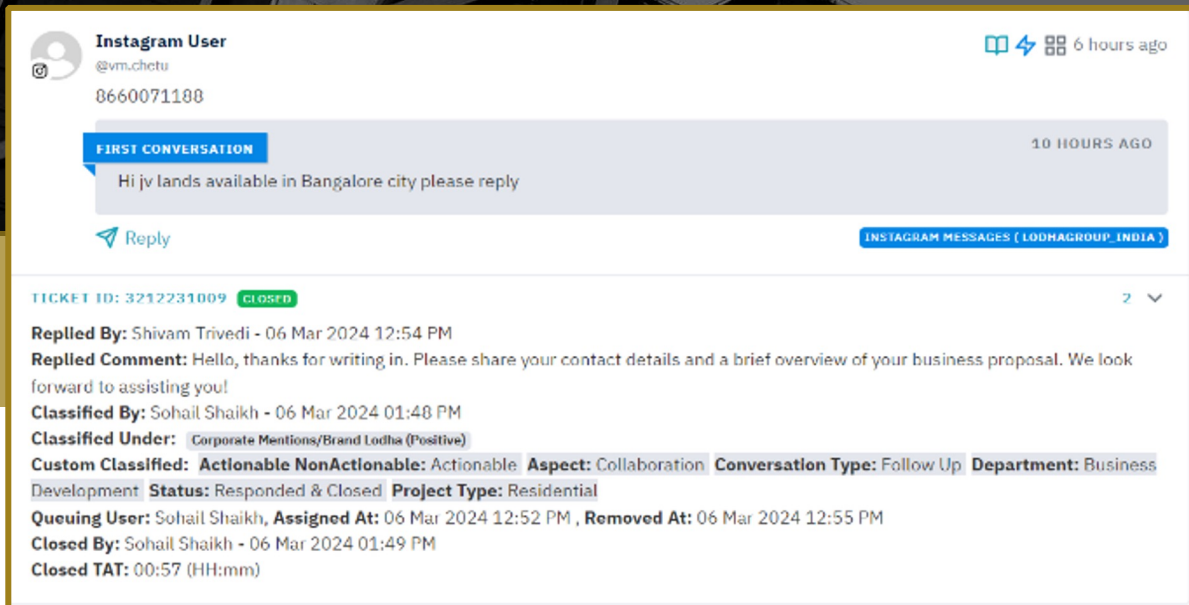
And that was possible with Konnect Insights + Salesforce Integration

The real estate brand used Konnect Insights, a comprehensive social media management tool, owing to its strong integration with Salesforce CRM which they were using. This integration allowed them to automate the lead capture process and efficiently transfer customer information to their sales team.

Here's how it worked >

Effective lead management through integration:

Instagram User
@vm.chetu

8660071188

FIRST CONVERSATION   10 HOURS AGO

Hi jv lands available in Bangalore city please reply

Reply   INSTAGRAM MESSAGES (LODHAGROUP_INDIA)

TICKET ID: 3212231009 CLOSED   2 ⌄

Replied By: Shivam Trivedi - 06 Mar 2024 12:54 PM
Replied Comment: Hello, thanks for writing in. Please share your contact details and a brief overview of your business proposal. We look forward to assisting you!
Classified By: Sohail Shaikh - 06 Mar 2024 01:48 PM
Classified Under: Corporate Mentions/Brand Lodha (Positive)
Custom Classified: Actionable NonActionable: Actionable **Aspect:** Collaboration **Conversation Type:** Follow Up **Department:** Business Development **Status:** Responded & Closed **Project Type:** Residential
Queuing User: Sohail Shaikh, **Assigned At:** 06 Mar 2024 12:52 PM , **Removed At:** 06 Mar 2024 12:55 PM
Closed By: Sohail Shaikh - 06 Mar 2024 01:49 PM
Closed TAT: 00:57 (HH:mm)

Automated Lead Capture:

Konnect Insights automatically detected and flagged every customer inquiry or lead generated through social media comments or DMs. Upon detection, it initiated a direct message conversation with the customer, prompting them to provide contact information such as mobile number or email address.

Contacts syncing from Konnect Insights to Salesforce:

Once the customer provided their contact details, Konnect Insights seamlessly transferred the information to Salesforce CRM. Depending on the nature of the inquiry, the data was categorized either as a Case or as a Contact/Lead.

Centralized Data Management

Salesforce served as a centralized repository for all customer data and inquiries. This enabled the brand's sales team to access comprehensive information about each lead, including their preferences, requirements, and interaction history, including those that came from social media through Konnect Insights

Targeted Engagement

Leveraging the rich data available in Salesforce, the real-estate company's sales team initiated targeted engagement strategies. This included personalized cold calls, emails, and marketing automation campaigns tailored to each lead's specific needs and interests.

Business Benefits

15%
Enhanced Lead Conversion:

By automating lead capture and streamlining data transfer, the real-estate brand significantly improved their lead conversion rates. Proper identification and categorization along with timely follow-ups and personalized engagement helped nurture leads through the sales funnel more effectively, resulting in increased conversion rates by over 15%

37%
Improved Efficiency

The integration between Konnect Insights and Salesforce eliminated manual data entry and streamlined the lead management process as the contact details were pushed seamlessly from Konnect Insights to Salesforce CRM. This allowed the brand's sales team to focus their efforts on high-value activities, resulting in improved efficiency and productivity by over 37%

29%
Optimized Strategies

With better insights into the channels and type of leads and enquiries, the team could optimize their marketing strategies by targeting the right audience with the right approach. This increased engagement by 29% on various social channels and helped them achieve a higher ROI when it came to their marketing campaign and efforts.

In conclusion

Konnect Insights is available on Salesforce AppExchange and has proved to be a great alternative to Social Studio.

By leveraging the integration between Konnect Insights and Salesforce CRM, this well-known real estate brand successfully transformed their social media lead generation and management process.

The brand continues to reap the benefits of the platforms' capabilities to enhance their efforts.