

An aerial photograph of a city skyline at sunset. The foreground is filled with dense green trees and some residential buildings. In the background, several tall skyscrapers are visible against a warm, orange-hued sky. The text 'DB STUDIO' is overlaid in large, semi-transparent letters at the top.

# DB STUDIO

**Real Estate Omnichannel Digital  
Growth Marketing ServiceV4.0**



# Service Positioning

## A Long- Term Lead Generation System for Real Estate

DB STUDIO provides comprehensive real estate digital omnichannel integrated marketing services to real estate developers, project owners, sales agencies, and real estate brokerage teams.

The core of our service is not just one- off shooting or one- off ad placement, but rather to **help real estate projects build a long- term, stable, and optimizable online lead generation system.**

### Real Estate Marketing Challenges:

client know this project?

client see its value?

client trust it' s genuine?

Will the client leave their contact?

sales follow up in time?

ads be continuously optimized?

project build long- term brand equity?

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DB STUDIO's service is to build a complete end- to- end process around these issues::

Project  
Positioning

Content  
Planning

Video  
Production

Social Media  
Publishing

Global Precision  
Ad Placement

Client  
Inquiries

Lead  
Grading

Sales  
Handover

Weekly  
Optimization

Monthly  
Review

Long- term  
Brand Asset  
Accumulation

DB STUDIO



Ultimately, what we help real estate projects achieve is not just simple exposure, but:

**01**

Enhance  
brand  
awareness

**02**

Increase  
client  
inquiries

**03**

Obtain  
valid  
leads

**04**

Drive  
appointment  
viewings

**05**

Support  
sales  
closures

**06**

Accumulate  
digital assets

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# Doesn't Do "Ordinary" Video and Ad Placement

## Common Problems

Video

Ad  
Placement

Sales

Data

Each works in isolation — unable to form a closed loop.

DB STUDIO's Core Philosophy:

Videos are shot for ad placement/Ad placement is run for leads/Leads are screened for sales/Data is used for the next round of optimization.

This is the biggest difference between us and ordinary shooting/ad placement teams.

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# Core Methodology

A Growth Loop of Content + Ad Placement + Leads + Data

## Content First

Videos focus on audience, selling points, and CTA to serve sales and ad placement.

## Precision Ad Placement

Combine multi- platform testing to filter high- quality leads.

## Global Publishing

Adapt content for multiple platforms and split into different versions.

## Data Driven

Optimize creatives weekly, review monthly to guide next- phase direction.

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# Cyclical Marketing Strategy for Real Estate Projects

Real estate marketing is not a one-time effort, but a long-term sales cycle. At different stages, client psychology and marketing objectives vary.

**DB STUDIO develops content and ad placement strategies according to the project lifecycle.**

1.Pre- launch Phase:  
Build brand awareness and interest



2.Launch Phase: Help clients understand the project and start inquiring



3.Construction Phase: Continuously prove the project is real and reliable

4.Show Flat / Open Day Phase:  
Turn online interest into offline visits



5.Sales Sprint Phase: Concentrate on high-intent leads



6.Delivery & Reputation Phase:  
Turn delivery into long-term brand assets

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# How Video Content Serves Global Publishing and Precision Ad Placement

## Five Goals of Video Content

Increase  
brand  
awareness

Explain  
value

Build  
trust

Generate  
inquiries

Support  
global ad  
placement

## Common Content Types

Every video goes into the content asset library and ad creative library for continuous reuse

Project image

Show flat tour

Developer case  
studies

Location value

Payment method  
explanation

Open Day events

Unit type  
walkthrough

Construction  
progress

Delivery  
feedback

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# Digital Asset Consolidation & Long-term Branding

DB STUDIO does not focus only on monthly exposure and monthly leads, but also on the accumulation of long-term digital assets for the project.

Content  
Assets

Ad  
Creative  
Assets

Client  
Lead  
Assets

FAQ &  
Sales  
Script  
Assets

Data  
Assets

Brand  
Assets

These assets serve the sales of remaining inventory, Phase 2 promotion, pre-launch of new projects, building trust with overseas clients, and developer brand building.

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# Lead Intake & Customer Grading

What real estate projects fear most is “having leads, but no one knows the lead quality. **DB STUDIO helps projects turn online inquiries into manageable client leads and perform basic grading.**

## Lead Sources

- Private messages from various platforms, forms, WhatsApp, booking entries. Record the source whenever possible.

## Lead Fields

- Name, phone / WhatsApp, budget range, preferred unit type, purchase purpose, planned purchase timeline, current location, source channel, preliminary interest level.

## Client Grading

- Class A (high intent, ready to view soon) – follow up first/Class B (interested, needs nurturing)/Class C (low match, put on hold)/Grading helps sales reduce ineffective communication.

## Sales Feedback

- The sales team feeds back follow-up results (whether contacted, whether an appointment was made, reason for closure or loss), which in turn optimizes content and ad placement.

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# Weekly Optimization and Monthly Review

DB STUDIO's real estate marketing is not about "submitting a report at month end" — it's about continuous optimization.

- Weekly Optimization:** Review exposure, video retention, CTR, lead cost, valid lead rate, high- intent ratio, booking growth, and new issues from sales feedback. Adjust budgets accordingly, pause low- performing creatives, scale high- performers, and plan the next batch of content topics.

- Monthly Review:** Evaluate brand exposure, ad spend, creative performance comparison, client inquiry volume, lead quantity and cost, valid lead rate, booked viewings, sales feedback, and common client questions. Define optimization priorities for the following month.

- Next- Month Optimization:** Adjust strategy based on data — if awareness is insufficient, strengthen brand image content; if inquiries are low, enhance CTAs; if lead quality is poor, refine targeting; if concerns are concentrated, create FAQ content; if booking rates are low, boost show flat and sales content.

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# Four Major Service Offerings

DB STUDIO offers four real estate service products. They are not simply different in price, but solve different problems.

## Full- Service Growth Retainer

Suitable for clients launching new projects or those without a complete online team.



An external digital marketing growth department.

## Video Content Retainer

Suitable for clients with existing operations, ad placement, or sales teams but lacking professional content capabilities.



Shareable, ad- placeable, and reusable assets.

## Ad Placement & Lead Generation Retainer

Optional models: ad management model or lead delivery model (pay per valid lead).



An ad acquisition system with actionable client opportunities

## Single- Phase Campaign Service

Suitable for node projects requiring focused



One complete node marketing campaign.

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# Actions are expected from the client

**Basic project information**

**Location / floor plans / price range**

**Payment methods / delivery timeline**

**Available inventory / developer background**

**Show flat opening schedule**

**Sales contact / advertising budget**

**WhatsApp / form entry points**

**WhatsApp / form entry points**

To ensure results, the project owner needs to provide accurate, timely, and confirmable information.

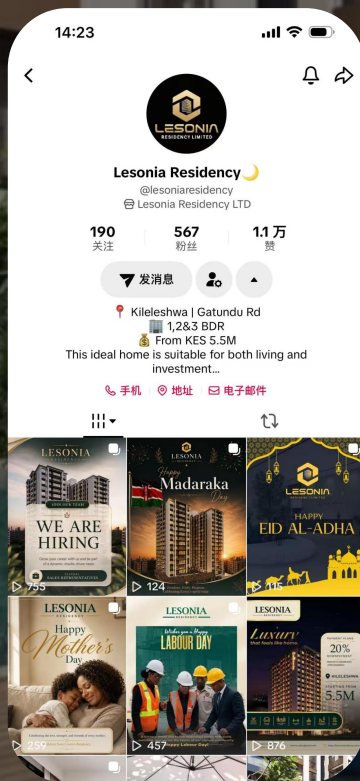
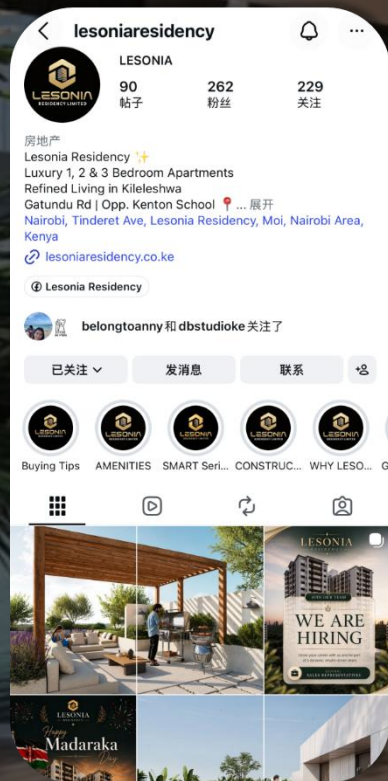
DB STUDIO can help the project express its selling points more clearly, more attractively, and in a way that better suits ad placement. However, the project owner must confirm pricing, payment terms, promotions, delivery, inventory, and legal information.

All external communications must be based on the confirmed information provided by the project owner.

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# Partner-LESONIA



Precision Client  
Exposure

**45023+**

Client Leads

**190+**

Ad Clicks

**1300+**

## Ad- Driven Lead Generation / Lead Conversion / Sales Handover

- LESONIA's focus is not on surface- level exposure, but on turning ad traffic into actionable client leads.
- DB STUDIO designs content that is better suited for ad- driven conversion, centered around project selling points, payment methods, and WhatsApp inquiry entry points.
- Every click is guided into the inquiry funnel, moving clients from "seeing the project" to "actively engaging with it."
- As a result, LESONIA has achieved a complete conversion path – from exposure, to clicks, to lead capture, and finally to sales handover.



# Partner-URBAN PARK

Near Million-Level  
Exposure

**1M+**

Precision Traffic  
Conversion

**7000+**

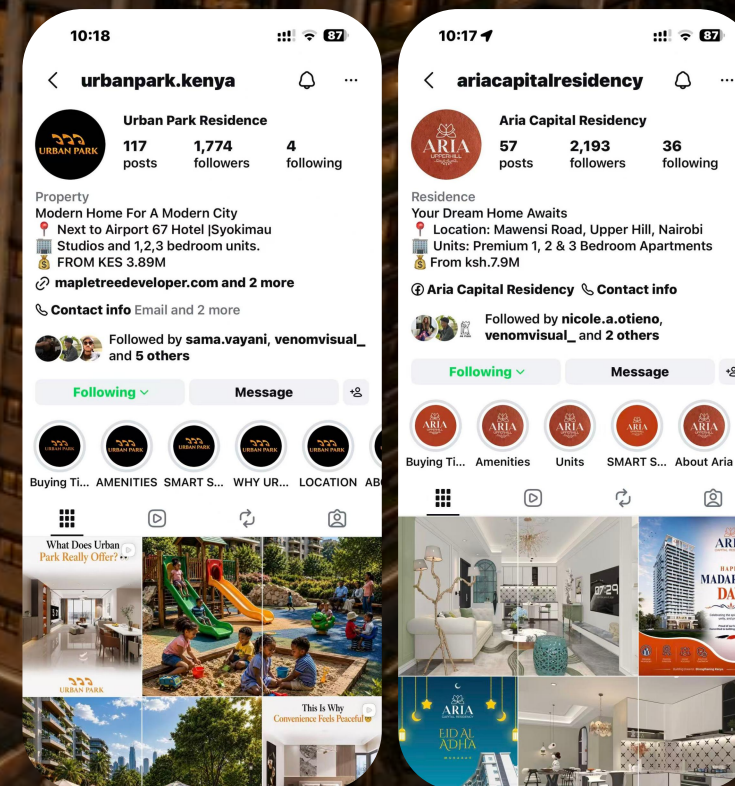
High-Quality  
Follower Growth

**3000+**

**Core Strategy: Full-Funnel Exposure / Regional Awareness / Value Amplification**

- URBANPARK's approach uses sustained exposure to build market awareness for a suburban project.
- DB STUDIO transforms spatial quality, community environment, and future lifestyle into content that clients are willing to engage with and explore.
- We did not avoid the "distance" factor — instead, we reframed it as a more open, more comfortable, and higher-potential living choice.

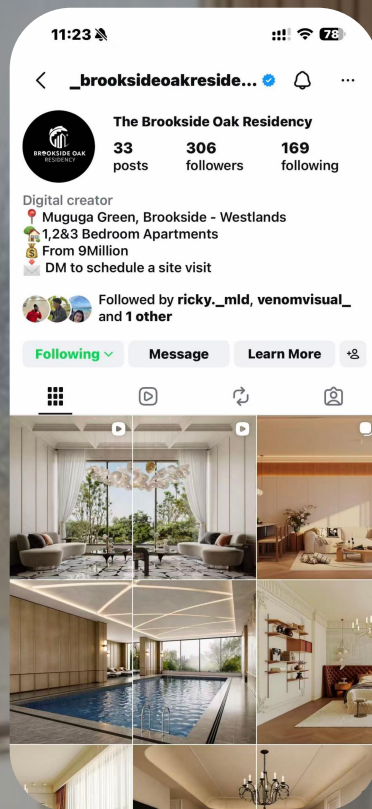
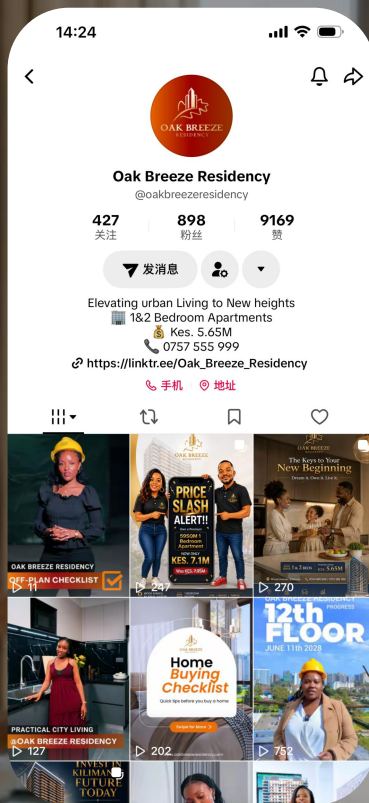
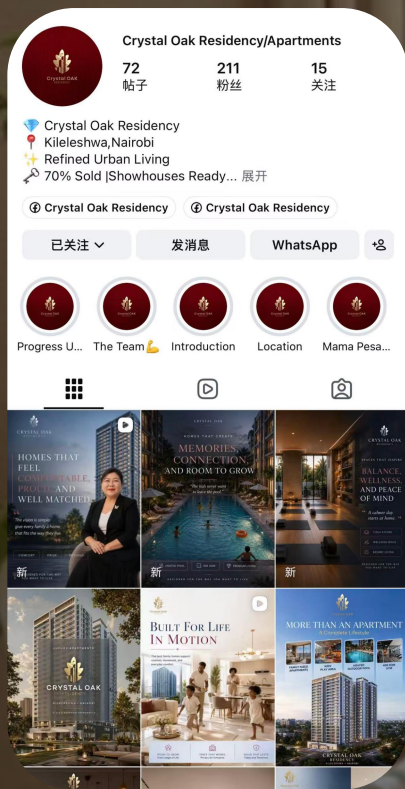
As a result, URBANPARK evolved from a regional development into a more visible project that attracts proactive attention.



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# Partner-OAK Account Cluster Strategy



Account Matrix  
Exposure  
**509268+**

Group Matrix  
Accounts Created  
**4+**

Total Engagement  
**6000+**

**Core Strategy: Group Endorsement / Account Matrix / Trust Building**

- OAK's focus is not on promoting a single property alone, but on leveraging the group's strength to build long- term brand trust.
  - DB STUDIO uses the account matrix to connect the progress, product strength, and developer image of different projects.
  - Each property is not just independently exposed, but also continuously endorses the entire group brand.
- Ultimately, OAK has transitioned from single- project promotion to group brand asset accumulation, making clients trust the brand first before learning about the projects.

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# DB STUDIO's professional advantages

**DB STUDIO's strength is not a single execution capability, but the ability to connect real estate projects into a complete system integrating content, ad placement, leads, and sales feedback.**

- Understand the real estate sales cycle and know what to do at each stage
- Content serves sales, performing the functions of attraction, explanation, trust- building, and conversion;
- Multi- platform ad placement capability covering both local and overseas clients;
- Focus on lead quality, looking at inquiries, valid leads, high- intent clients, appointment feedback, and sales feedback;
- Weekly optimization + monthly review, allowing clients to clearly see where ads go, where clients come from, what content works, and the direction for next- phase optimization.

## **Core value:**

**Help real estate projects move from brand awareness to precise lead generation, from client inquiries to sales conversion, and from one- off marketing to long- term brand growth.**

# DB STUDIO



# Why Choose Us

DB STUDIO Real Estate Digital Omnichannel Integrated Marketing Service V4.0 is a professional growth service designed for the long-term sales cycle of real estate projects. We build a complete closed loop by connecting content, accounts, advertising, leads, sales, and data around project sales results.

**Through the four major service offerings, clients can choose the cooperation method that best fits their stage and team capabilities:**

## **Full- Service Growth Retainer**

→ Full- Service Growth Retainer

## **Ad Placement & Lead Generation Retainer**

→ Solves the challenge of ad-driven customer acquisition and lead growth

## **Video Content Retainer**

→ Solves the professional content asset challenge

## **Single- Phase Campaign Service**

→ Solves the challenge of focused communication and conversion at key project milestones

Ultimately, what DB STUDIO helps real estate projects achieve is not just simple exposure, but:

**Higher brand awareness**

**More precise client targeting**

**More effective client inquiries**

**More stable lead acquisition**

**More efficient sales follow-through**

**And more sustainable long-term brand growth**

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