

Al Gurg Real Estate

Landscape & Pool Maintenance

Marketing Strategy



EASA SALEH AL GURG
REAL ESTATE DIVISION

Contents

	Brief	03
1	Market Analysis	04
	<ul style="list-style-type: none">• Overview• SWOT• Competitors• Online Presence• Competitor Insights• Target Audience• Buyer Persona	
2	Marketing Execution	17
	<ul style="list-style-type: none">• Overview• Digital Marketing• Social Media• Other Marketing Initiatives	
3	Next Steps	46
4	Appendix	48

Brief

Al Gurg Real Estate is branching out to start a landscape & pool business focusing on residential owners.

The primary focus is on landscape and pool maintenance.

The aim is to establish the company as one of the leading landscape and pool service providers in the UAE.

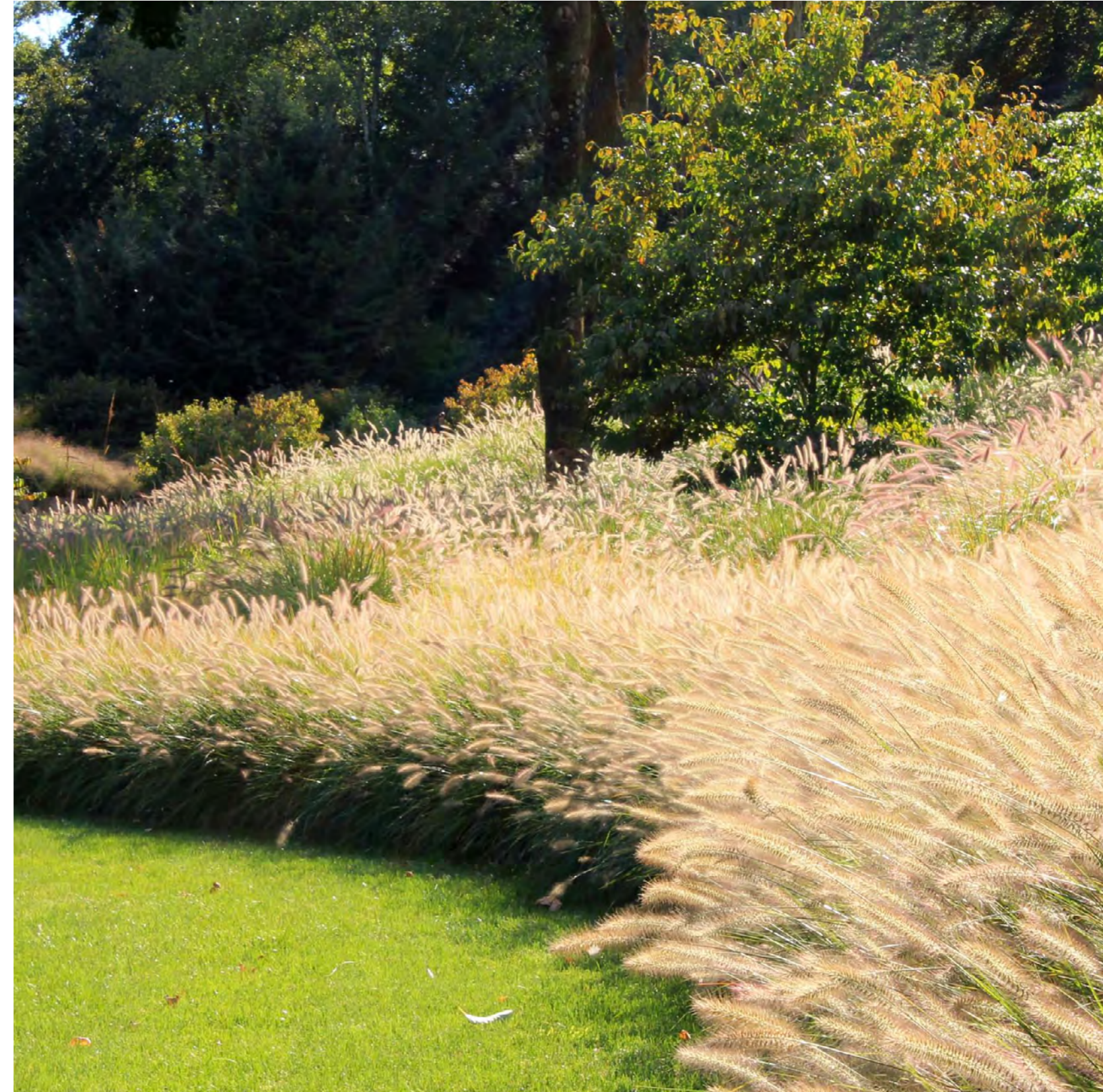


1

Market Analysis

Overview

- The landscape industry has been growing over the past years, especially since the pandemic, where people have started to spend time indoors.
- Landscaping is moving away from being purely aesthetic and a symbol of status, to being luxury yet functional, with low maintenance plants, a place where they can spend quality time.
- The market is divided in to 2; small players who are not established and lack the technical knowledge and training, and established companies that do not provide customised services.
- Landscape and pool maintenance focused companies are limited; most of the companies also offer services out of the industry.
- Key landscape competitors position themselves as luxury service providers.



SWOT Analysis



Competitors

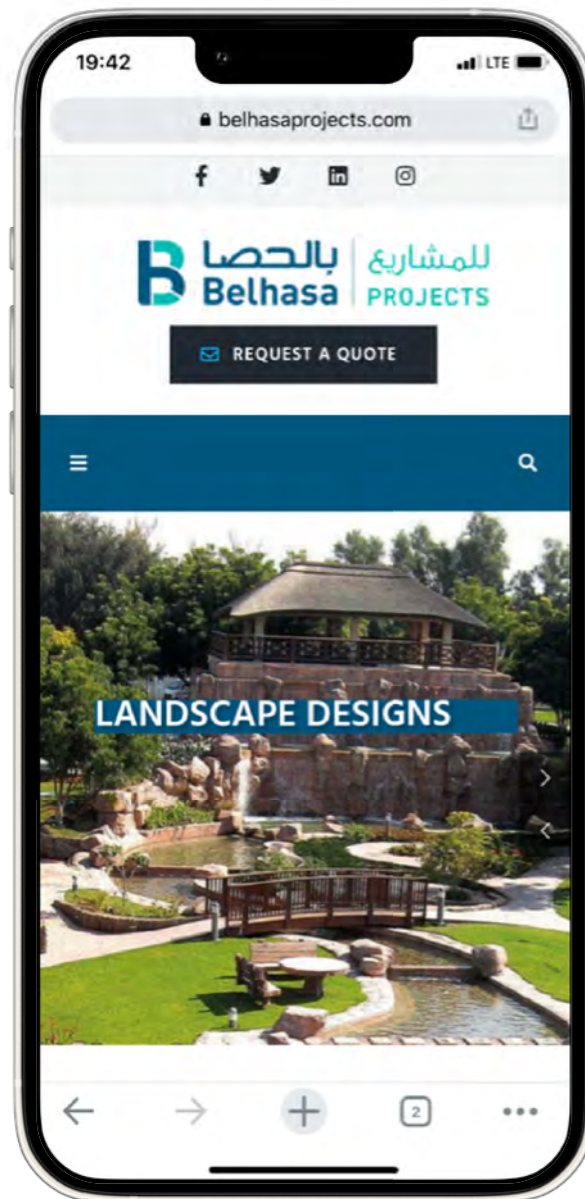
Landscapes



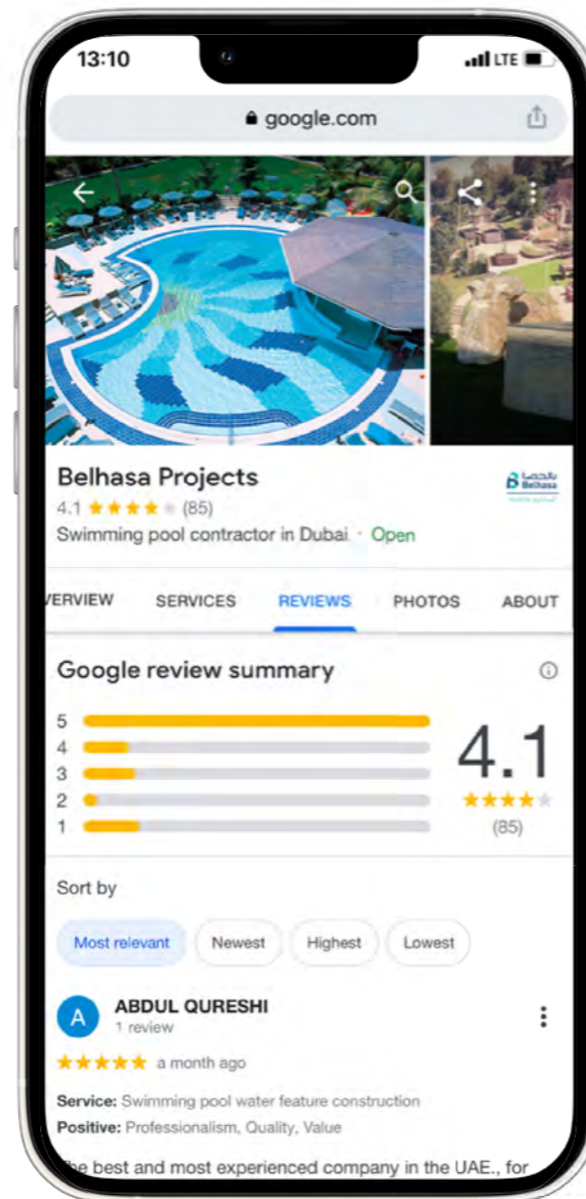
Landscaping & pool maintenance



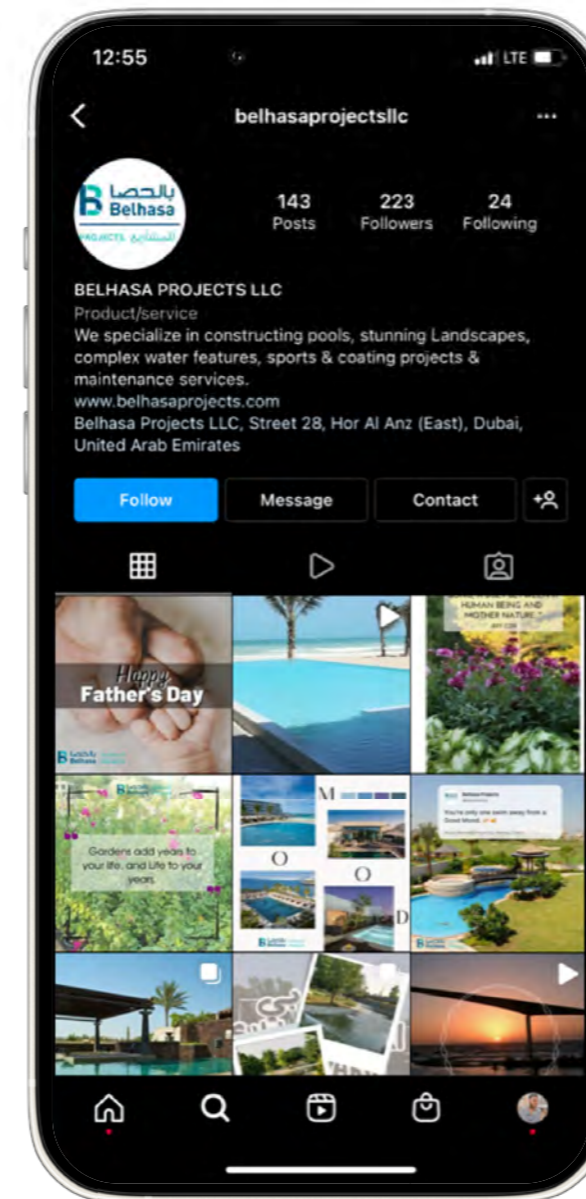
Belhasa Projects



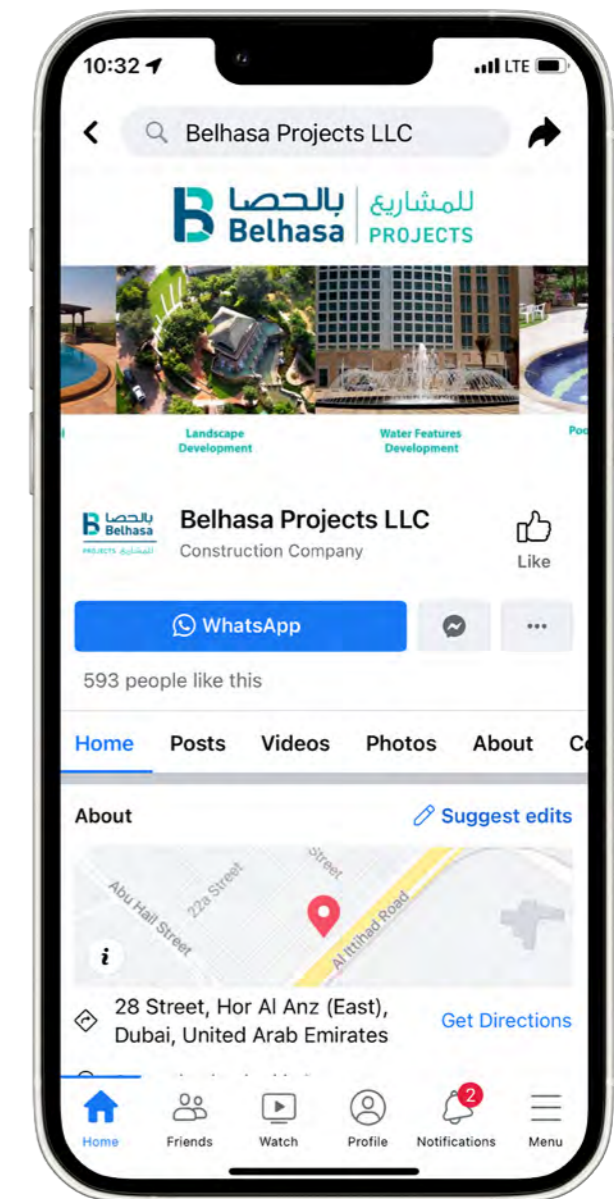
Website



Google Reviews

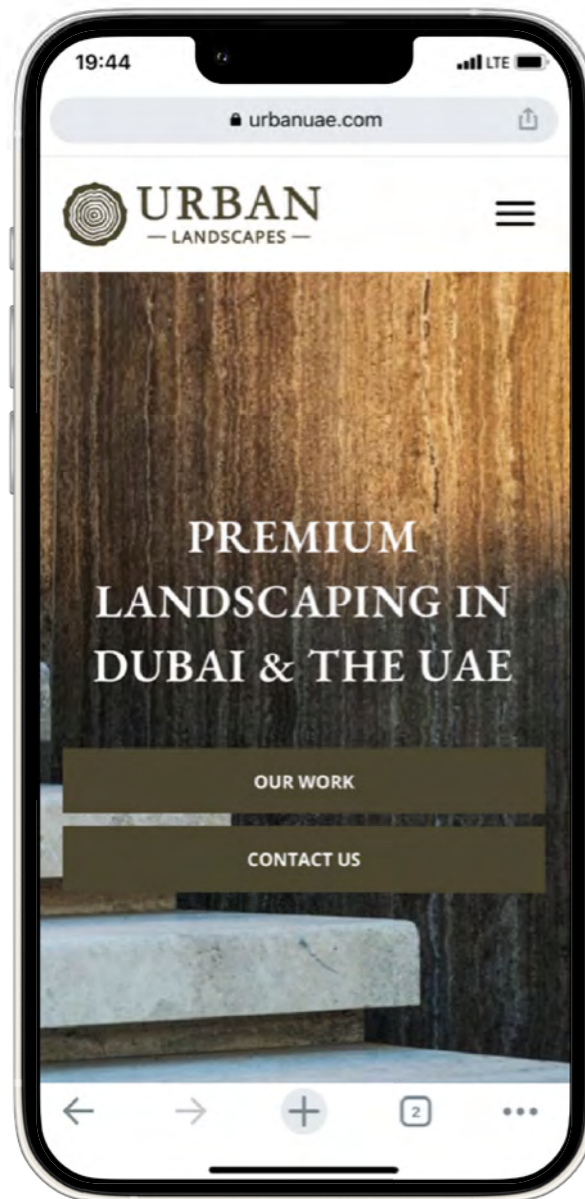


Instagram

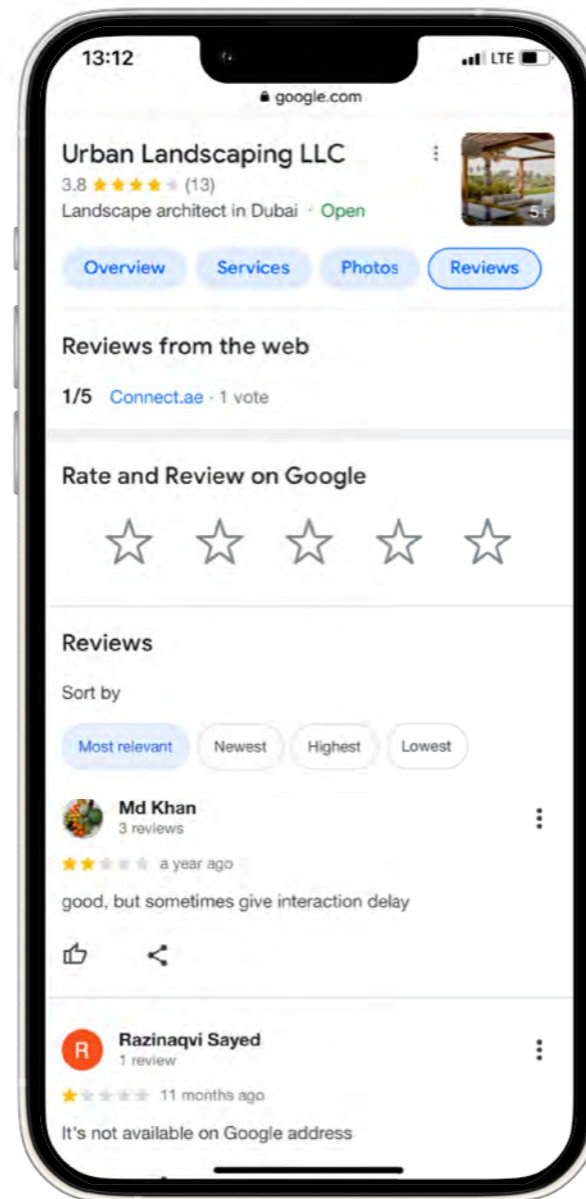


Facebook

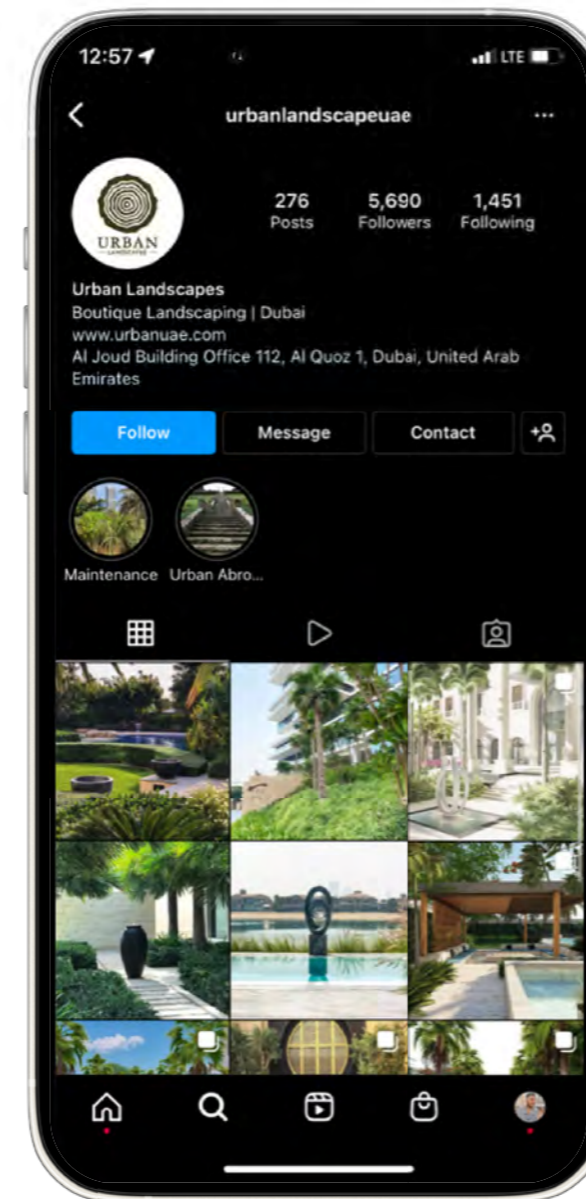
Urban Landscapes



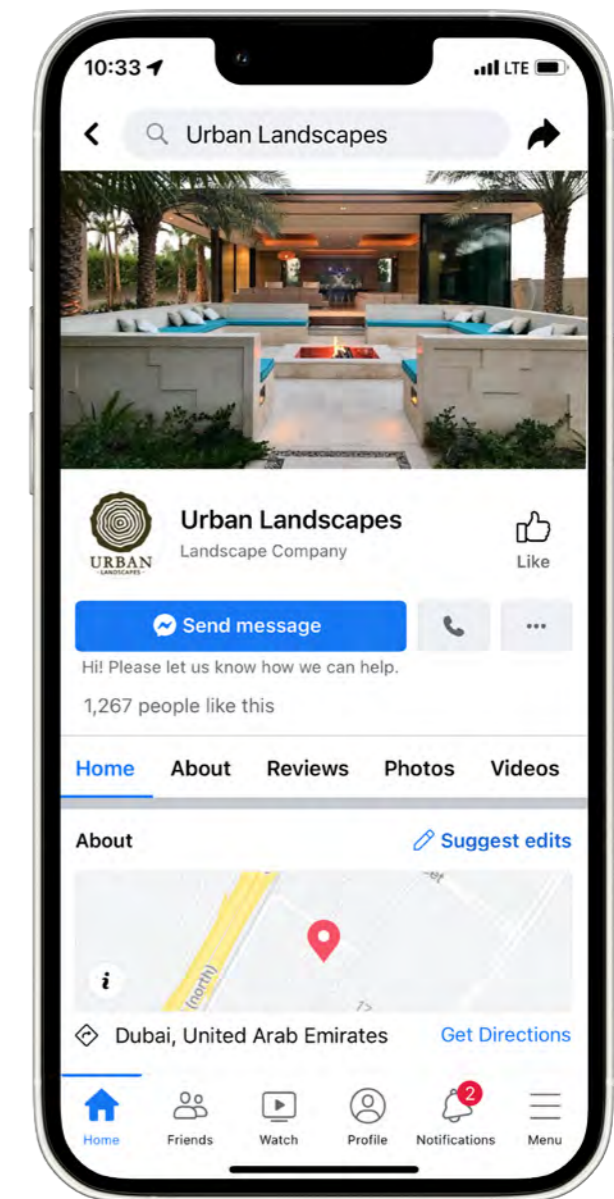
Website



Google Reviews

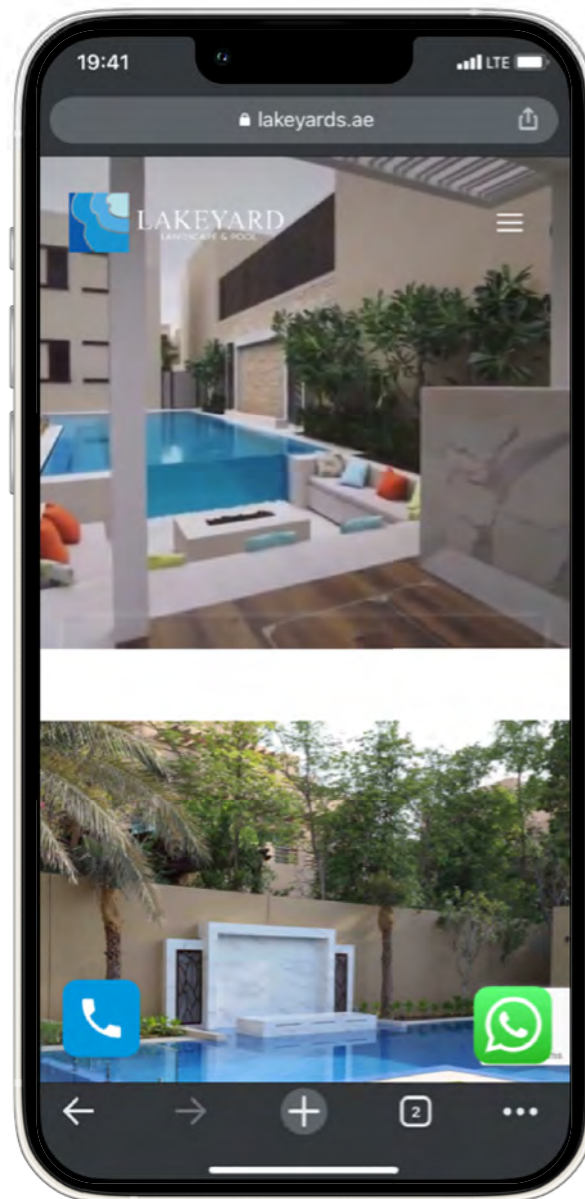


Instagram

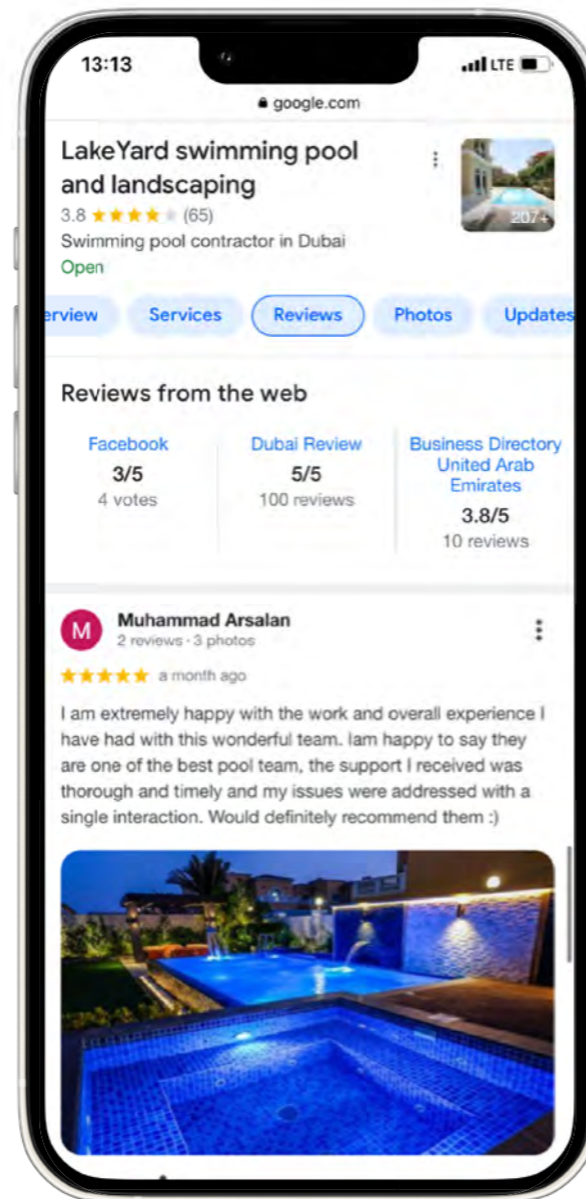


Facebook

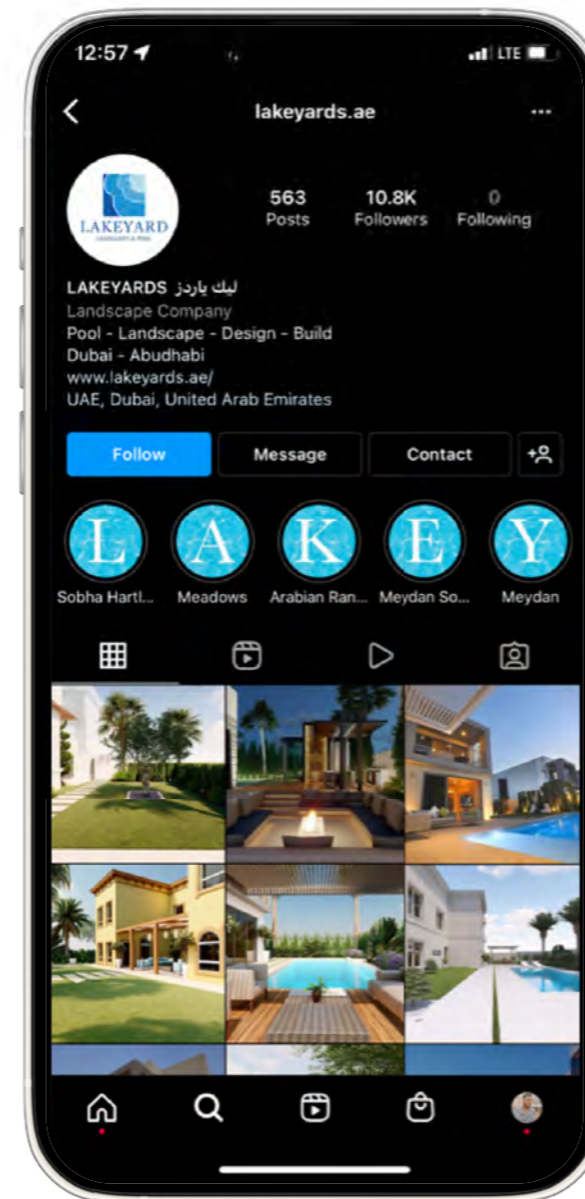
Lakeyard Landscape & Pool



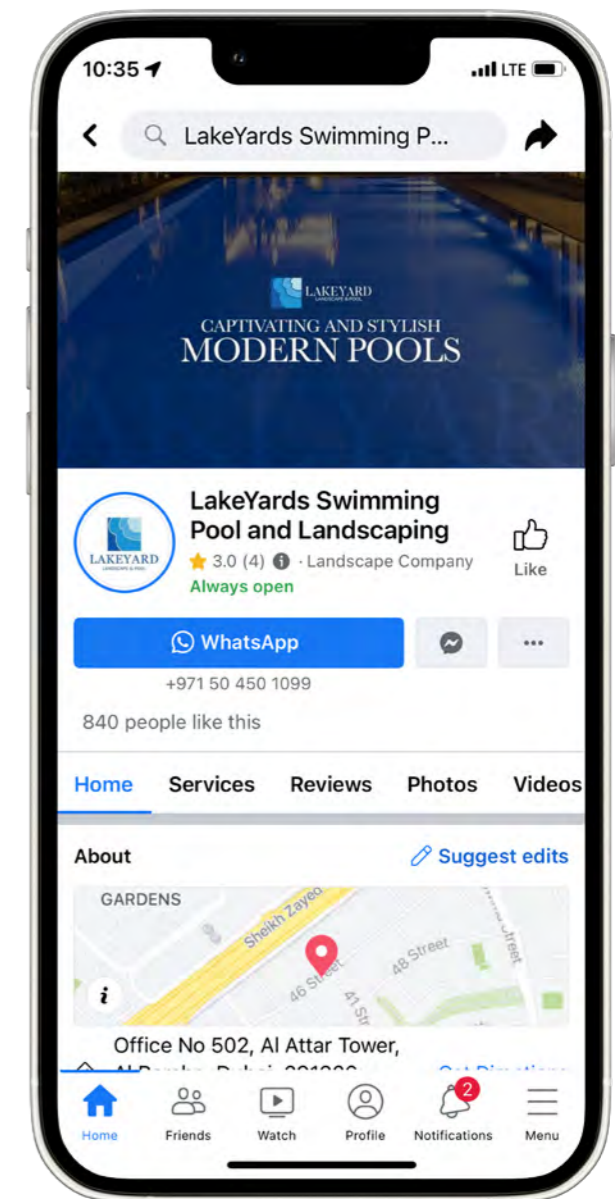
Website



Google Reviews

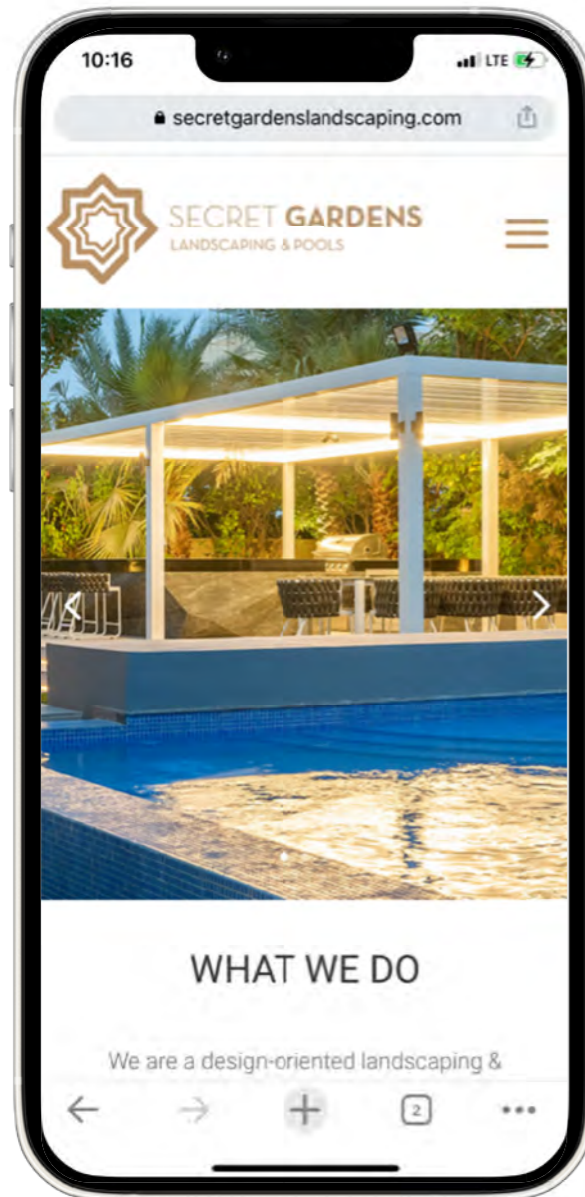


Instagram

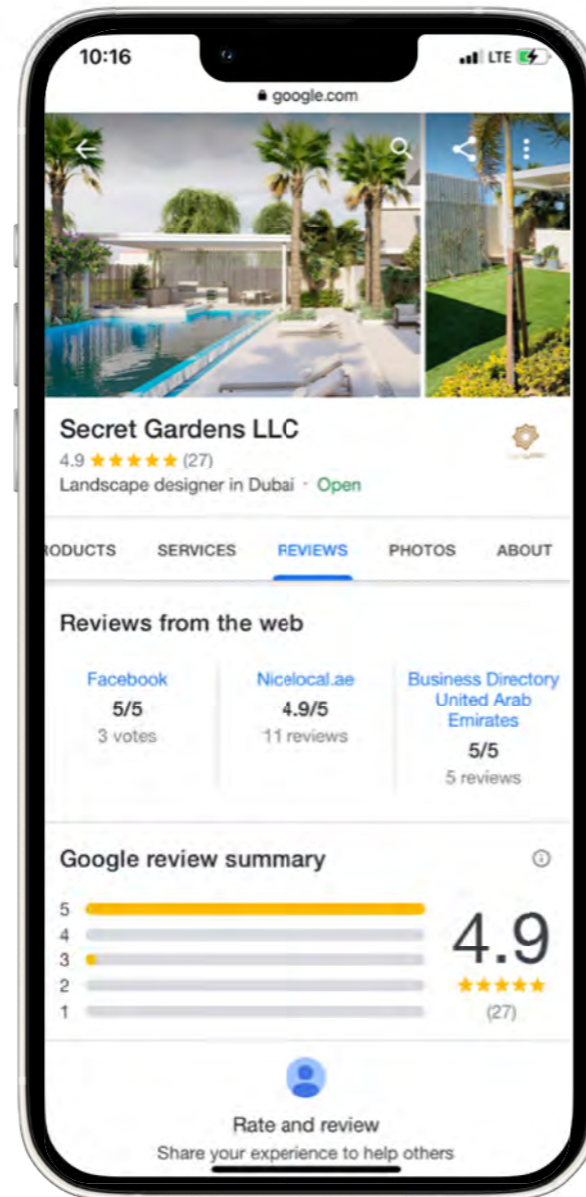


Facebook

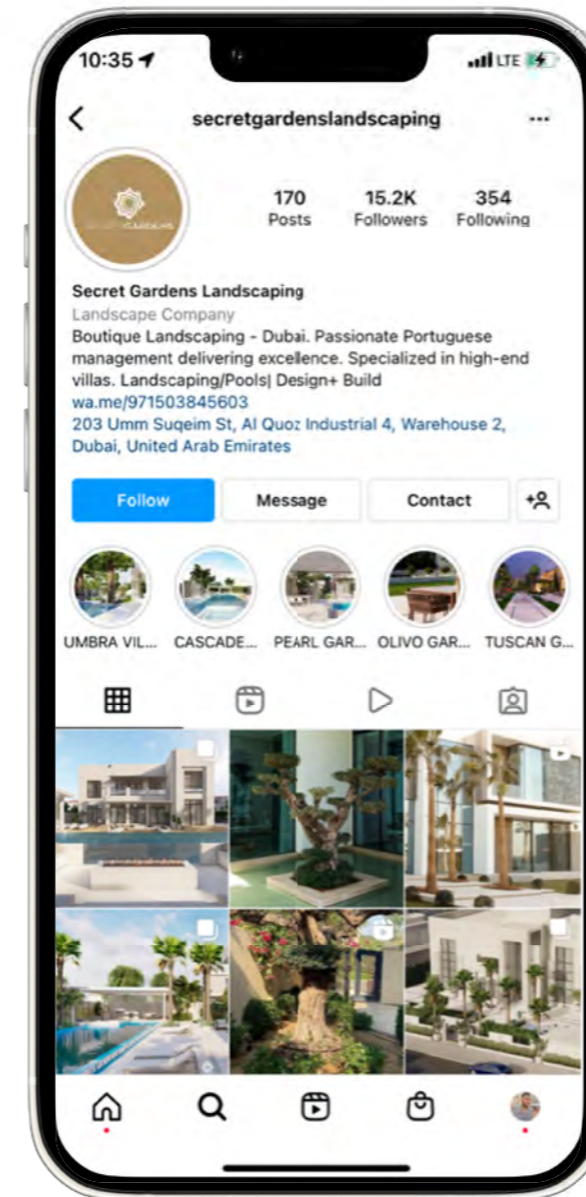
Secret Gardens



Website



Google Reviews








Instagram



Facebook

Competitor Insights

-  Some competitors use the luxury approach and have curated their website & social pages to reflect it.
-  Majority of the competitors provide a range of services outside of landscaping and pool maintenance.
-  Companies also focus on commercial business and is not specific to residential.
-  Majority of the companies provide services in all 7 Emirates.
-  The residential projects are divided between private & community residential buildings.

Target Audience



Age
30-60 years old



Gender
Male & Female



Location
Jumeirah, The Palm, JVT, Emirates Living



Occupation
Managerial and above



Income
AED 45,000+ per month



Buyer Persona 01



Gender
Female



Age
35 years old



Occupation
Head of PR at an MNC



Location
Jumeriah Village Triangle (JVT)



Annual Salary
AED 45,000 per month



Family
A family of 4, mother of 2 | A 6-year-old and a 2-year-old



Preferred Platform
Facebook - Mom's groups | Groups on social media



Goals / Challenges / Frustrations

1. Well maintained pool and garden is a priority, as they prefer the kids to spend more time outdoor.
2. Kids enjoy playing in the pool, especially during summers, and spend time in the garden in the morning. The family also often gets together in the garden.
3. Going back to the office post covid doesn't allow them to maintain the pool and garden. They are looking for an experienced company that can take care of both.



How we can help?

1. Professional & trained specialists

Buyer Persona 02



Gender
Male



Age
40 years old



Occupation
MD of an automobile company



Location
Palm Jumeriah



Annual Salary
AED 57,000 per month



Family
A family of 2



Preferred Platform
Instagram, Pinterest



Goals / Challenges / Frustrations

1. Recently moved to the new house. Enjoys hosting events and hence, need the garden and pool to be well maintained at all time.
2. Looking for a company that can provide 360 landscape services (design to maintenance).
3. Have specific requirements and are looking for a company with experience working on premium designs.



How we can help?

1. Experienced in 360 landscaping projects and have delivered premium projects
2. Additional services would be a beneficial add on as they would actively hold events in their house

Buyer Persona 03



Gender
Male



Age
50 years old



Occupation
CFO



Location
Jumeriah Park



Annual Salary
AED 70,000 per month



Family

A large family of 7; a 20-year-old, 18-year-old and a 14-year-old. His parents in their 80's live with him and his family. The 20 and 18-year-old are studying in the UK but visit during breaks.



Preferred Platform

Social media, newspaper (flyer)



Goals / Challenges / Frustrations

1. Wants to redesign the existing garden to have a minimal & functional garden that the family can enjoy, especially his parents.
2. The kids prefer the pool over the garden, so having the pool maintained is a plus, especially when the older kids visit.



How we can help?

1. Experienced designers and landscape project management
2. Pool & landscape maintenance experience

2

Marketing Execution

Overview

Identity

- The word landscape is a wide term but, in our case, we want to show that landscapes are impermanent and in constant motion. Hence, we recommend Studio Landscape as the brand name.
- The name is derived from the simplicity of a place where the focus is on creation, a studio to give you the impression of a blank art canvas, the canvas being your garden.
- Studio Landscape is dedicated to designing with a transitional mindset where the natural architecture that we create speaks poetically to different seasons. It looks at landscaping with a sculptural eye, a process where design and function comes together.
- The focus is split between land and water, and as land meets water, we show our expertise in both. Our aim is to build beauty and challenge expectations whilst approaching it with a sustainable mindset.



Purpose

- Studio Landscape aims to offer the best landscaping services to the modern homeowner backed by our wide-ranging expertise in this sector. The goal is to be recognised as one of the leading landscaping and pool servicing studios in the UAE.
- We have the ability to focus on the art and practice of landscaping and botanical design. It allows us to create a full vision on how to best experience and maintain your garden without ever compromising on the standards of service.



Positioning

- Studio Landscape will be positioned as a destination where you can create your dream garden with an involved expert team who have been trained in the art.
- This will be done by highlighting the studio's expertise, features and solutions. More than anything it will be a place that allows you to be involved in creating your garden. The main objective is to instill Studio Landscape as a #1 choice for landscaping and pool services by showcasing a strong know-how and visual identity.



Digital Marketing

Strategy Mix

- Landing Page

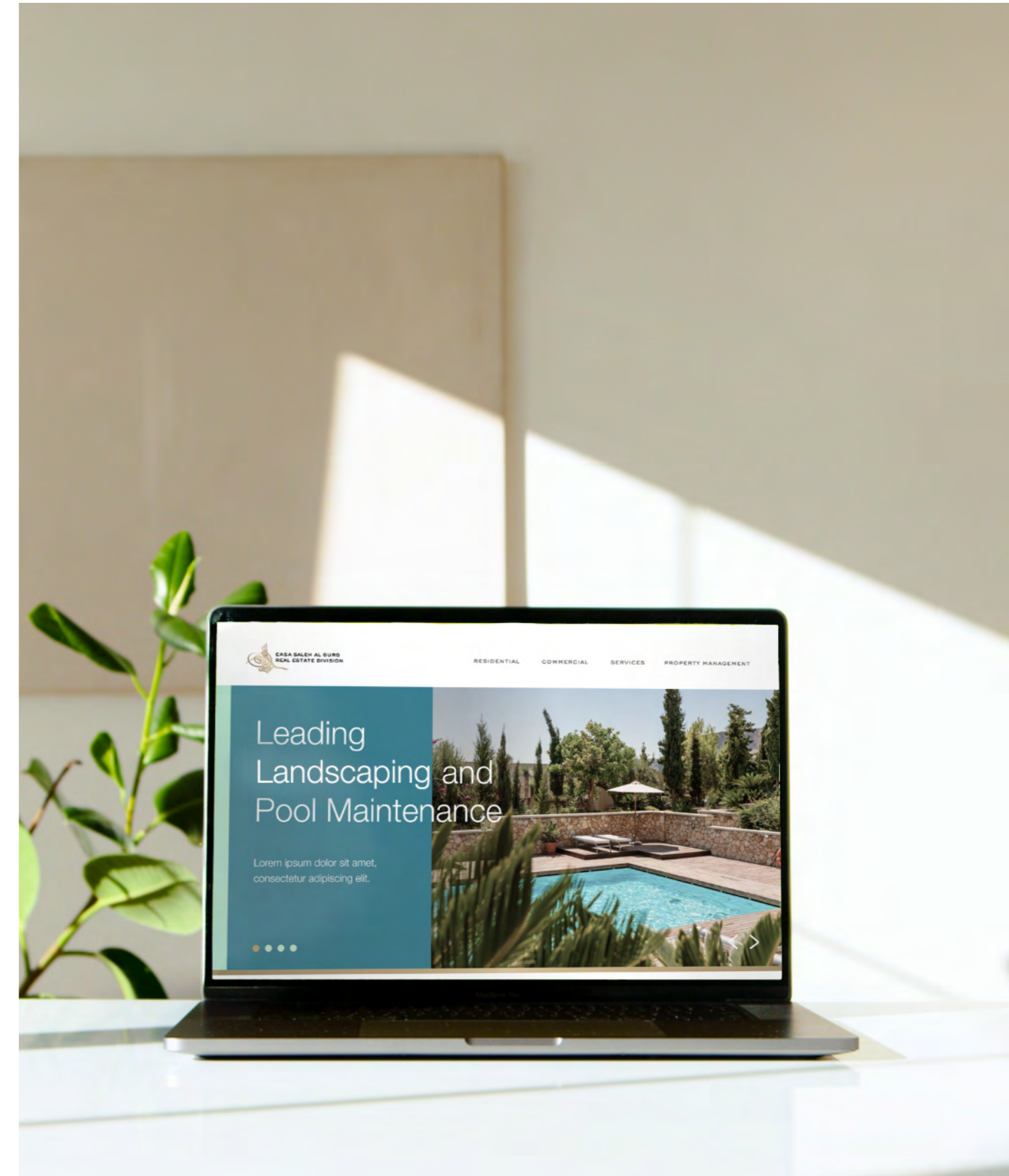
- Google Ads - Search

- Instagram

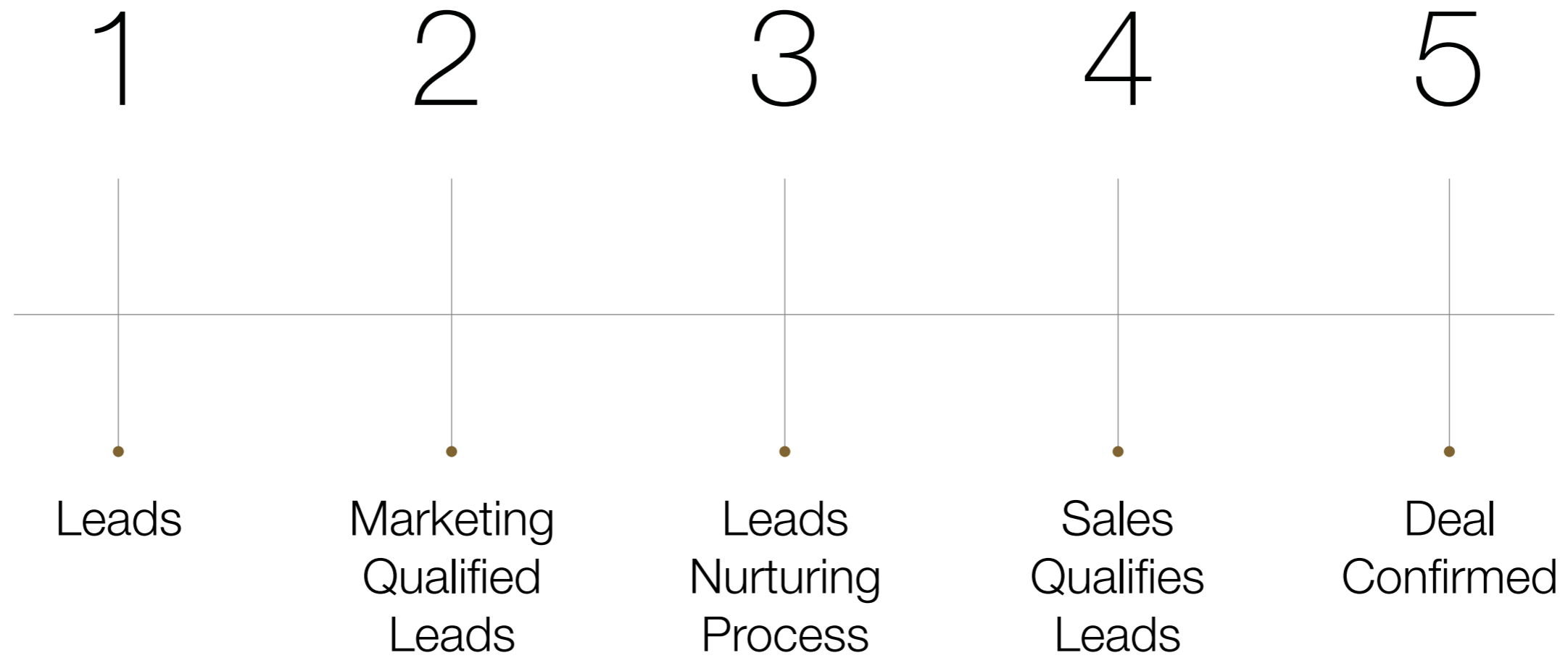


Landing Pages

- English
-
- Arabic



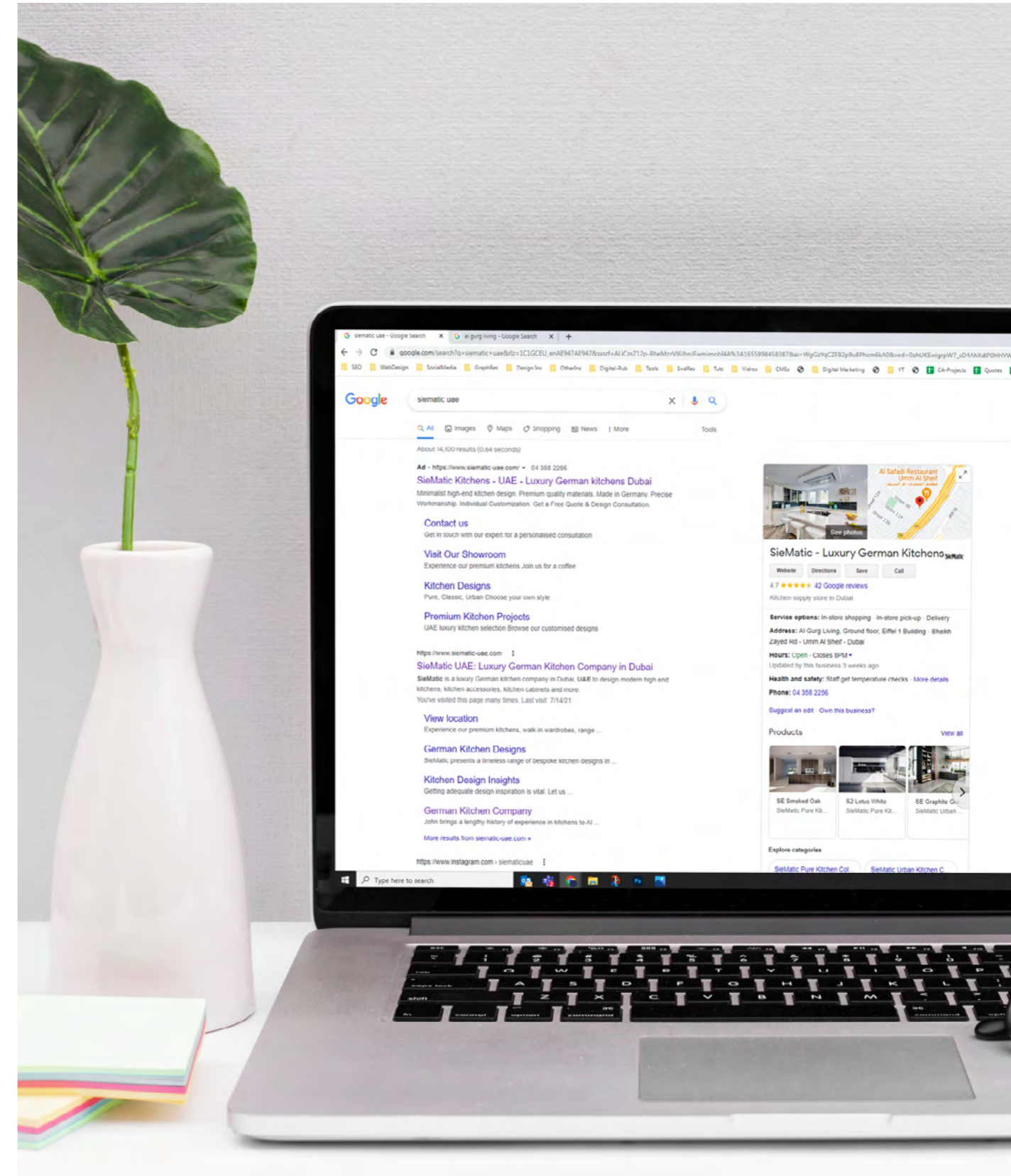
Conversion Funnel



GMB - Google My Business

Monthly Activities

- 1 Consultation
- 2 Q&A Management
- 3 Business detail updates
- 4 Product and project content uploads
- 5 Review management
- 6 Regular audits
- 7 Monthly update reports



PPC - Google Search Ads

Strategy

- 1 Search ads promoting specialised services related to landscaping for residential villa and hospitality projects.
- 2 Each ad group optimised with highly searched keywords relevant to landscaping, home improvement and gardening etc.

Estimated monthly ad spend: AED 2,000



Social Media Ads - Instagram

Lead Generation Strategy



Focus

Landscape services related lead generation marketing



Objective

Lead generation targeting owners residing in villa communities such as Dubai Hills Estate, Emirates Hills, Arabian Ranches etc; interested in landscaping or home improvement services

Estimated monthly ad spend: AED 1,500



Proposed Digital Ad Spend

One Month										
Ad Type	Tactics	Campaigns	Objective	Total Budget	Media Spend	Est. CPM	Impressions	CTR	Clicks	Est. CPC
Google Ads	Search Ads	Always On	Related Keywords	AED 2,000.00	AED 2,000.00	AED 75.00	26,667	3.00%	800	AED 2.50
Total				AED 2,000.00	AED 2,000.00	AED 75.00	26,667	3.00%	800	AED 2.50
Ad Type	Tactics	Campaigns	Objective	Total Budget	Media Spend	Est. CPM	Impressions	CTR	Clicks	Est. CPC
Social Media Ads	Instagram Video	Always On	Conversions	AED 1,500.00	AED 1,500.00	AED 15.00	100,000	1.90%	1,900	AED 0.79
Total				AED 1,500.00	AED 1,500.00	AED 15.00	100,000	1.90%	1,900	AED 0.79

Rates & volume are based on estimates with small margins of error. Budget will be dynamically allocated among tactics based on performance.

Total Ad Budget	AED 3,500
Total Ad Budget Spend	AED 3,500
Estimated Total Clicks	2,700
Estimated Total Impressions	126,667
Estimated Cost per Click	AED 1.30

Budget Allocation	
UAE	100%

NOTES & ASSUMPTIONS

Rates & volume are based on an estimate. Budget will be dynamically allocated among tactics based on performance.

Device- All

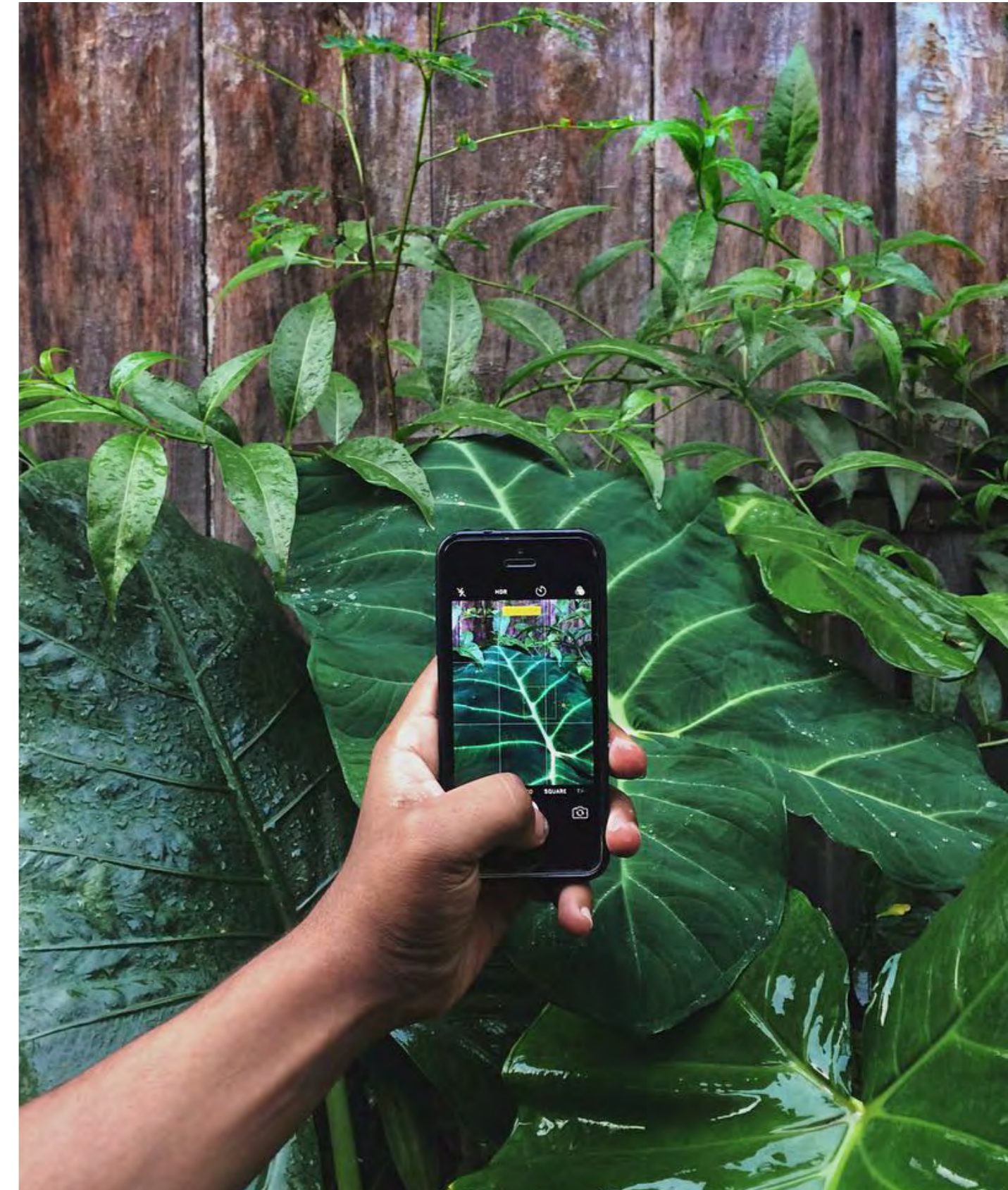
Social Media

Social Presence

A strong social presence will allow the brand to differentiate itself from competitors as more than just a landscaping company but rather a special experience in creating the right garden for you.

The overall goal is to incorporate strong visuals of the studio and the unique approach and features that makes it stand out. The tone of voice is relaxed and friendly with a strong point of knowledge coming through which will make the followers inclined to read and learn.

To achieve this we have different activations on social media which is focused on giving the audience something they can learn from but also something that will inspire them.



Online Persona

Approach

Social media will be utilised with consistent posting revolving around a variety of content being posted to guarantee engagement and spread.

Target

Families, expatriate homeowners & locals

Tone of Voice

As a brand that appeals to a more high end audience the tone of voice needs to resemble a strong know-how that is communicated through a friendly tone to avoid coming off flat.

Visuals

Combination of close up images and graphics that have writing to balance out the feed and make it more easy to follow with the eyes. The imagery will convey a modern, serene and luxurious look and feel.

Activities

Posting will consist of the four main pillars that consist of engaging content through stories, informative content, collaborations and videos.



Social Strategy

The overall strategy will focus on communicating key touch points and highlighting key features that Studio Landscape will be offering. This will be achieved through engaging content across different social media platforms.

The strategy is aimed at running different themes that is about emphasising the knowledge and modern approach of Studio Landscape.

Furthermore, we will highlight the point of strength at Studio Landscape as a one-stop for landscape and pool services. At the forefront of the communication is conveying a message that is genuine and authentic with a friendly tone whilst showing strong visuals.

This will be done through a mix of content composed of:

- Informative Content
- Engaging Content
- Collaborations
- Short-looped videos



Moodboard



How to Series

It's important to show what distinguishes Studio Landscape from competitors and what makes this studio an obvious choice for homeowners. Showing the knowledge behind the team will differentiate Studio Landscape, that paired with a strong visual identity will further help. This will be done through accompanying each theme with modern imagery that attracts the visually keen customer.

Series

A series on how to propagate and preserve your plants with a series of tips where we showcase certain cuts to help regrow your plants and soil tips.



Collaborating with UAE Brands

Collaborating with local UAE brands will add more substance to Studio Landscape and it will also allow customers to find more than one solution when choosing Studio Landscape. More than anything it will add more to the social media presence when there is more than one certain subject to cover and visuals to show.

Work with: Al Fakhir Pottery Works is a UAE based company that specialises in creating authentic hand-made pottery. This will further add a personalised touch to any design projects as each pot will be designed for said projects.



Workshop Example

Online or in-person workshops to invite curiosity and participation in to the wild and uninhibited beauty of nature. This will also allow the audience to take away learnings and valuable information that can help them in their gardening journey.

Workshops are also a way for future clients to familiarise with the studio and the team. It's an immersive experience that will strengthen client relationships as well as making people talk about Studio Landscape.

Future tip: Can be a collaboration with brands, creative studios and artists.

Workshop examples:

- Embrace your landscape – the art of botanical design
- The uninhibited spirit of the natural realm and how to make it part of your interior design



Plant of the Month

A plant of the month post along with information about how to best take care of the said plant is a good way to incorporate strong visuals that are eye-catching. It's also a great way to break of the serene feed with images that are bold and stand out as it creates a balance.

This content can also be a carousel that engages and catches the audience by swiping through.

This content can also be posted on stories accompanied with text and information.

Studio Landscape



Plant of the month

Tips on Plant Benefits

A theme where we discuss and showcase different plants and how these are best utilised in this region or why certain plants are good for you.

This theme can also be posted on the feed and stories where majority of the information will be explained through the caption/and or through video format.

Examples:

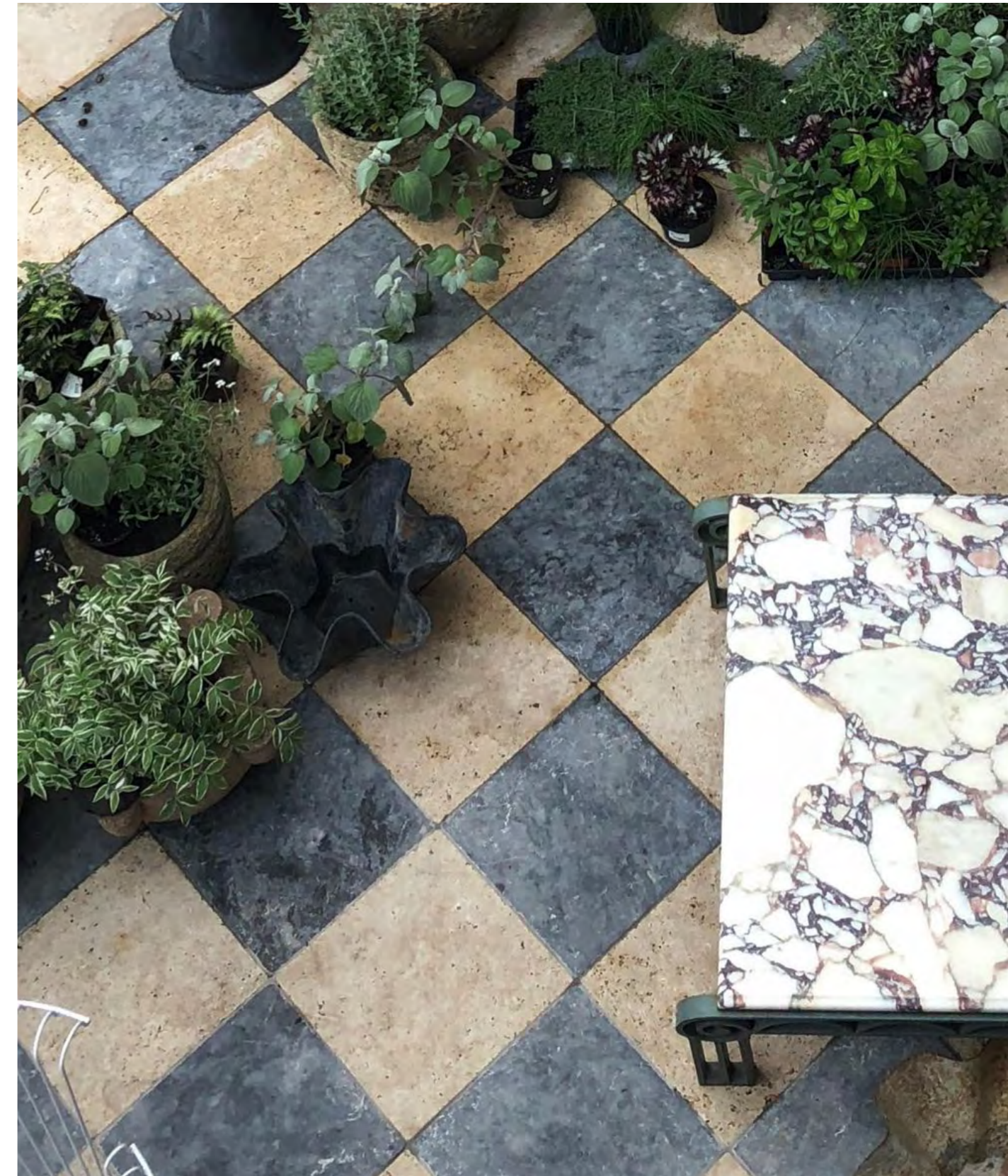
- Tips on plant benefits for your mood
- Tips on what plants are most suitable in this region
- How to master the art of garden sculpting



Tiles & Materials

Posts that are focused on tiles and materials that are used for your landscaping. These posts will be informative on what materials are best suitable for certain places. This is also a good opportunity to create creative video content in the form of reels where the different tiles are shown.

This can be incorporated with a series called 'How to choose the right stone and tiles for your pool'.

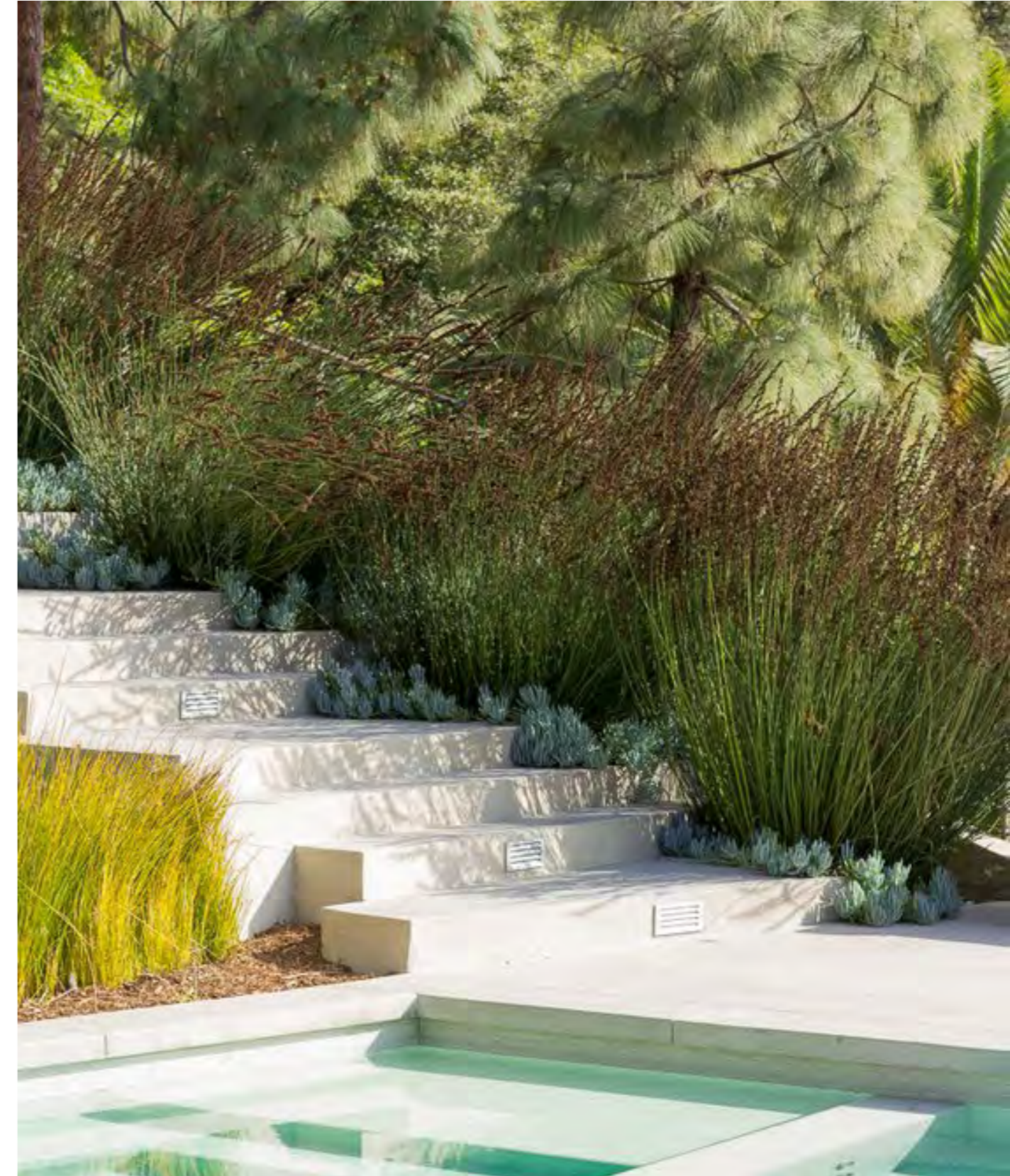


Other Marketing Initiatives

Offline Referral Program

Book & Save

- Existing customers receive 1 month off when referral customers book a consultation.
- Referral customers get 1 month free when they sign the contract.



Online Referral Program

Option 1: Google Reviews

- Leaving online review is another way form of WOM marketing. Customers can be asked to leave a Google review at the end of the project.
- This can be incentivized by giving % off the next booking.

Option 2: Social Referral

- Adding social links to emails sent to customers, allowing them to share reviews on their social pages.
- Encouraging posts on social media tagging the brand, as well as leaving reviews on community groups to gain exposure.
- This can be incentivized by giving % off the next booking.



Online Community

Suggested Activities

- Running contests on the groups where winners can win complementary services if they book a service.
- Posting informative content relating to landscape & pool on the group and linking it to how we can help them achieve it.
- Sharing custom codes with each group that they can use to redeem discounts & add on services.

Locality Community Groups

- JVT & JVC Community (Dubai)
- Palm Jumeirah Community
- Springs Community Dubai
- The Gardens Dubai
- Meadows, Lake, Springs Community - Dubai

Demographic Community Groups

- Dubai Mums
- Dubai Gardeners



Offline Activities

- Newspaper inserts: Gulf News
 - Media release: Friday magazine, WKND
-



3

Next Steps

Requirements

- Brand name

- Brand identity development

- Content building: Photography & stock images

- Social media set up

- Wireframe and content structure for landing page

4

Appendix



**EASA SALEH AL GURG
REAL ESTATE DIVISION**