

# Al Gurg Real Estate

## Landscape & Pool Maintenance Marketing Strategy



EASA SALEH AL GURG  
REAL ESTATE DIVISION

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# Overview

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- Established in 1961, Al Gurg Real Estate is branching out to start a landscape & pool business. This entity will be positioned as a stand-alone business and will not be a part of the real estate business.
- However, the experience & knowledge of the real estate business plays a key factor while communicating the brand. Service offerings include 360 landscaping services along with pool maintenance.
- The target market is residential owners and tenants mainly residing in JVT, The Palm, Jumeirah & Emirates Living. Mirdif will be added to the mix later on. Services are currently limited to Dubai.
- 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.
- Majority of the market is filled with smaller players who are not well established. Landscape and pool maintenance focused companies are limited; most of the companies also offer services out of the industry. The key landscape competitors position themselves as luxury service providers.



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# Market Analysis

# Target Audience

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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

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**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 workers

# Buyer Persona 02

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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

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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.

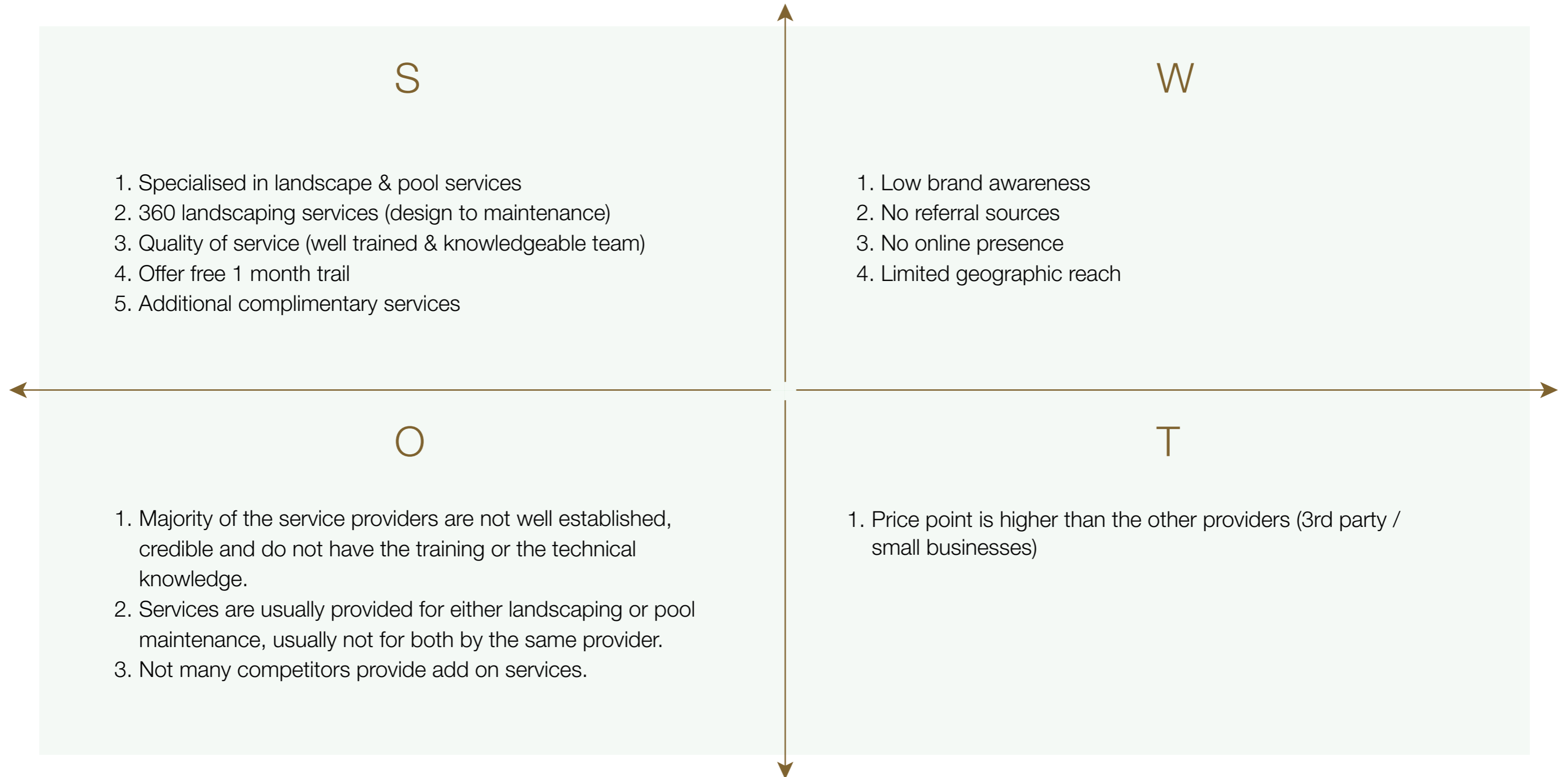


## How we can help?

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

# SWOT Analysis

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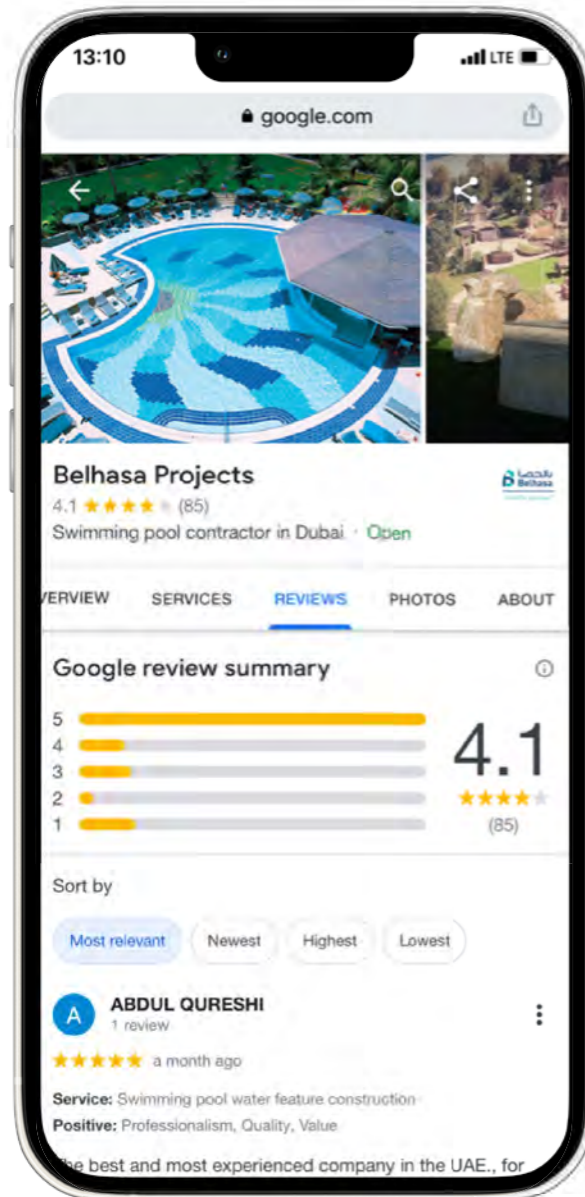
# Competitor Analysis

# Competitors

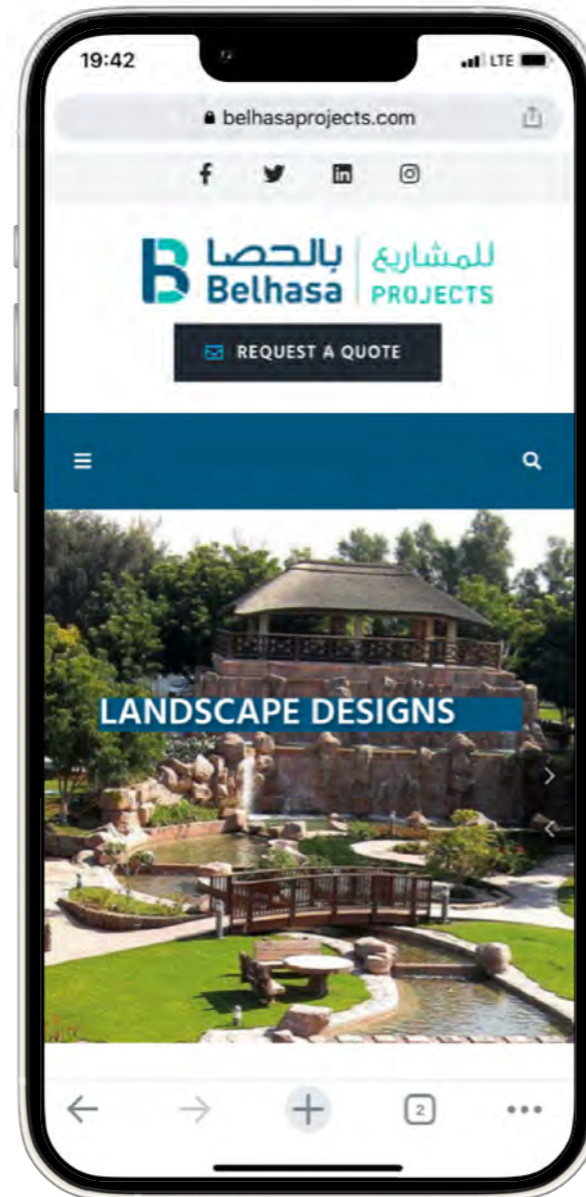
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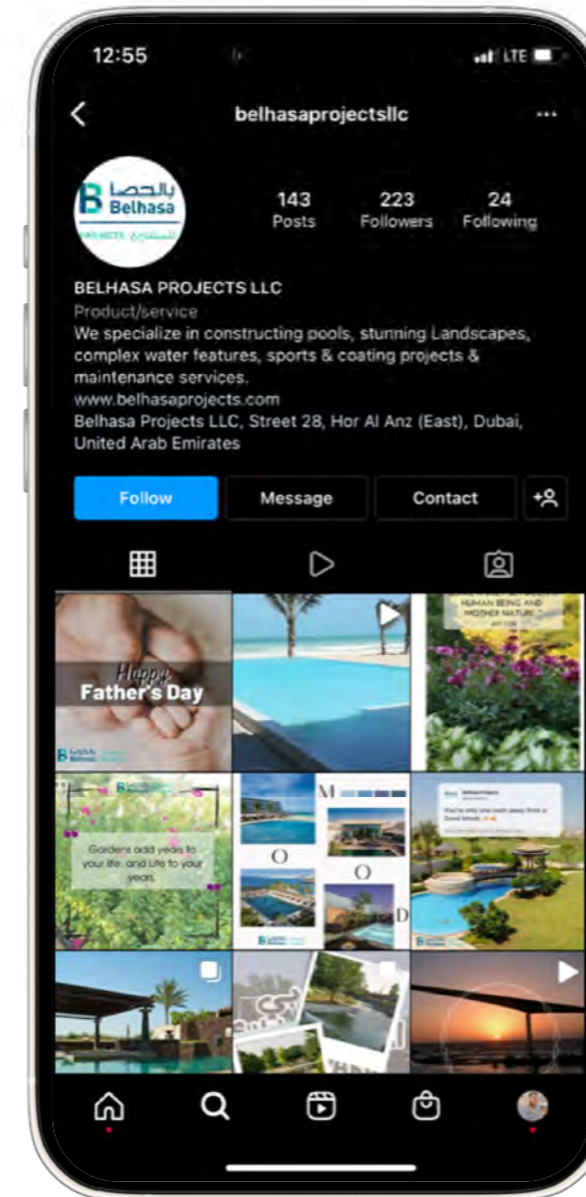
# Belhasa Projects



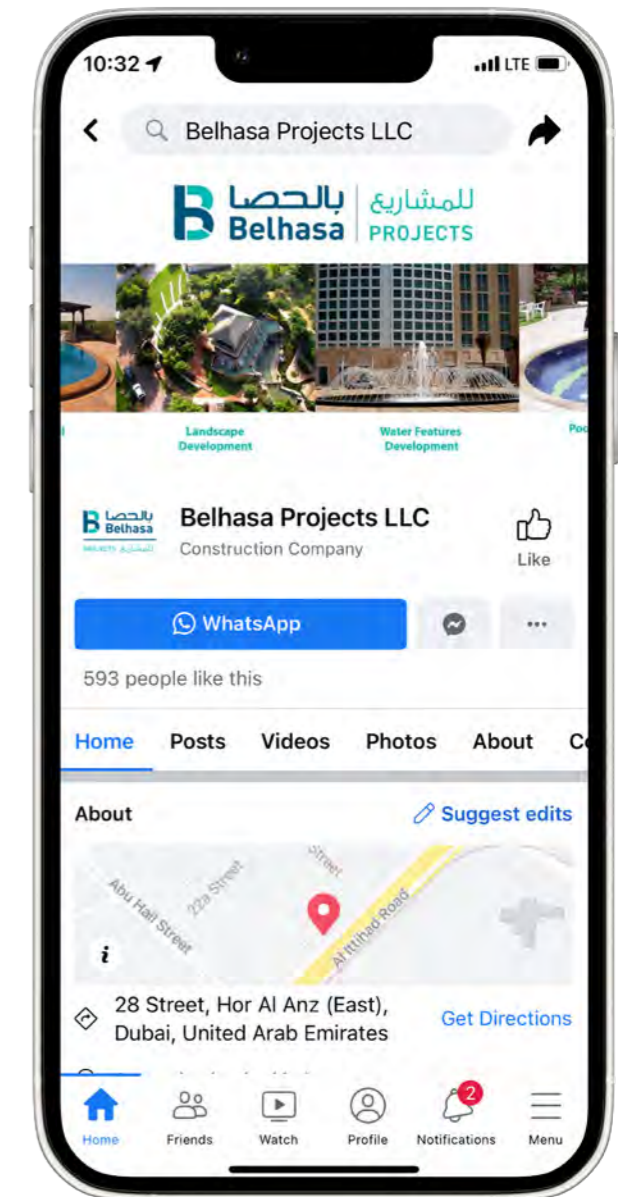
Website



Google Reviews

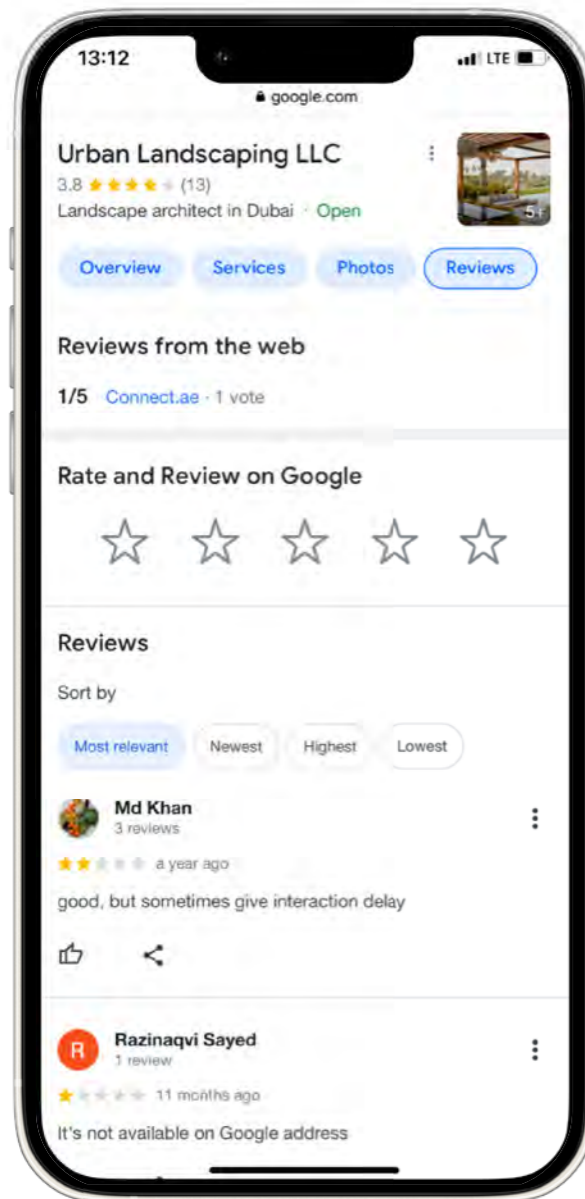


Instagram



Facebook

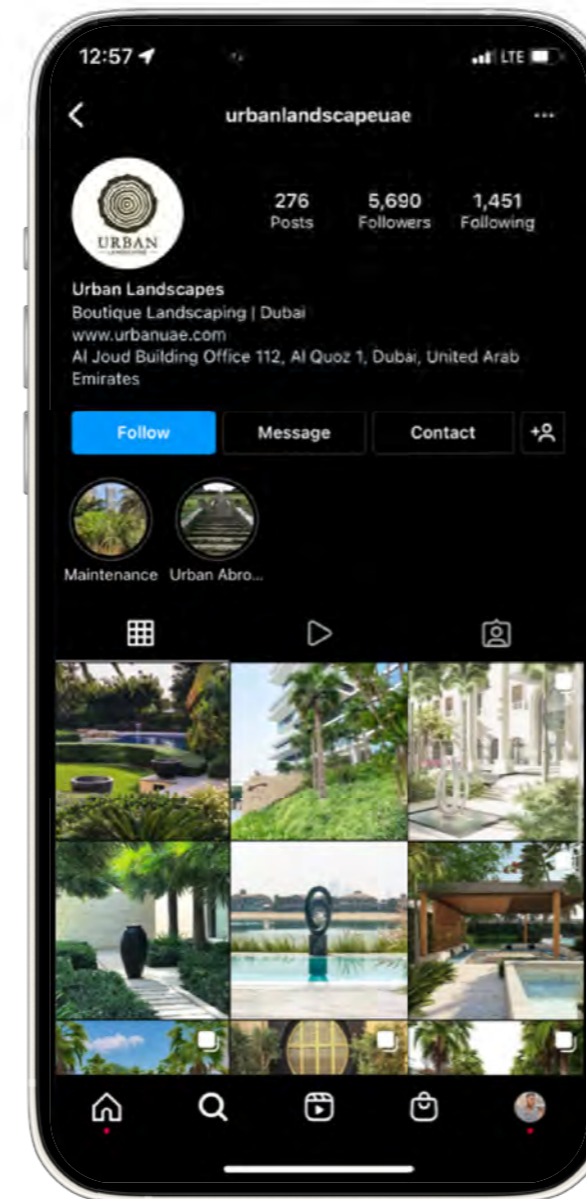
# Urban Landscapes



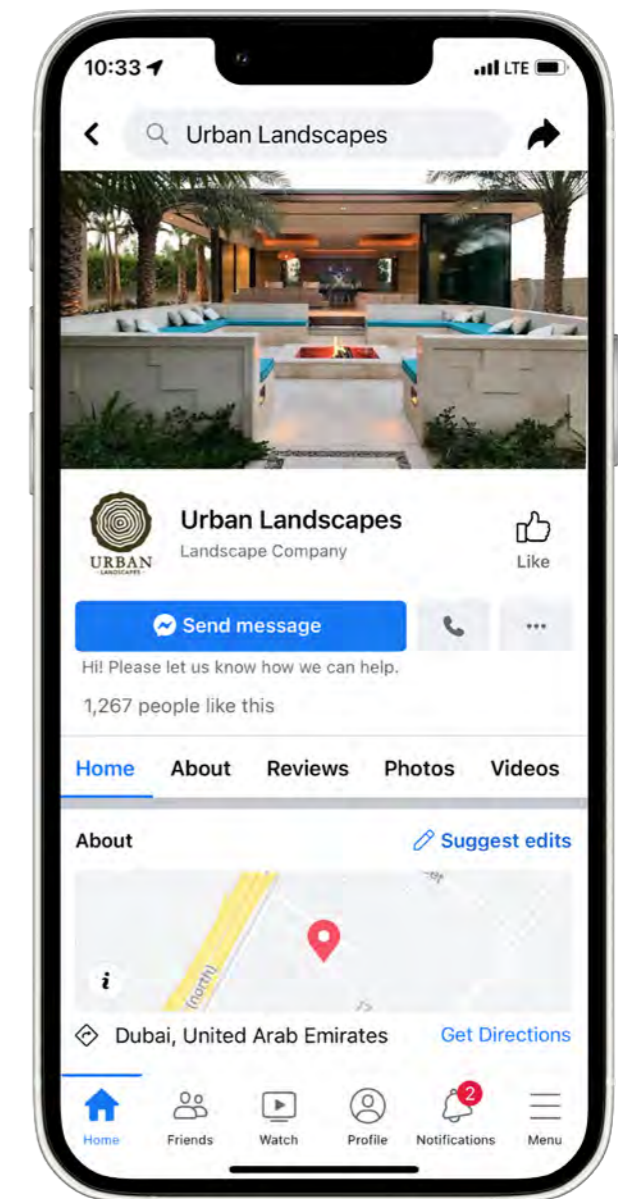
Website



Google Reviews

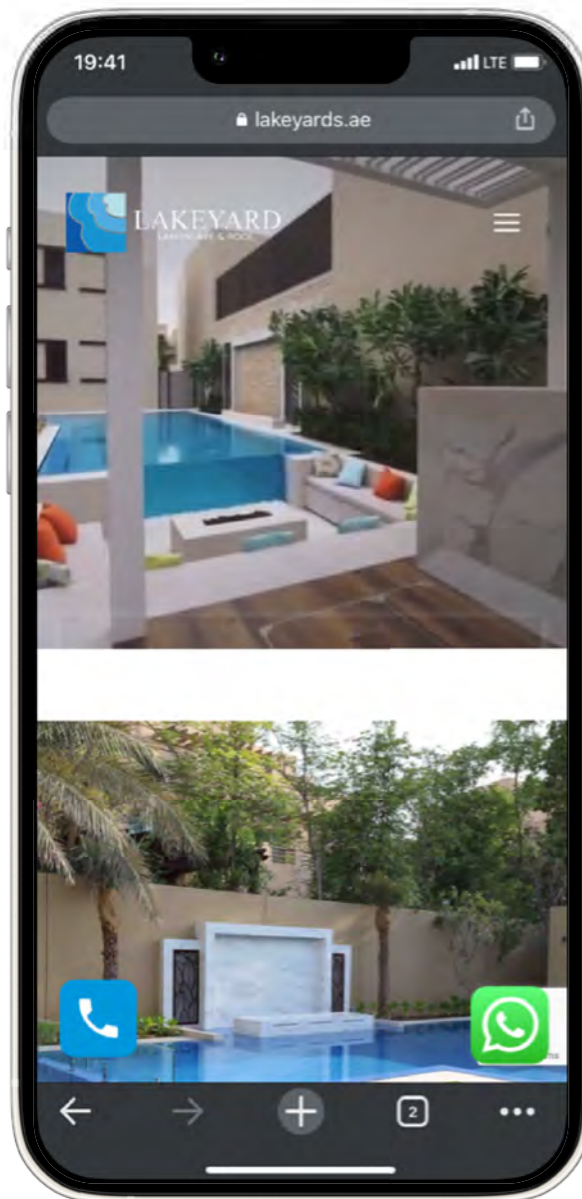


Instagram

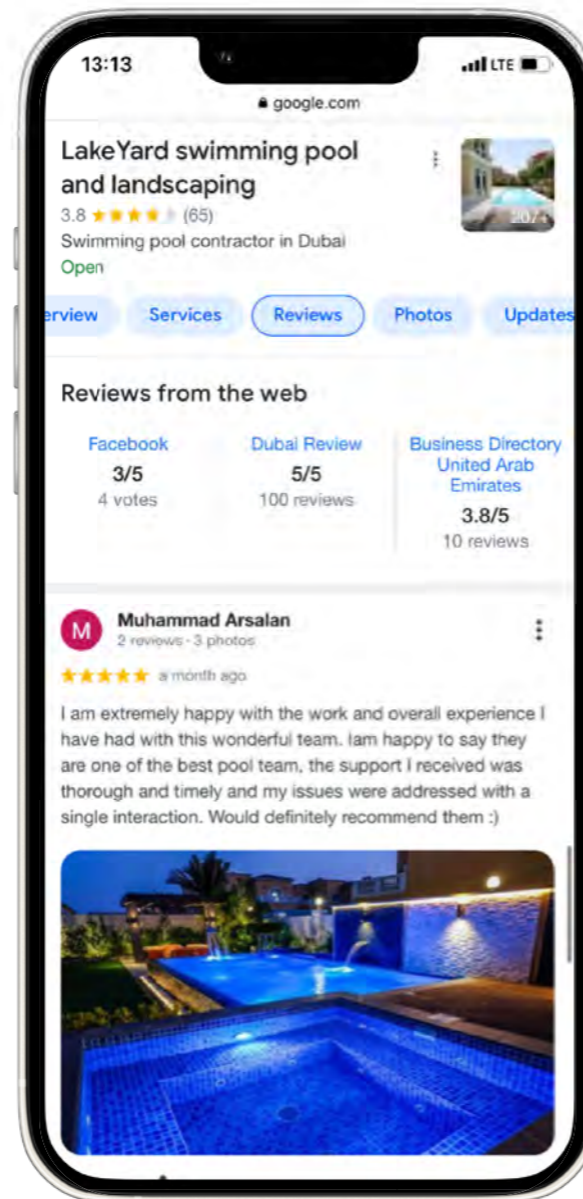


Facebook

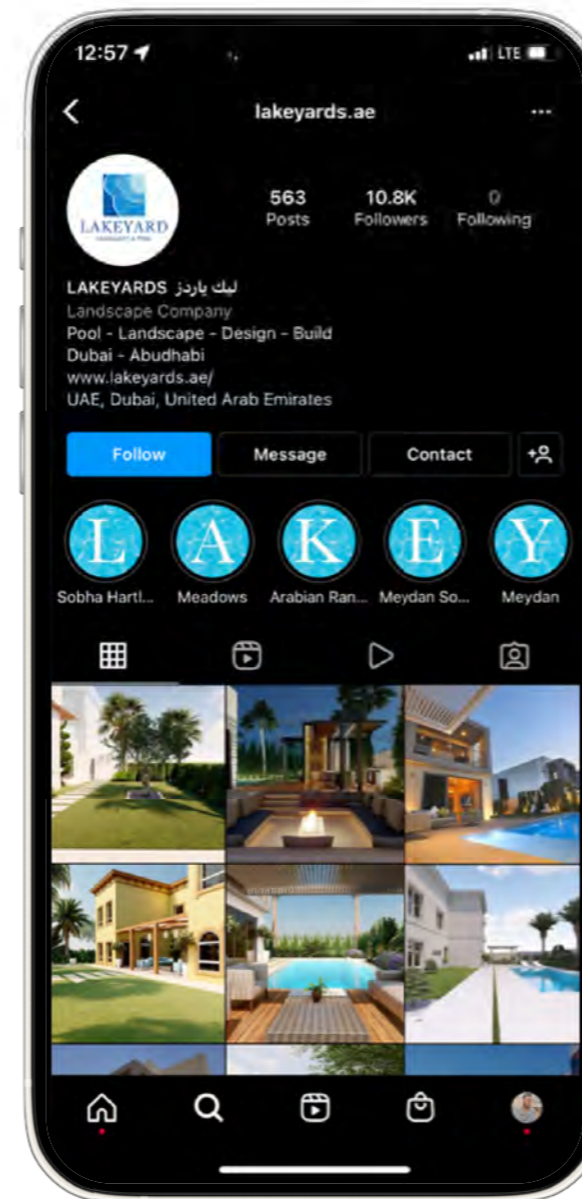
# Lakeyard Landscape & Pool



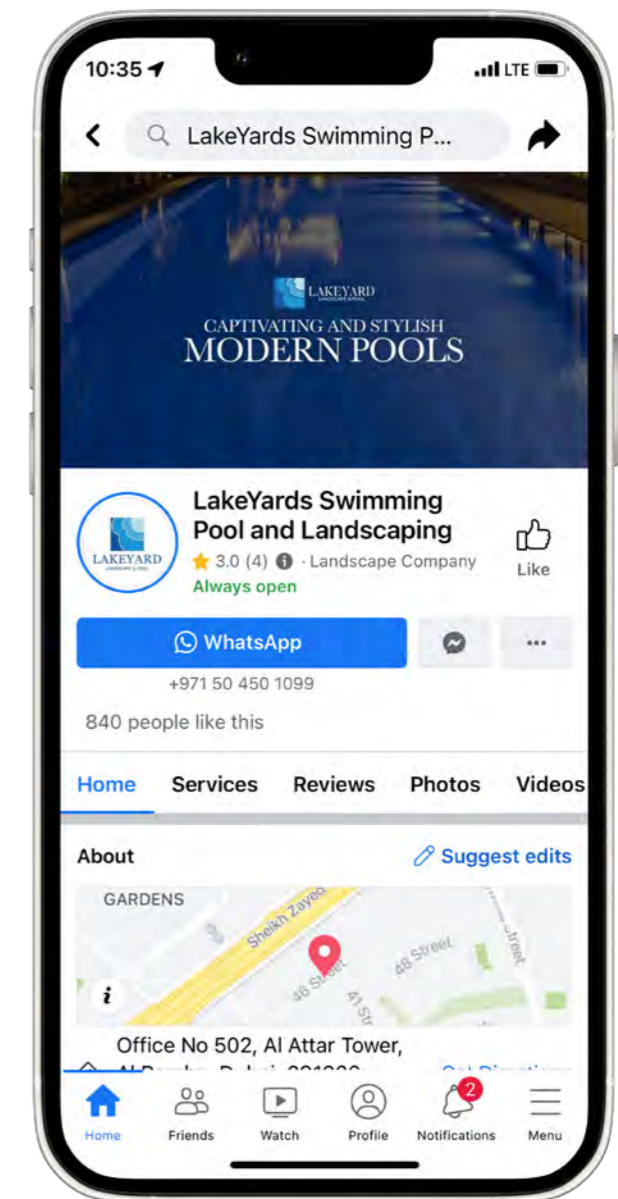
Website



Google Reviews

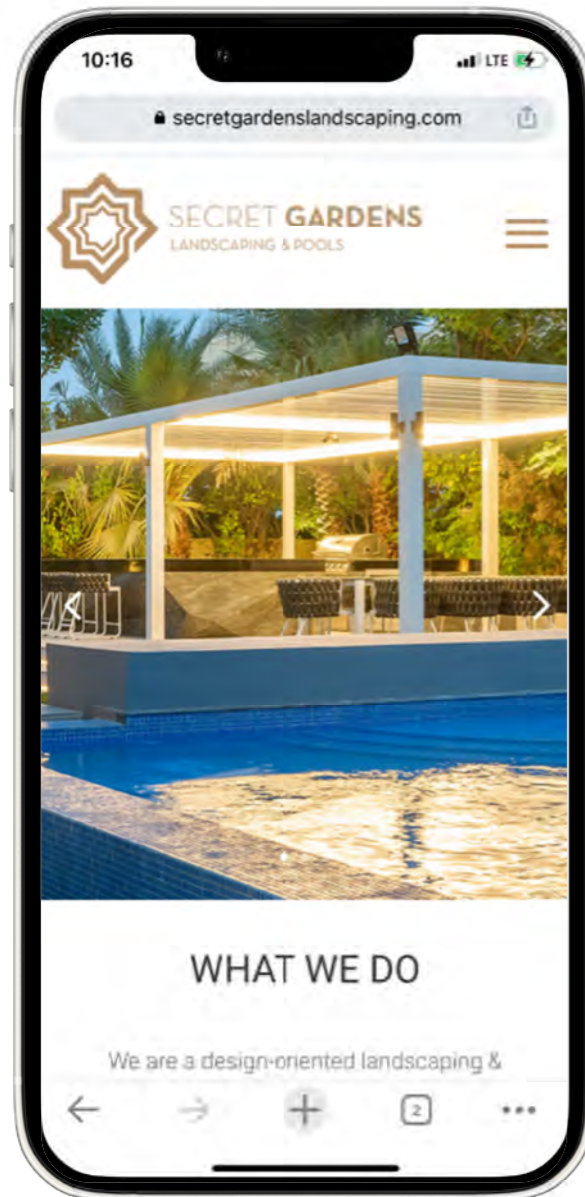


Instagram

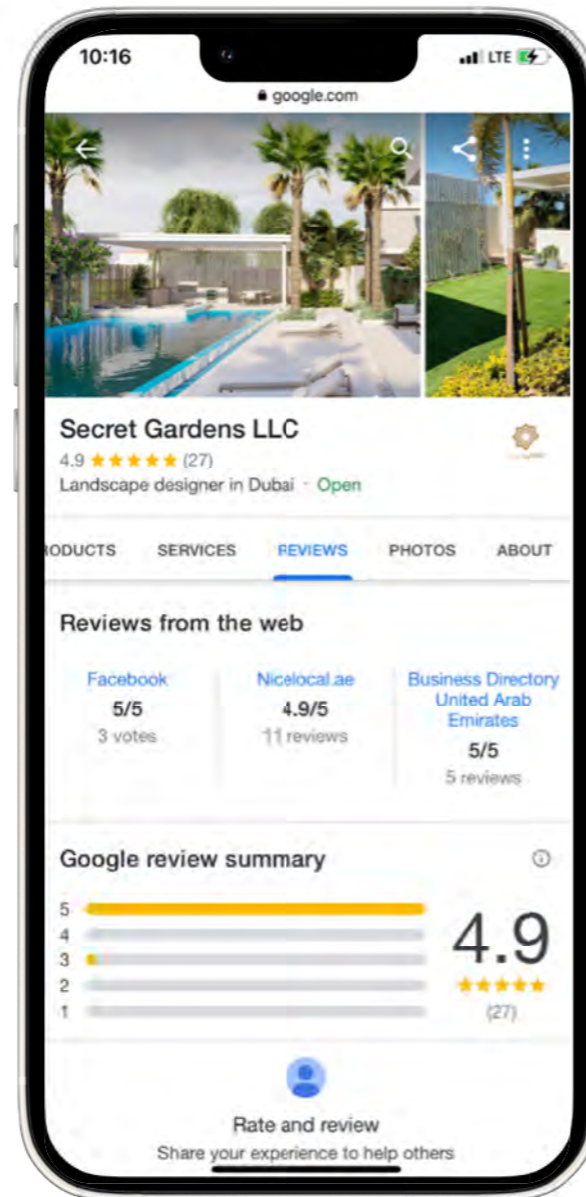


Facebook

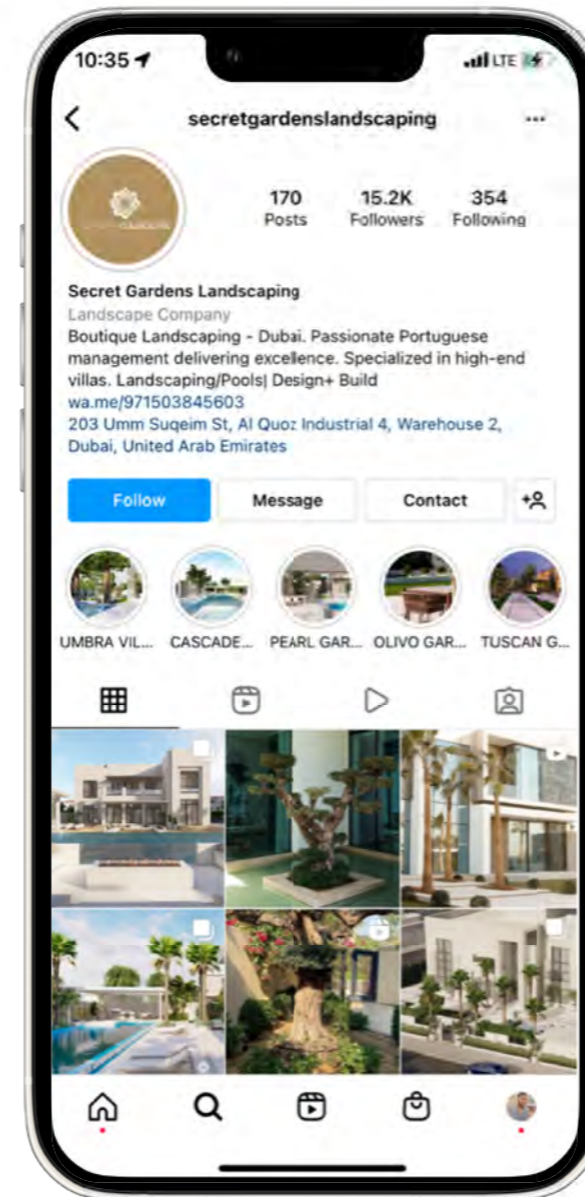
# Secret Gardens



Website



Google Reviews








Instagram



Facebook

# Insights

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-  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.

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# Marketing Execution

# Social Media

# Studio Lndscp

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Studio Lndscp is a suggested name based on the primary focus and the positioning of the business.

Studio Lndscp imagines landscaping with a sculptural eye and a process where design and land comes together as if meeting with intention. Our aim is to build beauty and challenge expectations whilst approaching it with a sustainable mindset.



# The Big Idea

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Positioning Studio Lndscp as a destination where you can create your dream garden with an involved expert team.

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 Lndscp as a #1 choice for landscaping by showcasing a strong know-how and visual identity.

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

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.



# Mission & Vision

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## Mission

Studio Lndscp core mission is to offer the best landscaping services to the modern homeowner whilst giving an insight of a strong know-how in the field. Studio Lndscp strives to create a home outside your physical home by challenging expectations.



## Vision

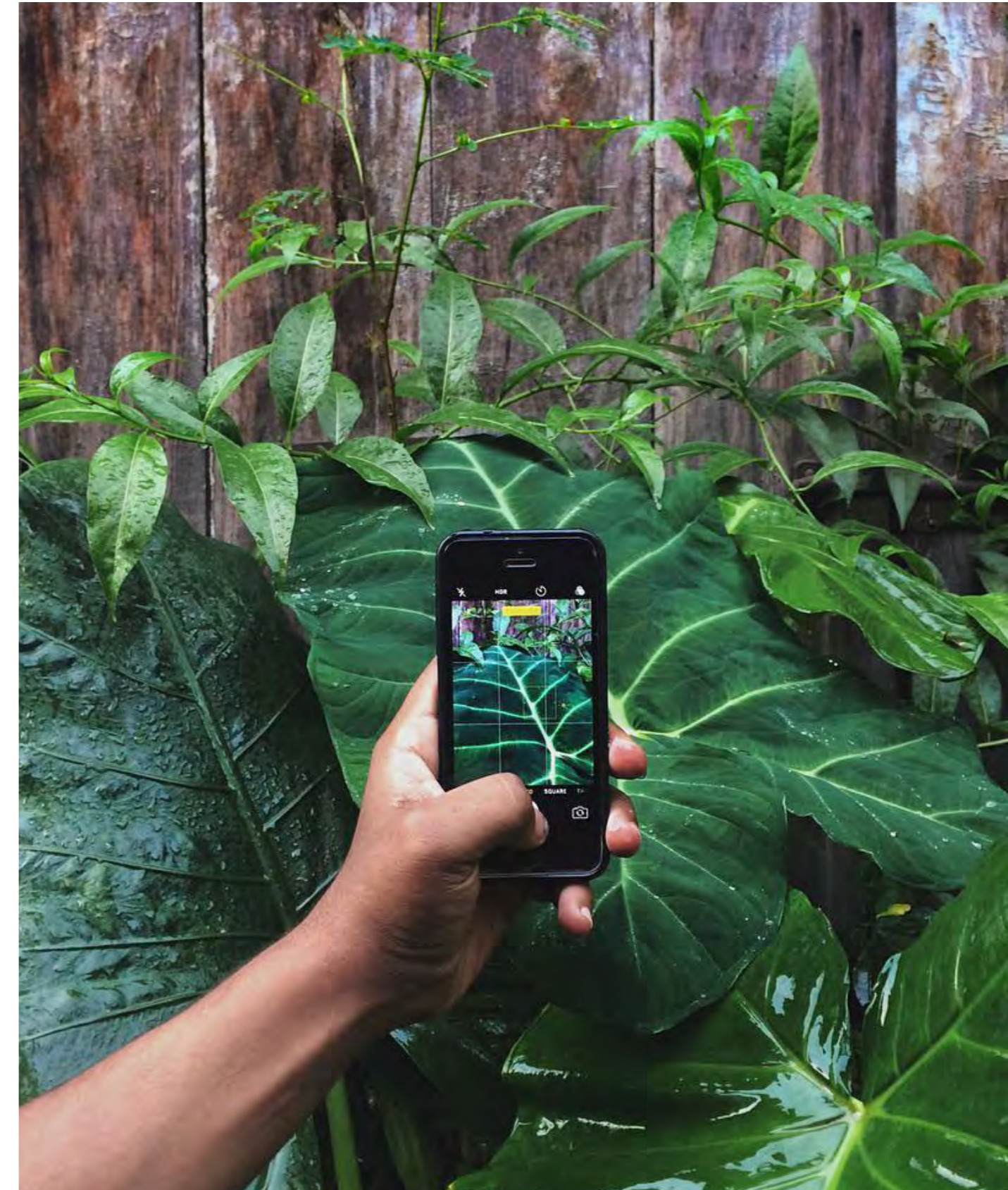
Studio Lndscp vision is to be recognised as a leading landscaping studio in the UAE. With the ability to focus on the art and practice of landscaping and botanical design to create a full vision on how to best utilise and maintain your garden in the long run without ever compromising the standard of service.

# Social Media

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The overall strategy is to incorporate strong visuals of the studio itself and the unique approach and features to landscaping 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.



# Starting Point

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The communication strategy will revolve around creating engaging and informative content that stands out. The strategy is aimed at running different themes that is about emphasising the know-how and modern approach of Studio Lndscp. 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



# Online Persona

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## 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.

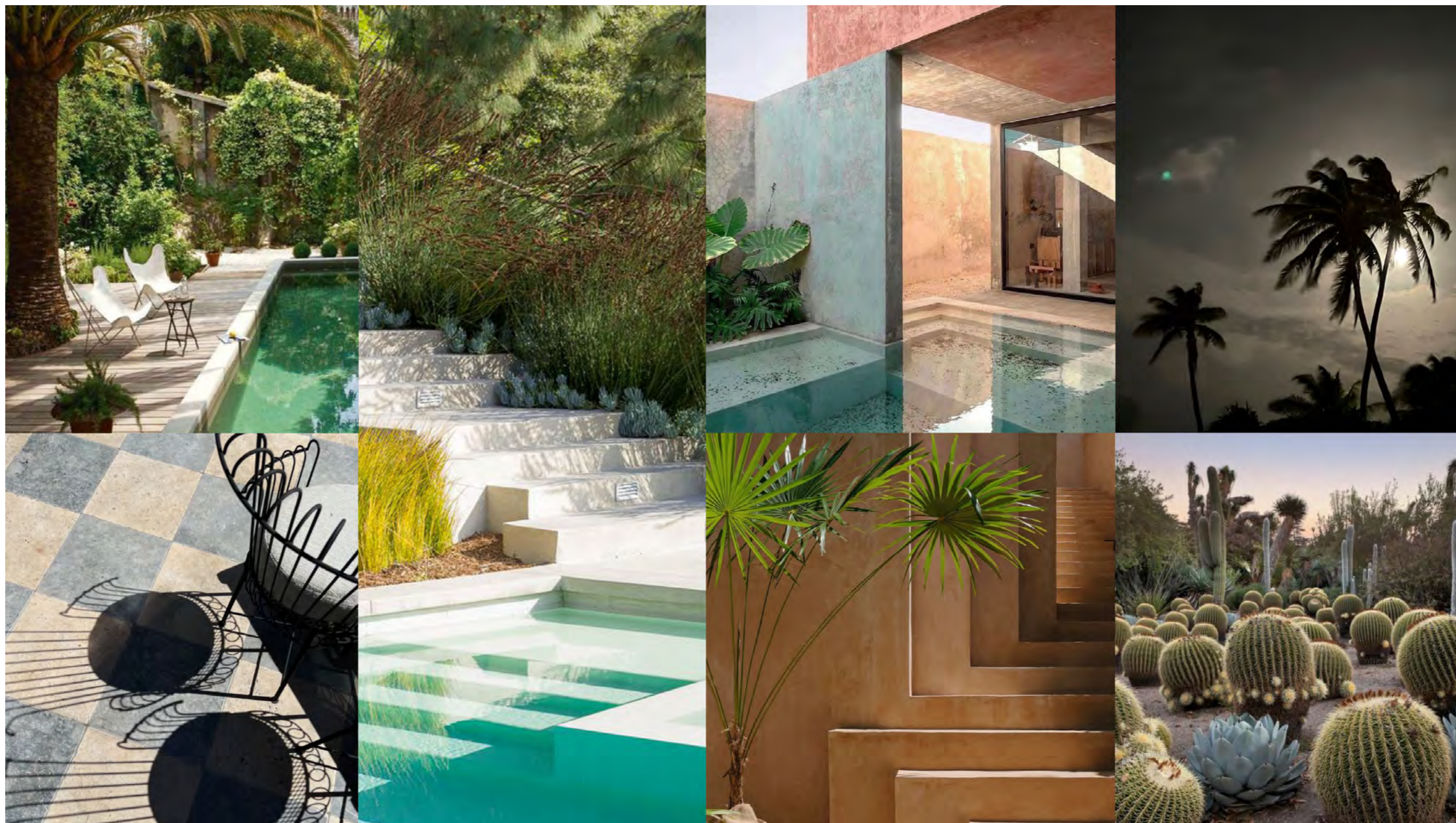
## Activities

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



# Moodboard

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# Content Pillars

# How to Series

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It's important to show what distinguishes Studio Lndscp from competitors and what makes this studio an obvious choice for homeowners. Showing the knowledge behind the team will differentiate Studio Lndscp, 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

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Collaborating with local UAE brands will add more substance to Studio Lndscp and it will also allow customers to find more than one solution when choosing Studio Lndscp. 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.



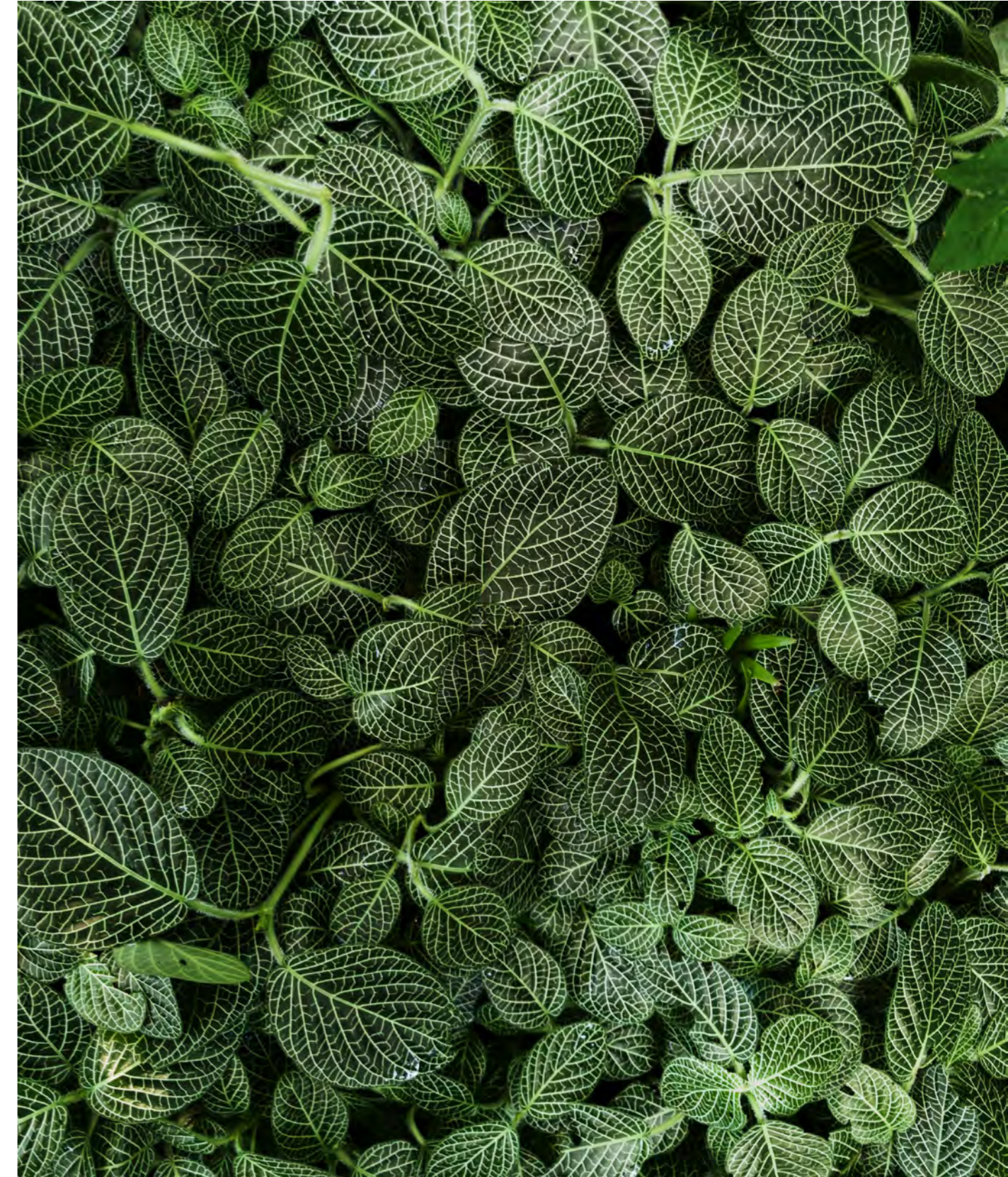
# Botanical Workshop

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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 Lndscp.

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



# Plant of the Month

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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.



# Tips on Plant Benefits

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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

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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'.



# Digital Marketing

# Strategy Mix

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- Landing Page

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- Google Ads - Search

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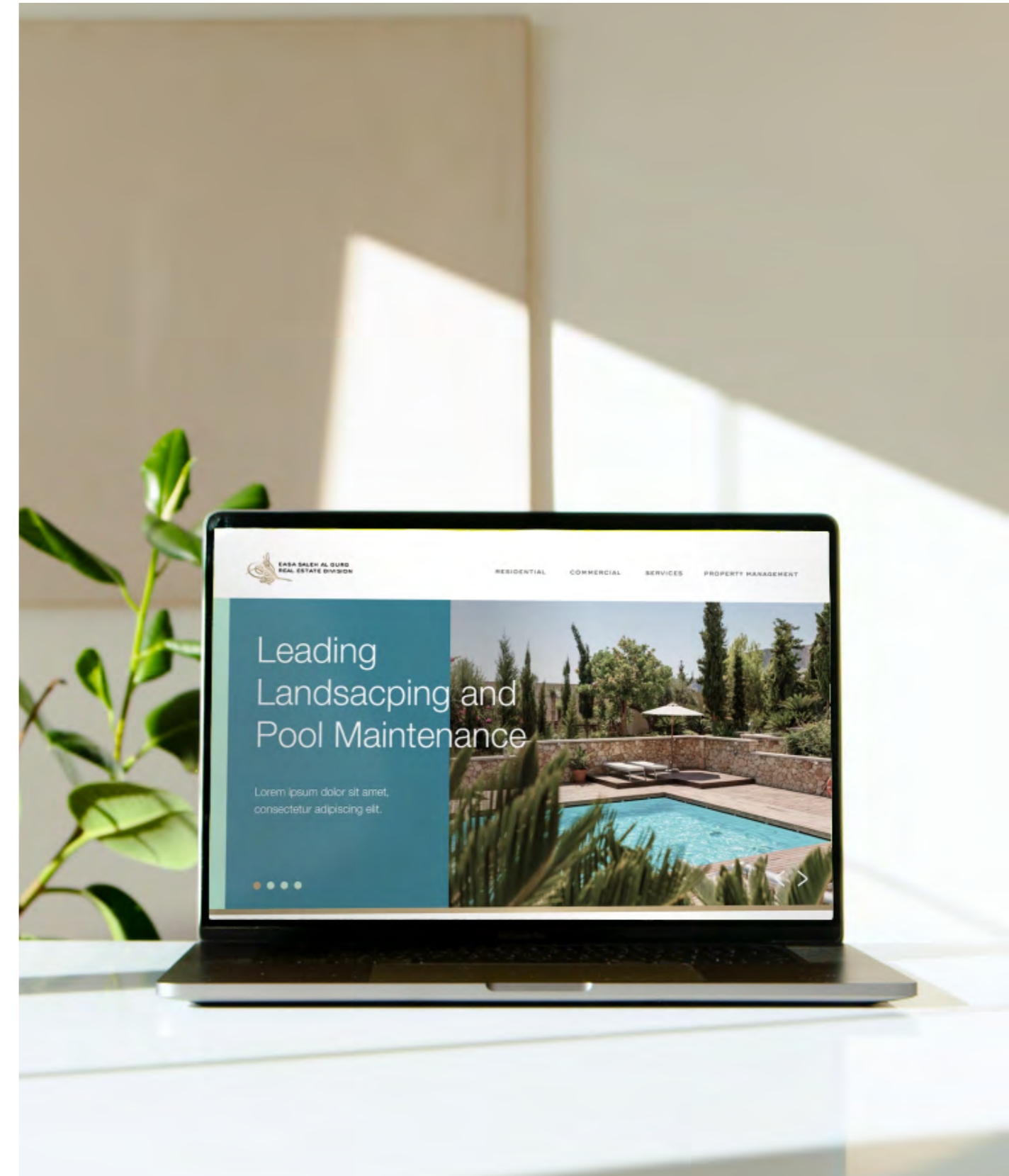
- Instagram



# Landing Pages

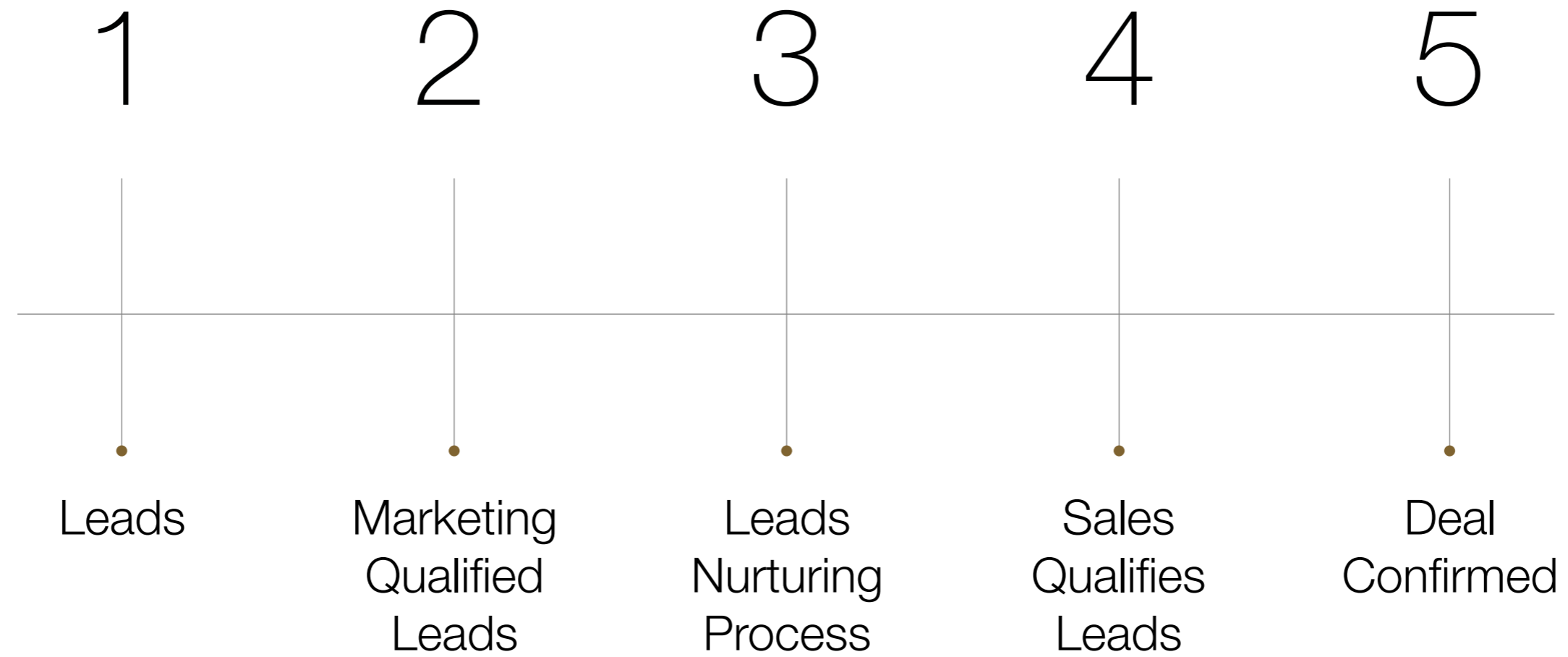
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- English
- 
- Arabic



# Conversion Funnel

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# Proposed Digital Activities

# 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

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## 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
<b>Total</b>				<b>AED 2,000.00</b>	<b>AED 2,000.00</b>	<b>AED 75.00</b>	<b>26,667</b>	<b>3.00%</b>	<b>800</b>	<b>AED 2.50</b>
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
<b>Total</b>				<b>AED 1,500.00</b>	<b>AED 1,500.00</b>	<b>AED 15.00</b>	<b>100,000</b>	<b>1.90%</b>	<b>1,900</b>	<b>AED 0.79</b>

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

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

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

# Other Marketing Initiatives

# Offline Referral Program

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## Option 1: Refer & Save

Existing customers receive % off when referral customers books a consultation.

Alternatively, customers can be given points for each referral, which could be redeemed after collecting enough points.

## Option 2: Refer, Sign up & Save

Existing customers receive % off when referral customers books a consultation.

Additionally, referral customers get % off or free consultation upon booking.



# Online Referral Program

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## 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

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## 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

## Demographic Community Groups

- Dubai Mums
- Dubai Gardeners



# Offline Activities

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



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# Next Steps

# Requirements

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- Brand name

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- Brand identity development

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- Content building: Photography & stock images

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- Social media set up

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- Wireframe and content structure for landing page

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# Appendix





**EASA SALEH AL GURG  
REAL ESTATE DIVISION**