

Challenge

Emerald Heights is a new v1 billion residential, leisure and commercial development in Mauritius. A 10 year project, Emerald Heights was Mordaunt Estates' (developer) first venture in Mauritius. The client was keen to launch this luxury development as soon as planning permission was granted, which turned out to be in the middle of the worst property downturn in living memory. The client realised that he faced an enormous challenge to build interest in Emerald Heights and that the development's on-line presence would be crucial to its success. The client approached Command D to manage all its on-line activities.

Solution

Command D built content managed, English and French, websites within 8 weeks, both optimised to help the search engines rank the sites. We then put in place an on-going SEO and PPC campaign to build site traffic. To supplement that activity, a series of e-mail campaigns were undertaken to boost registrations. As the enquiry pipeline quickly built, the need to manage the relationships with enquirers became paramount. In anticipation, Command D designed, built and delivered a bespoke CRM system, tailored specifically for Emerald Heights, to manage the database of enquirers.

Results

In the first 6 months since launch we generated over 15,000 visits to the site with 1,000 people registering and downloading brochures. Deposits have now been taken. To kick start traffic to the site we instigated a pay per click campaign. Visits from the PPC source were soon replaced by traffic generated from search engine activity which now generates 60% of the traffic to the site.

