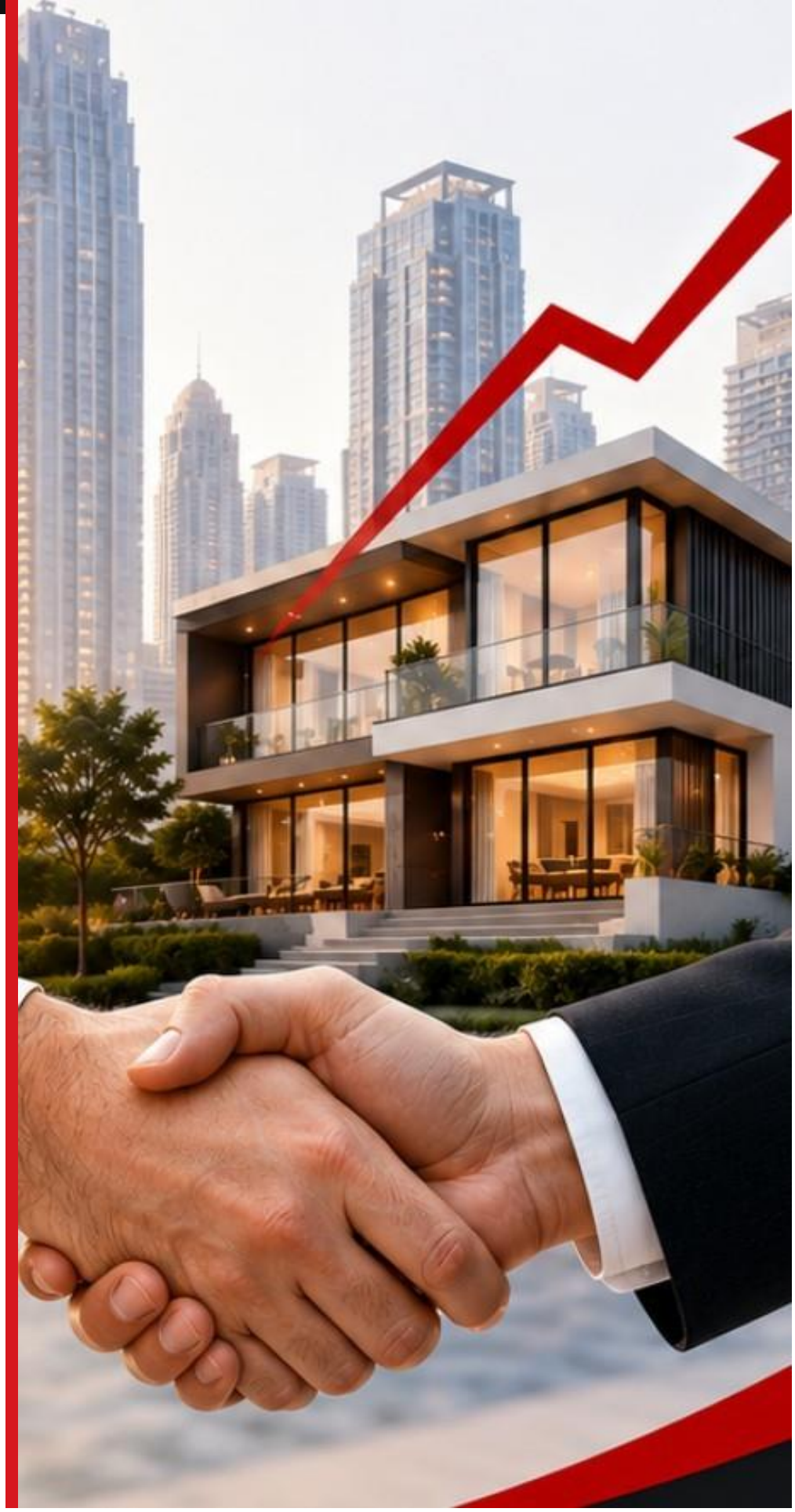
SOWAAD
IT SOLUTION

Real Estate & Construction Growth Partner



We Build Sales System, Not Just Ads

01
Targeted Lead Generation

02
Sales Funnel Development

03
CRM & Automation Integration

04
Results-Driven Campaigns

WHO WE ARE

We are not a general marketing agency

We work ONLY with
Real Estate & Construction
companies.



OUR SPECIALIZATION

- Real Estate
- Construction

OUR FOCUS

01
LEAD
Generate Quality Buyer Leads

02
SITE VISIT
Bring Interested Buyers to Your Project

03
BOOKING
Convert Visitors into Bookings / Sales

- Targeted Marketing
- Conversion Focused Funnel
- WhatsApp Automation
- High Quality Leads
- Better ROI

Our Core Services

01

Lead Generation
(Facebook, Instagram, Google Ads)

02

WhatsApp, Call & Messenger Campaign

03

High-Converting Landing Page & Funnel Setup

04

WhatsApp Automation & Lead Handling System

05

Creative Design & Project Branding

06

ROI-Based Strategy & Buyer Psychology Funnel

07

Ads Launch, Optimization & Scaling

08

Sales Support & Closing Strategy

09

Website Development

More Leads | **More Site Visits** | **More Bookings**

Complete Lead Generation & Marketing System

1. **Facebook Ads**
2. **Instagram Ads**
3. **Google Ads**
4. **Real Buyer Targeting**
5. **Project-Based Campaign Setup**



Results

- Qualified Buyer Inquiries
- Better Lead Quality
- Increased Project Reach

Campaign Communication System

1. **WhatsApp Campaign**
2. **Call Campaign**
3. **Messenger Campaign**
4. **Instant Form Campaign**
5. **Website Lead Campaign**



Results

- Faster Buyer Communication
- Higher Conversion Opportunities

High-Converting Funnel Setup

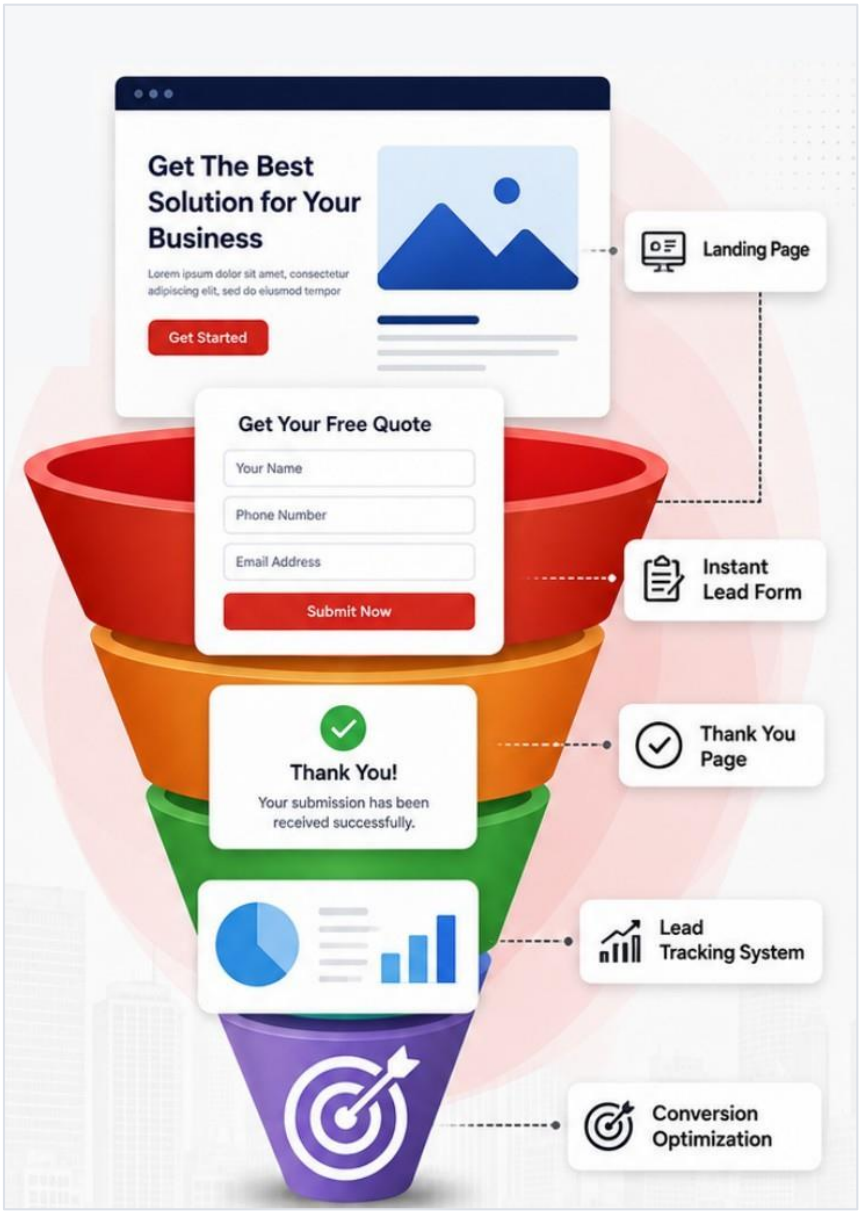
1 **Landing Page Design**
Professional & attractive landing page that converts visitors into leads.

2 **Instant Lead Form**
Simple & effective lead form to capture quality leads instantly.

3 **Thank You Page**
Build trust and guide leads to the next step.

4 **Lead Tracking System**
Track every lead & analyze data for better decision making.

5 **Conversion Optimization**
Improve funnel performance & increase conversions.



RESULTS Higher Visitor-to-Lead Conversion

Creative & Branding Service

1. **Static Ad Design**
   Eye-catching static ads that attract and convert.

2. **Carousel Ads**
   Multi-slide carousel ads to showcase more in one ad.

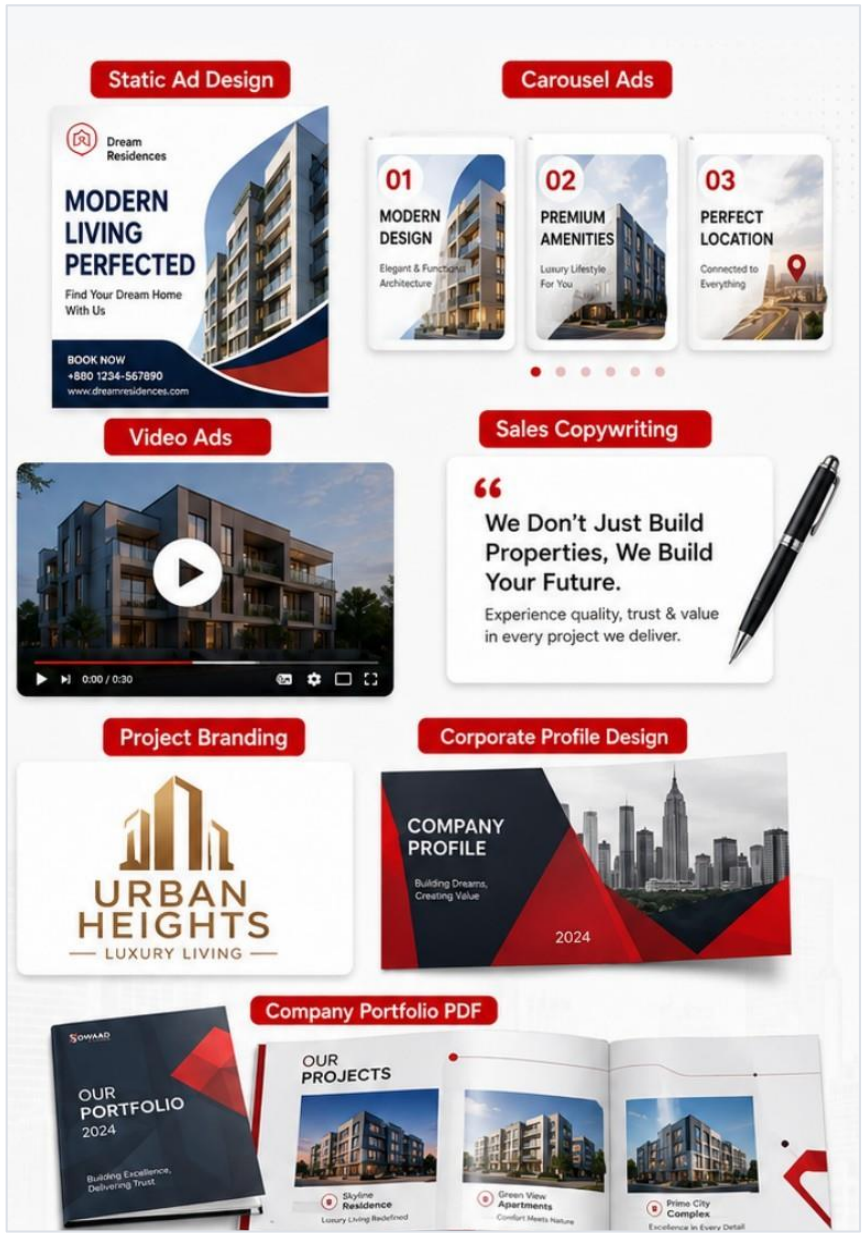
3. **Video Ads**
   Engaging video ads that tell your story & drive action.

4. **Sales Copywriting**
   Persuasive copy that connects, convinces & converts.

5. **Project Branding**
   Unique brand identity that builds recognition & trust.

6. **Corporate Profile Design**
   Professional corporate profile design that represents your brand.

7. **Company Portfolio PDF**
   Stunning portfolio PDF to showcase your projects & achievements.



RESULTS ✓ Strong Brand Trust ✓ Higher Buyer Engagement

WhatsApp Automation System

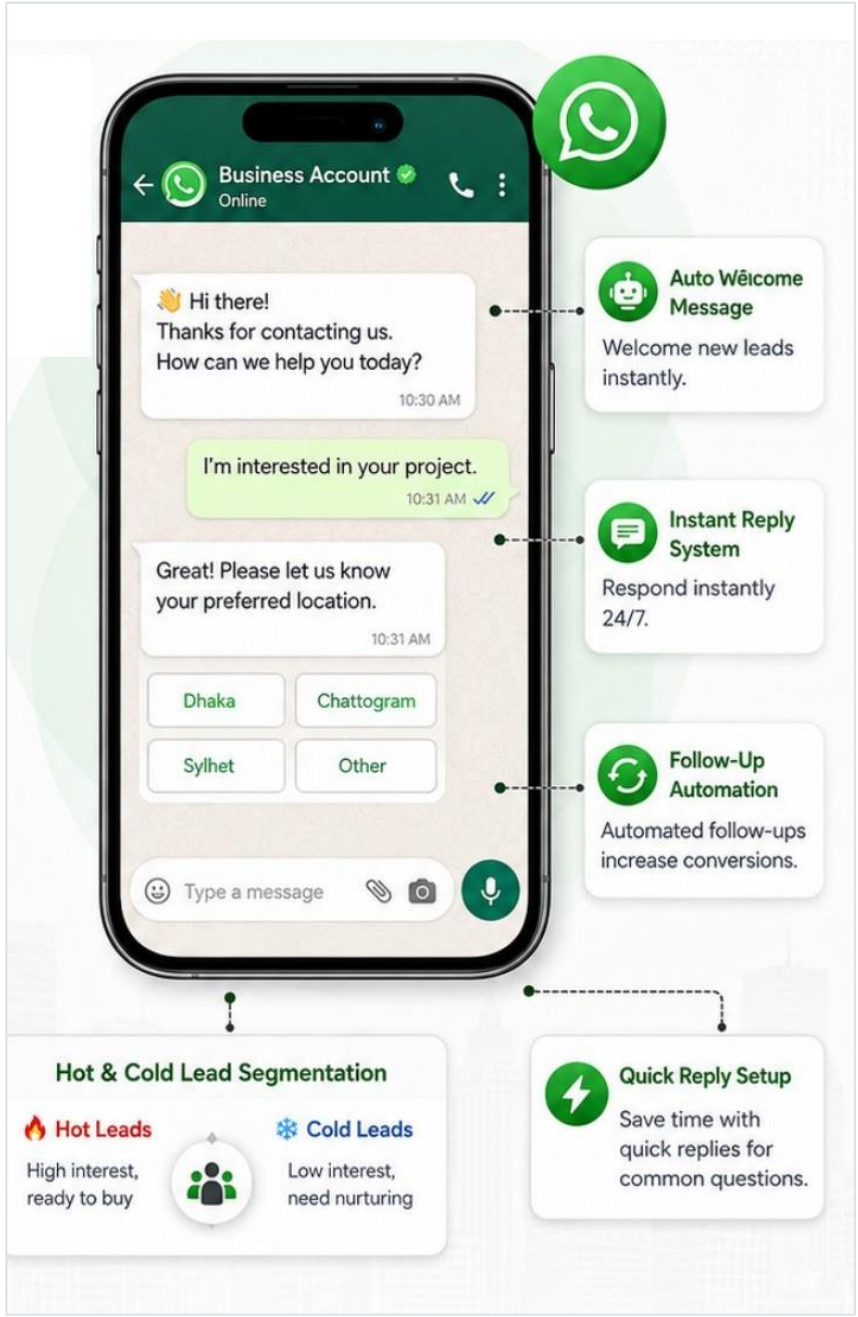
1 Auto Welcome Message
Greet new leads instantly with custom welcome messages.

2 Instant Reply System
Answer common questions instantly with smart auto-replies.

3 Follow-Up Automation
Automate follow-ups to stay connected and close more deals.

4 Hot & Cold Lead Segmentation
Segment leads based on behavior and interest to improve targeting.

5 Quick Reply Setup
Set up quick replies for faster communication and better response.



RESULTS ✓ Faster Follow-Up ✓ Better Lead Management

Strategy & Planning

We build smart marketing systems — not random ads.

1 **ROI-Based Planning**
Data-driven strategies focused on maximum return.

2 **Competitor Analysis**
In-depth competitor research to find your winning advantage.

3 **Buyer Persona Research**
Understand your ideal buyers and their real needs.

4 **Buyer Psychology Funnel**
Build funnels using buyer psychology to increase conversion.

5 **Project-Specific Strategy**
Custom strategies tailored to your project goals and market.



RESULT **Predictable Business Growth**

Complete Funnel Development

Create a fully trackable lead management system.

1 **WhatsApp Funnel**
Capture, engage & nurture leads through automated WhatsApp conversations.

2 **CRM / Lead Tracker**
Track every lead, follow-ups & interactions in one smart dashboard.

3 **Lead Notification System**
Get instant alerts for new leads via WhatsApp, Email & SMS.

4 **Landing Page Integration**
Connect high-converting landing pages to capture quality leads seamlessly.

5 **Lead Management Workflow**
Automate follow-ups, assign leads & manage your sales process efficiently.



RESULT ✓ **Complete Lead Tracking & Management**

Website Development

Professional websites designed to establish credibility and strengthen your online presence.

1. **Corporate Website**
   Build a professional corporate website that reflects your company's vision and credibility.

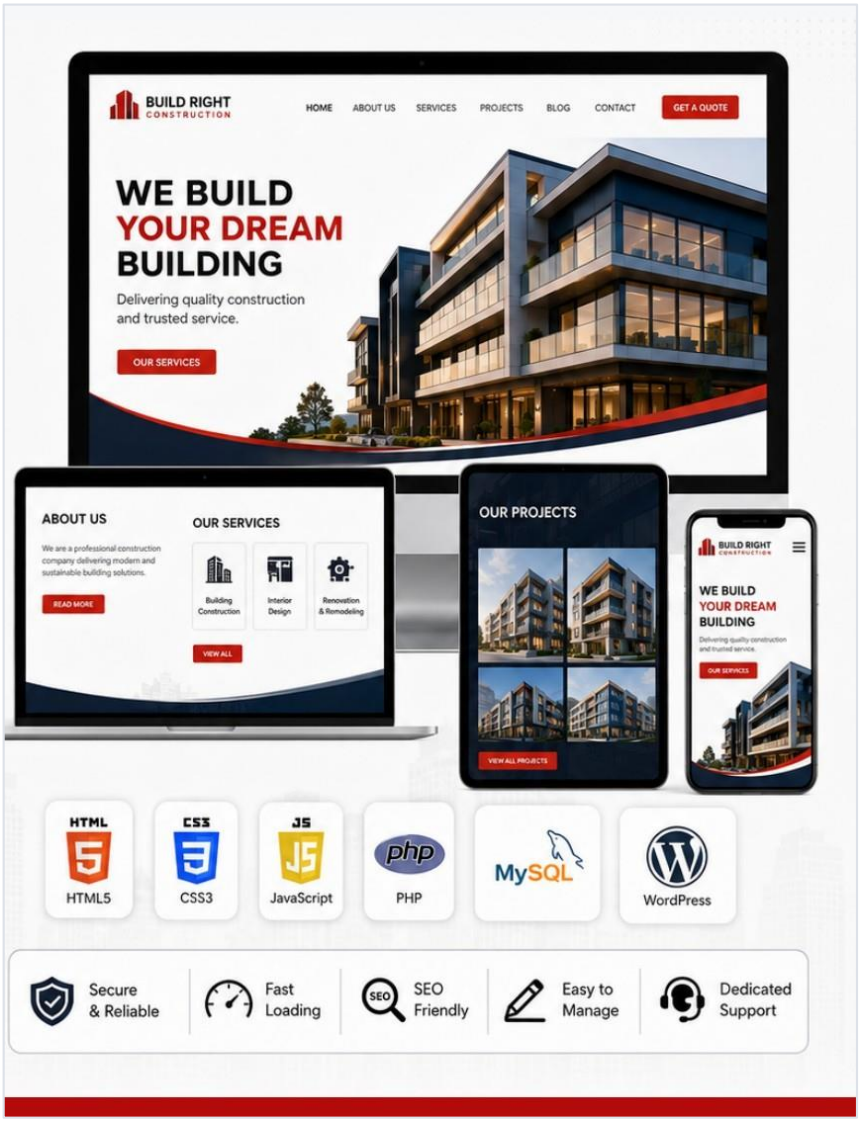
2. **Company Profile Website**
   Present your company, team, and achievements with a stunning company profile website.

3. **Service-Based Website**
   Highlight your services, attract customers, and grow your business online.

4. **Portfolio Website**
   Showcase your projects, work, and creativity with a professional portfolio website.

5. **Responsive Design**
   Fully responsive design that looks perfect on all devices and screen sizes.

6. **Mobile-Friendly Layout**
   Mobile-optimized websites for the best user experience anywhere, anytime.



RESULTS ✓ Strong Online Presence ✓ Professional Brand Image

Our Honorable Clients

REAL ESTATE & PROPERTY

THE REAL PROPERTIES

Bliss Development Ltd.

NABANNO

AESTHETIC REAL ESTATE LTD AREL DHAKA BANGLADESH

URBAN SIGHT REAL ESTATE LTD

IBN AWWAM PROPERTIES

MJ HOLDINGS

Pushpodhara Housing Ltd.
সাধ্যের মধ্যে স্বপ্নের আবাসন।

Pushpodhara Properties Ltd.
স্বপ্ন সত্যি হবেই...

BTM

CONSTRUCTION & DEVELOPMENT

TERRACOTTA
Construction & Developers Ltd

SNZ Construction
Concept & Properties Ltd.

A product of
GOLDENEYE
DEVELOPERS LTD.

THE BAY ICON
HOTEL & RESORT LTD

P.T.I DEVELOPMENT LTD.
UNLOCK YOUR DREAM HOME: WHERE YOUR STORY BEGINS!

GHL
GENERAL HOMES LTD.

DHAKA WESTERN VALLEY

NATIONAL LAND DEVELOPMENT
DESIGN & ENGINEERING HOUSE

BUILDING CONSTRUCTION

PUSHPO HOMES LTD.
The Art of Living

HOSPITALITY & LIFESTYLE

CIVITECH
Sustainable From Now, For Everyone

Holystar Group

ZAYAN FASHION
BE STYLISH ALWAYS

ZP BDKOO

নলকা মডেল হাই স্কুল সিরাজগঞ্জ

INDUSTRIAL & OTHERS

OGS
Shop Smart, Save More

ESTD. 1986

ICER
Go Abroad, Grow Beyond

ICB
INNOVATIVE
Constructive & Builders

ZAYAN BAZAR

BDKOO

Portfolio: Creative Solutions





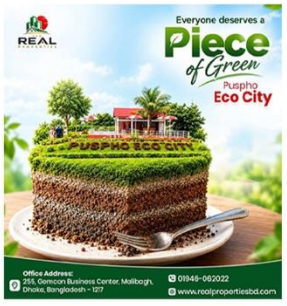












































Portfolio: Creative Solutions



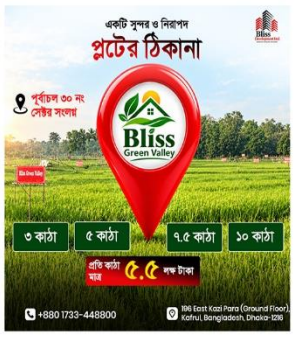
















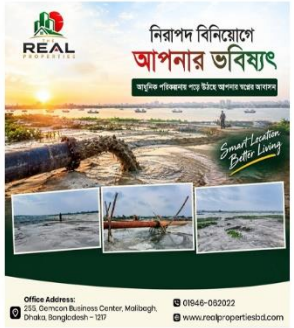
























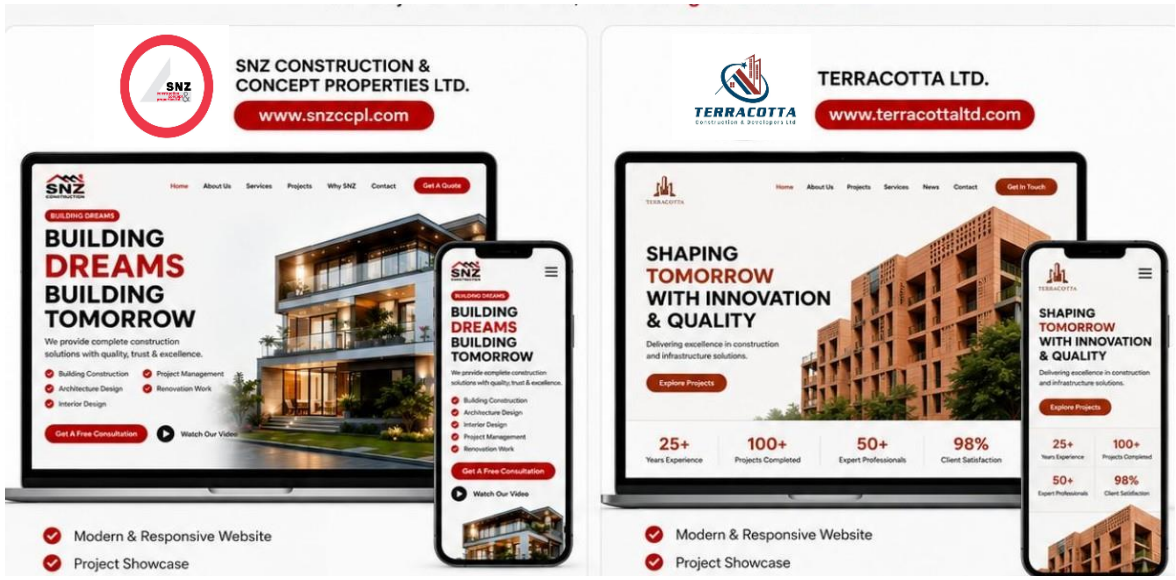






Portfolio: Websites

Project websites that look premium and capture buyer inquiries.



SNZ Construction & Concept Properties Ltd.
www.snzccpl.com

Terracotta Ltd.
www.terracottaltd.com

EVERY WEBSITE INCLUDES

- Modern, responsive design (mobile, tablet, desktop)
- Lead generation focused contact form
- Google Map integration
- Social media integration
- Project showcase and gallery
- WhatsApp chat button
- Fast loading, SEO-friendly structure
- Admin panel for easy content updates

Website + Ads + WhatsApp = one complete sales system

Case Study: SNZ Construction

SNZ Construction & Concept Properties Ltd. | Construction and high-rise services

10-15
leads per month before

Daily
buyer inquiries after

200+
qualified buyer leads in 15 days

THE CHALLENGE

Only 10-15 leads a month and no steady flow of serious buyers for construction and high-rise projects.

WHATWE DID

- Facebook & Instagram lead campaigns for construction services
- Ad creatives and project branding
- Landing page and website
- WhatsApp automation and structured follow-up

THERESULT

Buyer inquiries now arrive daily, and the campaign produced 200+ qualified buyer leads in just 15 days.

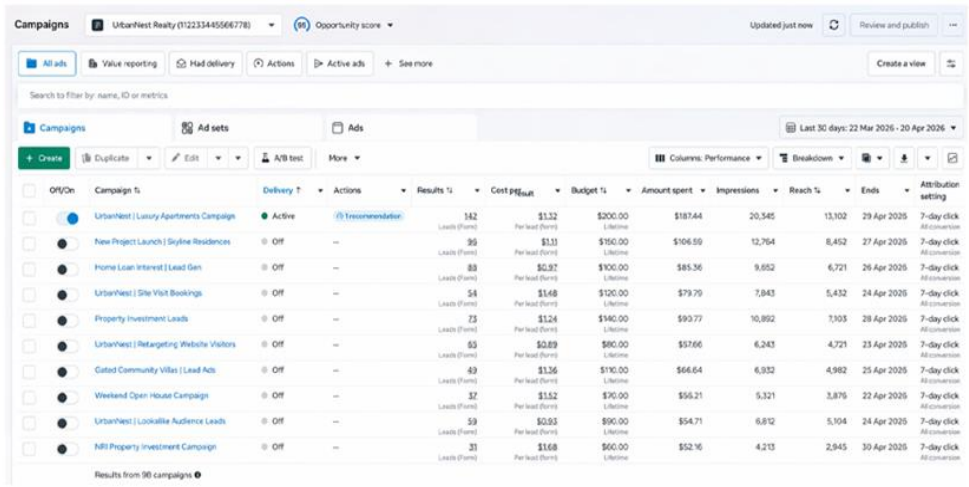


HOW IT WORKS

1. Facebook & Instagram Ads
2. Landing Page / Website
3. WhatsApp Response
4. Sales Follow-up



Case Study:


Campaigns
UrbanNest Realty (112233445566778)
Opportunity score
Updated just now
Review and publish
All ads
Value reporting
Had delivery
Actions
Active ads
See more
Create a view
Search to filter by: name, ID or metrics
Campaigns
Ad sets
Ads
Last 30 days: 22 Mar 2026 - 20 Apr 2026
Create
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Edit
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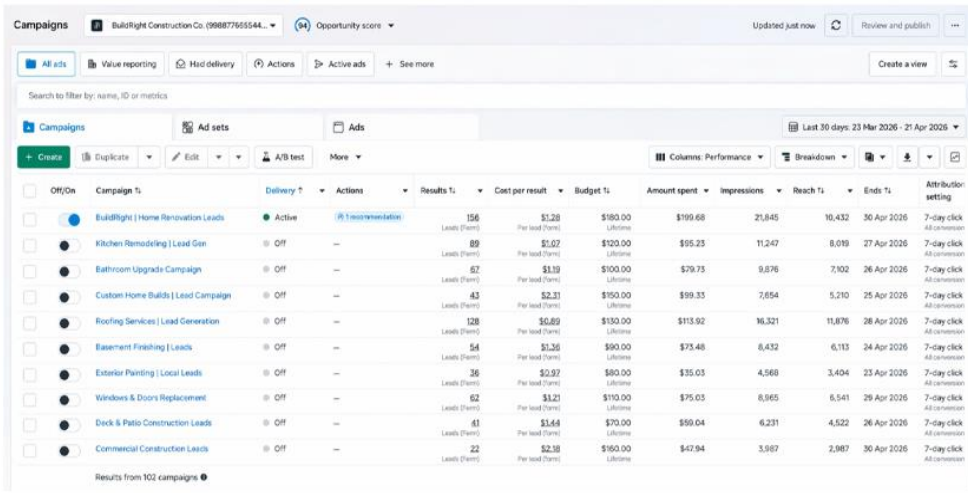
More
Columns: Performance
Breakdown
Off/On
Campaign
Delivery
Actions
Results
Cost per result
Budget
Amount spent
Impressions
Reach
Ends
Attribution setting
UrbanNest | Luxury Apartments Campaign
Active
1 recommendation
142
$1.32
$200.00
$187.44
20,545
13,102
29 Apr 2026
7-day click
New Project Launch | Skyline Residences
Off
96
$1.11
$150.00
$106.59
12,764
8,452
27 Apr 2026
Home Loan Interest | Lead Gen
88
$0.97
$100.00
$85.36
9,652
6,721
26 Apr 2026
UrbanNest | Site Visit Bookings
54
$1.48
$120.00
$79.79
7,843
5,432
24 Apr 2026
Property Investment Leads
73
$1.24
$140.00
$90.77
10,892
7,103
28 Apr 2026
UrbanNest | Retargeting Website Visitors
65
$0.89
$80.00
$57.66
6,243
4,721
23 Apr 2026
Gated Community Villas | Lead Ads
49
$1.36
$110.00
$66.64
6,932
4,982
25 Apr 2026
Weekend Open House Campaign
37
$1.52
$70.00
$56.21
5,321
3,876
22 Apr 2026
UrbanNest | Lookalike Audience Leads
59
$0.93
$90.00
$54.71
6,812
5,104
24 Apr 2026
NRI Property Investment Campaign
31
$1.68
$60.00
$52.16
4,213
2,945
30 Apr 2026
Results from 98 campaigns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Cost per result
Budget
Amount spent
Impressions
Reach
Ends
Attribution setting
BuildRight | Home Renovation Leads
Active
1 recommendation
156
$1.28
$180.00
$199.68
21,845
10,432
30 Apr 2026
7-day click
Kitchen Remodeling | Lead Gen
Off
89
$1.07
$120.00
$95.23
11,247
8,019
27 Apr 2026
Bathroom Upgrade Campaign
67
$1.19
$100.00
$79.73
9,876
7,102
26 Apr 2026
Custom Home Builds | Lead Campaign
43
$2.31
$150.00
$99.33
7,654
5,210
25 Apr 2026
Roofing Services | Lead Generation
128
$0.89
$130.00
$113.92
16,321
11,876
28 Apr 2026
Basement Finishing | Leads
54
$1.36
$90.00
$73.48
8,432
6,113
24 Apr 2026
Exterior Painting | Local Leads
36
$2.97
$80.00
$35.03
4,568
3,404
23 Apr 2026
Windows & Doors Replacement
62
$1.21
$110.00
$75.03
8,965
6,541
29 Apr 2026
Deck & Patio Construction Leads
41
$1.44
$70.00
$59.04
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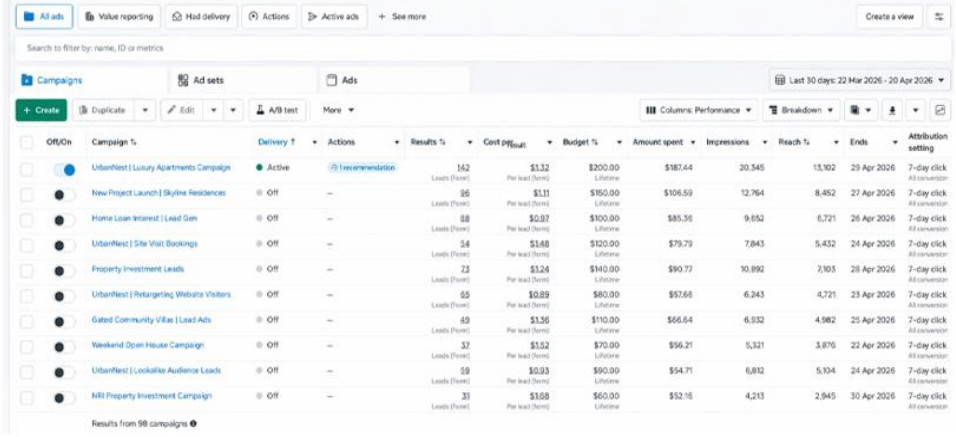
2,987
30 Apr 2026
Results from 102 campaigns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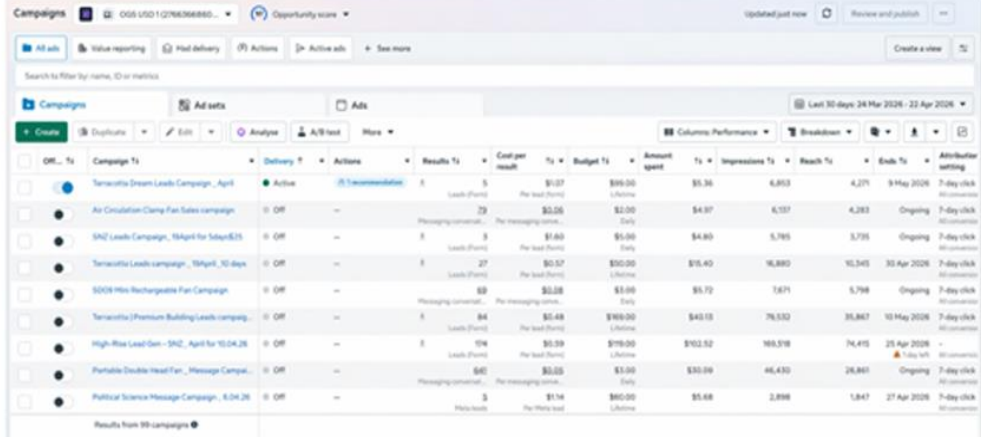
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Attribution setting
Terracotta Dream Leads Campaign _ April
Active
1 recommendation
Air Circulation Clamp Fan Sales campaign
Off
SNZ Leads Campaign_ 15April for 5days@25
Terracotta Leads campaign _ 15April_ 10 days
SOON Mini Rechargeable Fan Campaign
Terracotta | Premium Building Leads campaig...
High-Rise Lead Gen – SNZ_ April for 10.04.26
Portable Double-Head Fan _ Message Campai...
Political Science Message Campaign _ 8.04.26
Results from 99 campaigns

SOWAAD
IT SOLUTION

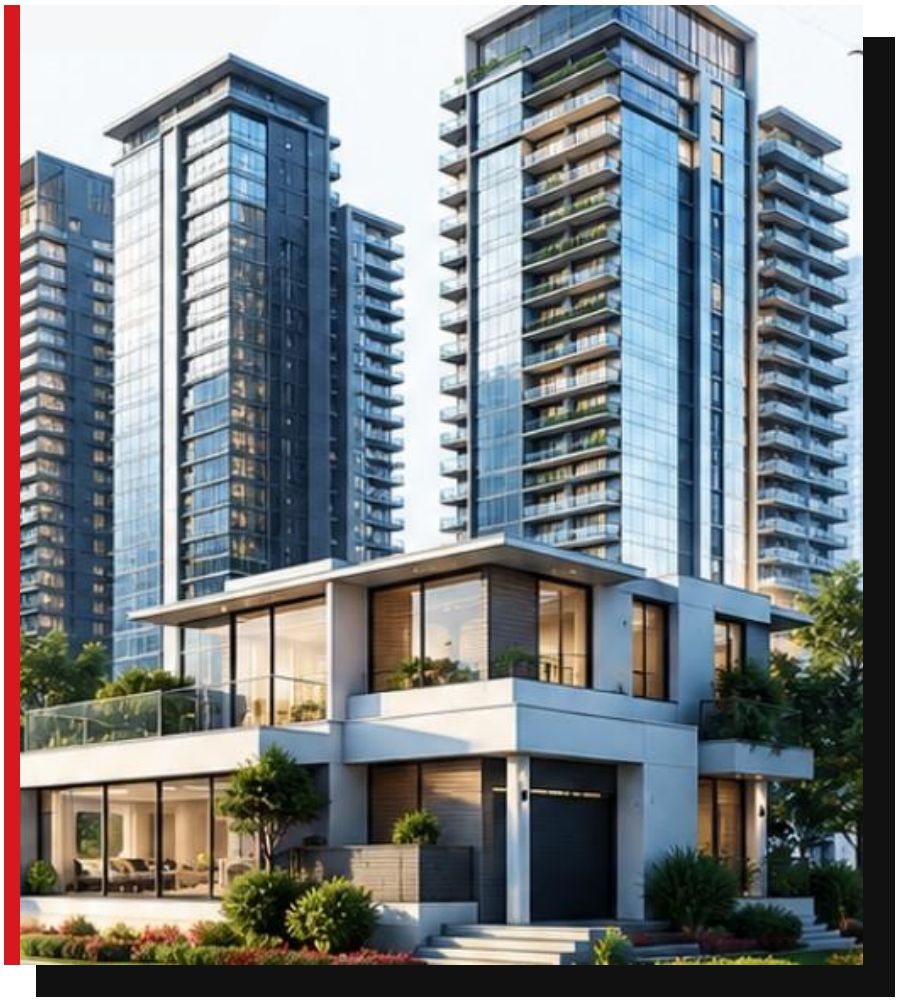
Your Growth Partner in
Real Estate Business

01 More Leads

02 More Site Visits

03 More B

Smart Marketing. Better Leads. Bigger Growth.



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IT SOLUTION

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