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Amura Marketing Technologies: Reinvigorating Real Estate Business with Correct Digital Marketing

Kanak Prabha

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Vikran Kotnis, Founder

It is claimed that the Indian real estate sector is one of the most globally recognized sectors and is slated to grow at 30 percent over the next decade. The soaring growth of this sector is accompanied by the rise in demand for residential and office spaces. This demand is much larger than witnessed over the past decades because the fundamental fabrics of purchasing a real estate, which used to be a daunting task, have eased with the advent of digital marketing. Today, it's all about 'correct digital marketing' amongst real estate firms, which is the easiest, fastest and most cost effective method to reach to the masses. While there are many giant digital marketing companies, few cater the dynamic needs of this industry. Pune headquartered Amura is one of the few who endeavor to provide end-to-end marketing solution to their clients ranging from, but not limited to, the real-estate, education, medical/healthcare, financial to entertainment within its arsenal. As they delve deep into the realm of digital space, the company invests their focus heavily on big data analytics and constant innovation, which for them is the mantra of success. The company stands a cut above the rest in providing 360° marketing approach including market study, brand building, product categorization, product launch and end-to-end marketing.

Amura is highly acknowledged in walking the talk with their customers in drawing up a strategic Internet marketing plan, media planning, graphics, advertising, budgeting and electronic media campaigns, all under one roof. As the proliferating success stories have invoked Amura to position as a leading provider of marketing solution in real estate, their experienced professional developers combine their skill and knowledge in technology to serve the best.

The five-year old company has come up with a revolutionary platform known as Sell. Do for digital marketing with big data and analytics on the backend. This platform is kind of a game changer for the company as it has helped Amura organize the unorganized industry successfully. Vikran Kotnis, Founder, Amura says, "We create proprietary marketing solutions which separates us from an agency because we not only do creative, but also have huge expertise in analytics, data crunching, and creating targeted digital experiences". To achieve the marketing targets of their clients, Amura has partnered with Google and several publishers.

Amura is growing by leaps and bounds and has a rich track record of serving almost 80 real estate clients across India. In the last four years, the company has executed targeted campaigns locally & globally attracting qualified end-buyers and investors across real estate markets in India. With an experienced team of almost 150 professionals and presence in Pune, Mumbai, Bangalore and Delhi, the company envisions expanding to offshore real estate markets like U.S., Dubai and Middle East in the forthcoming year. Amura, which runs on a sole mission of emphasizing the importance of digital marketing for brands so that their clients will reap benefits from it, wishes to increase its higher share in BFSI and Automobile sector soon.

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