Real Estate
Marketing

- Propety Marketing
- 3D and Autocad Works
- Interior and Furnishing

ASSOCIATE CONCERN OF
Digital Media Works

PROPOSAL BY:
Abinash Dev

CONTACT : 7752973745

Introduction

TLC Digit (Associate Concern of Digital Media Works

TRAVEL   LUXUARY   CULTURE

TLC
DiGiT

The Core Philosophy of TLC

TLC was born out of the need for transparency, visual excellence, and global reach in property sales. We don't just list a property; we create a digital identity for it. By leveraging DGSERV's expertise in data analytics and Google algorithms, TLC ensures that every square foot of a project is visible to the right target audience.

Strategic Integration: The "DGSERV Edge"

TLC benefits from the parent company's technological infrastructure, including:

> " *to make your project report professional, here is the official introduction for TLC (The Listing Center/The Land Connect), which is the specialized property marketing vertical of DGSERV.*

Property Marketing
3D and Architectural Design
Lights and Electrician Services
Furnishing Works

🚀 **WHY CHOOSE DGSERV FOR REAL ESTATE?**

- The Eduka Edge: We use our Metaverse/VR expertise to provide immersive walkthroughs that traditional brokers cannot.
- Data-Driven Leads: We don't just get views; we generate high-quality leads that convert into site visits.
- One-Stop Solution: From AutoCAD plans to final Google Ads, you deal with only one agency.

- AI-Enhanced Visuals: Using advanced rendering to make properties look world-class.
- Performance Marketing: Utilizing DGSERV's PPC and Google Ads mastery to generate high-intent leads.
- Global Export Mindset: Targeting NRI (Non-Resident Indian) markets using cross-border digital strategies.

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website : properties.tlcdigit.in

Real Estate Marketing Services

🏠 **OUR REAL ESTATE SERVICES**

1. Digital Visibility & High-Impact Marketing
- Google Listing & Local SEO: We ensure your project or agency appears on the first page of Google Maps and Search for local buyers.
- Property Portal Dominance: Professional management and premium listing on major portals like 99acres, MagicBricks, and Housing.com.
- Precision Target Marketing: Using AI and Meta Ads to find high-intent buyers and NRIs for your specific project.

Visual Storytelling & Content
- Promotional Cinematic Videos: High-quality site videos and drone shots to create an emotional connection with buyers.
- Social Media Campaigns: Engaging reels and posts that build your brand's trust and authority.

Architectural & Design Services
- 2D AutoCAD Drafting: Precision floor plans and technical layouts for approval and execution.
- 3D Architectural Visualization: Realistic 3D exterior and interior renders that show exactly how the project will look before it's built.
- 3D Walkthrough Tours (Metaverse Ready): Immersive virtual tours where buyers can "walk" through the property from anywhere in the world.

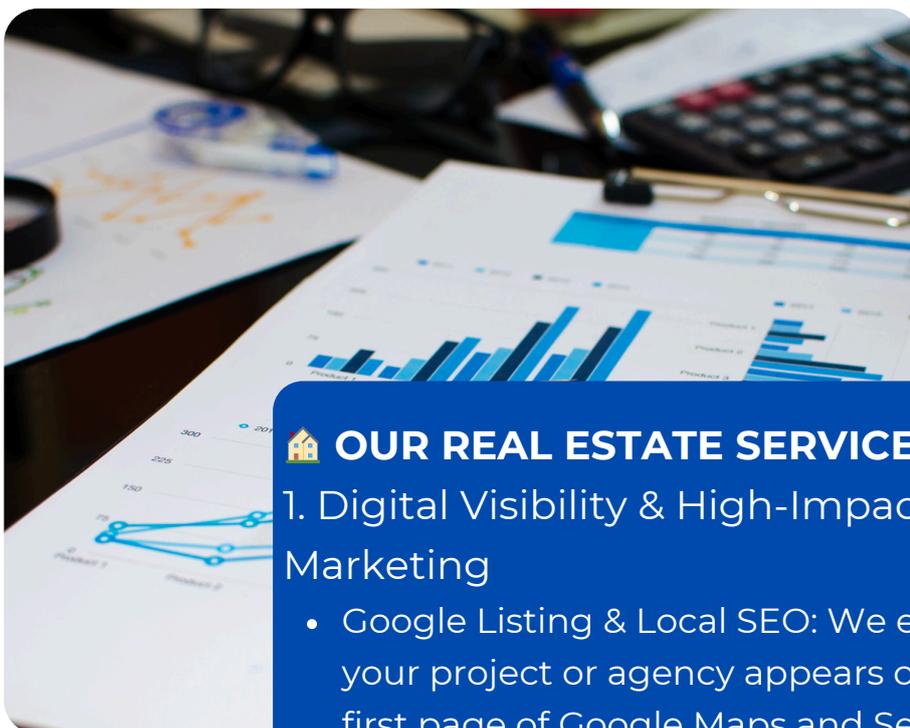**4. Strategic Consultation**
- Township Planning & Consultation: Expert guidance on township layouts, amenities, and market positioning.
- Interior Design Concepts: Complete 3D interior planning to help buyers visualize their future home.

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Services Summary

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- **Unreal Engine 5: The world's most advanced real-time 3D creation tool, used by TLC for Photorealistic 3D Walkthroughs and by Eduka for building the Metaverse Education environment.**
- **AutoCAD (AI-Enhanced): For precision 2D drafting and technical layouts of townships and residential projects.**

AI for Creative Studio & Real Estate (Visuals)

01

AI Tools for Property Shoot

- Adobe Firefly (Generative AI): Used for advanced product photoshoot post-production, including automated background removal, lighting adjustments, and generative expansion of images.
- Midjourney / DALL-E 3: Utilized for conceptualizing architectural interiors and exterior mood boards, allowing clients to visualize design possibilities instantly.
- Topaz Photo AI: An AI-powered upscaling tool used to enhance property and product images to 4K resolution, ensuring crisp quality across all digital platforms.
- Luma AI / Polycam: These tools utilize Neural Radiance Fields (NeRF) technology to convert real-world rooms and products into interactive 3D models for immersive web viewing.

2. AI for Digital Marketing & Marketplace (Growth)

02

- ChatGPT-4o / Claude 3.5: Advanced Language Models used for crafting SEO-optimized product descriptions, high-authority LinkedIn content, and persuasive real estate brochures.
- SurferSEO: An AI tool that analyzes search engine algorithms to ensure our website content and product listings rank on the first page of Google and Amazon.
- AdCreative.ai: Used to generate high-performing social media banners and ad creatives based on AI data of what converts best in specific industries.
- Google Ads AI: We utilize automated bidding and audience signal processing to maximize the ROI for our PPC and Google AdWords campaigns.

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