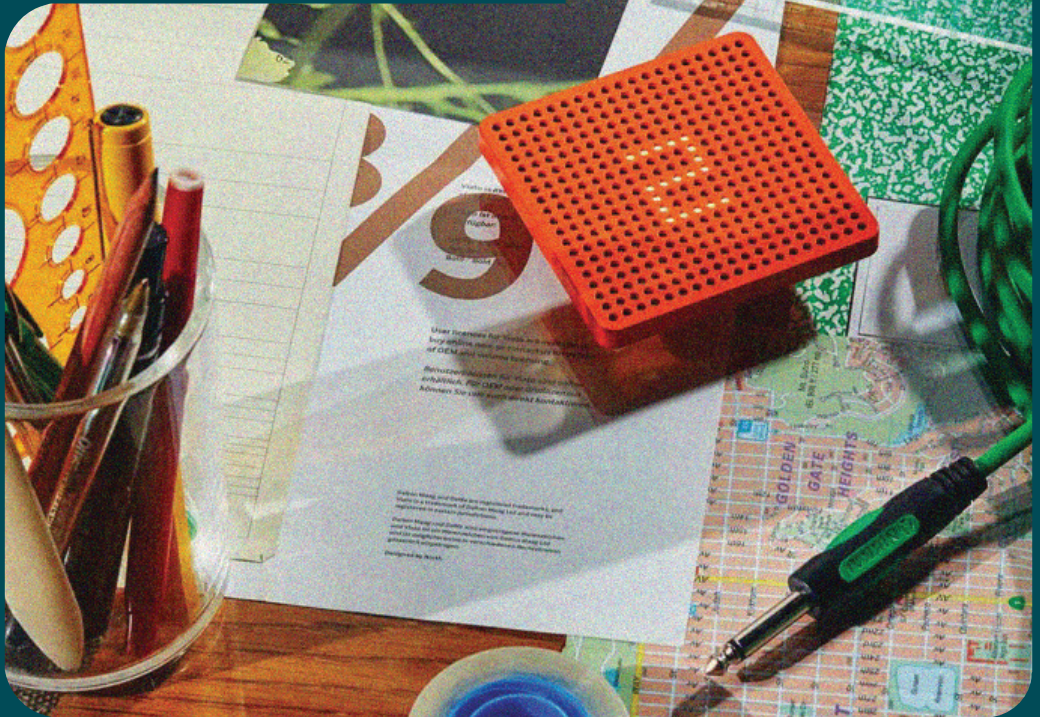


Scale ✱ Bait



Accelerating Real Estate
Growth with Precision Marketing

📍 Hyderabad, India

✉ growth@scalebait.com

☎ +91 99086 - 48648

🌐 www.scalebait.com

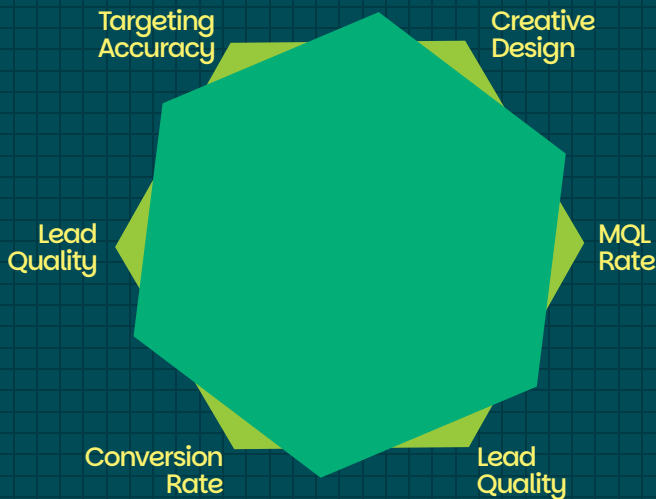
Who are we?

“Your Growth Partner In
Real Estate”

- ✱ Precision-focused lead generation for **Real Estate** developers
- ✱ **100% data-backed** strategy & creative-led execution
- ✱ **Performance obsessed:** We focus on site visits & conversions
- ✱ **Trusted by:** Go Green Group, Vivek Homes, Vishwashree Developers, YellowYards.

What Makes Us Different?

Comparison:
SCALEBAIT VS. TYPICAL AGENCIES



Metric Yellow Yards Others

100 Leads

2-3 Sales

300 Leads

4-6 Sales



What's an MQL?

A MARKETING QUALIFIED LEAD (MQL)
IS SOMEONE WHO:



Plans to purchase
within **30–90 days**



Shows interest
in project details



Shares a valid,
reachable contact
number



Knows project
price & location



What You Can Expect?



Metric Example
(Standard Campaign)



Leads
Generated 300



SQLs
(35%) 90



Site Visits
30-40



Conversions 3-5

What's an MQL?



SPECIAL
OFFERS

10% off

Fast Track Campaign
(20-Day Delivery)

₹55,000 + Taxes



Client Testimonials



“ScaleBait delivered focused leads with serious buyers. Their conversion-focused targeting worked better than portals.”

- Go Green Group



From creative to conversion, they've been a real partner, not just a vendor.

- Vishwa Shree Constructions



A world full of Lifestyle Choices

Godrej Township
Rajendra Nagar

EOI Amount ₹10 Lacs*

2, 3 & 4 BHK Luxury Apartments Starting from

₹1.02 cr*



Olympic Length
Infinity Edge Pool



Grand 50000+
Sq.Ft. Clubhouse



Lush Nature
Themed Greenery



Grand Entrance &
Impressive Design

Where Vision Meets Execution...

Our Creatives

A Luxurious Residential Project

Launching Soon...

Starts from ₹6999/- Per Sq.Ft.



NIZAMPET,
KUKATPALLY

» Enquire Now



Where Vision Meets Execution...

Our Creatives



Invest before it's too late
price rising soon!

***550 UNITS** SOLD OUT,
ONLY FEW LEFT.

HURRY UP!

Price Start at

₹4699

PER SQ.FT.
**ONE TIME
PAYMENT**



**HITECH
CITY**

Guaranteed
120%
appreciation

Where Vision Meets Execution...

Our Creatives



PEACEFUL LIFE IN
Beautiful Surroundings

3.5 & 4 BHK Starting at

~~₹1220/-~~ ₹ **8499** per
Sq. ft.

Only **102** Luxury Sky Homes
in **1** Iconic Tower

Flat Size **3315 – 3575** Sq.ft.



Best in
Kokapet

Project RERA ID: PO2400009394

Where Vision Meets Execution...

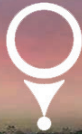
Our Creatives

BELONG TO THE WORLD OF LAVISHNESS
LAUNCHING SOON

MIYAPUR, BACHUPALLY

G+35 FLOORS
HIGHRISE APARTMENTS

4499/- PER SQ.FT.
ONE TIME PAYMENT



BACHUPALLY



Where Vision Meets Execution...

Our Creatives

G+35 FLOORS
HIGHRISE APARTMENTS

4499/- PER SQ.FT.
ONE TIME PAYMENT



BACHUPALLY

BELONG TO THE WORLD OF LAVISHNESS
LAUNCHING SOON

MIYAPUR, BACHUPALLY

Where Vision Meets Execution...

Our Creatives

A world full of Lifestyle Choices



Project in Hyderabad
Godrej **Rajendra Nagar**

Luxurious 2, 3 & 4 BHK
Apartments

₹ 1.02 Cr*

PRE LAUNCH

EOI Amount ₹10 Lacs*



Olympic – length infinity edge Pool



Grand 50000+ Sq.Ft. Clubhouse



Lush Nature – Themed Greenery



Grand Entrance & Impressive Design



Where Vision Meets Execution...

Our Creatives

DESIGNED TO PAMPER
THE EPICURE IN YOU



Price ~~₹7000/-~~
₹4699*
Onwards

artist impression

100% Payment only Offer only for First 25 Flats



GREEN HILLS ROAD,
HITECH CITY

Where Vision Meets Execution...

Our Creatives

GODREJ
Madison Avenue
Kokapet, Hyderabad

Live a life
Worth living

3 BHK
₹ **2.99** Cr*

4 BHK
₹ **3.79** Cr*

Outer Ring Road – 5 min

Hitech City – 15 Min

At Golden Mile Road, **Kokapet**

Where Vision Meets Execution...

Our Creatives

Top AI Tools We Use

01 HubSpot



AI Features: Predictive lead scoring, email personalization, chatbots.

Use Case: Automates email sequences, segments leads based on behavior, and scores leads to prioritize outreach.



einstein

Salesforce Einstein 02

AI Features: Predictive analytics, automated workflows, smart recommendations.

Use Case: Identifies sales-ready leads, recommends next-best actions, and enhances segmentation strategies.

03 ActiveCampaign

ActiveCampaign >

AI Features: Predictive sending, engagement scoring via machine learning.

Use Case: Delivers personalized email marketing, auto-tags leads, and triggers timely follow-ups.

DRIFT

Drift 04

AI Features: Conversational AI and intelligent chatbots.

Use Case: Engages site visitors instantly, qualifies leads in real time, and routes hot leads to sales.

05 Marketo (Adobe)

AI Features: Predictive content, lead scoring, and personalization.

Use Case: Powers multichannel campaigns with automated segmentation and tailored content delivery.



Zoho CRM (Zia AI) 06

AI Features: Forecasting, sentiment analysis, and lead scoring.

Use Case: Prioritizes and scores leads, provides sales insights, and boosts engagement effectiveness.



07 Conversica

AI Features: Autonomous AI sales assistants.

Use Case: Sends personalized, human-like follow-ups and nurtures leads until sales-ready.



Mailchimp (AI-Enhanced) 08

AI Features: Predictive demographics, customer lifetime value (CLV) forecasting.

Use Case: Automates campaigns and optimizes send times for maximum engagement.

09

Interakt (WhatsApp Lead Nurturing)



interakt

AI Features: Automated messaging, chatbots, lead tagging via WhatsApp.

Use Case: Nurtures leads directly through WhatsApp, enabling real-time communication and support.

zapier

Zapier ¹⁰ (Lead Capturing Automation)

AI Features: Workflow automation with smart triggers.

Use Case: Captures leads from forms, social media, and ads, and routes them to CRMs or email systems automatically.

Key Difference Between a Freelance Marketer and Our Team:

- Unlike a typical freelance marketer, our approach is highly collaborative and data-driven.
- We hold weekly strategy sessions with your sales team to gather real-time feedback and align marketing efforts with on-the-ground insights.
- We provide detailed performance reports every week, ensuring transparency and allowing us to quickly adapt and optimize campaigns for better results.
- This continuous loop of communication and analysis sets us apart - ensuring that marketing stays aligned with sales goals and delivers measurable impact.

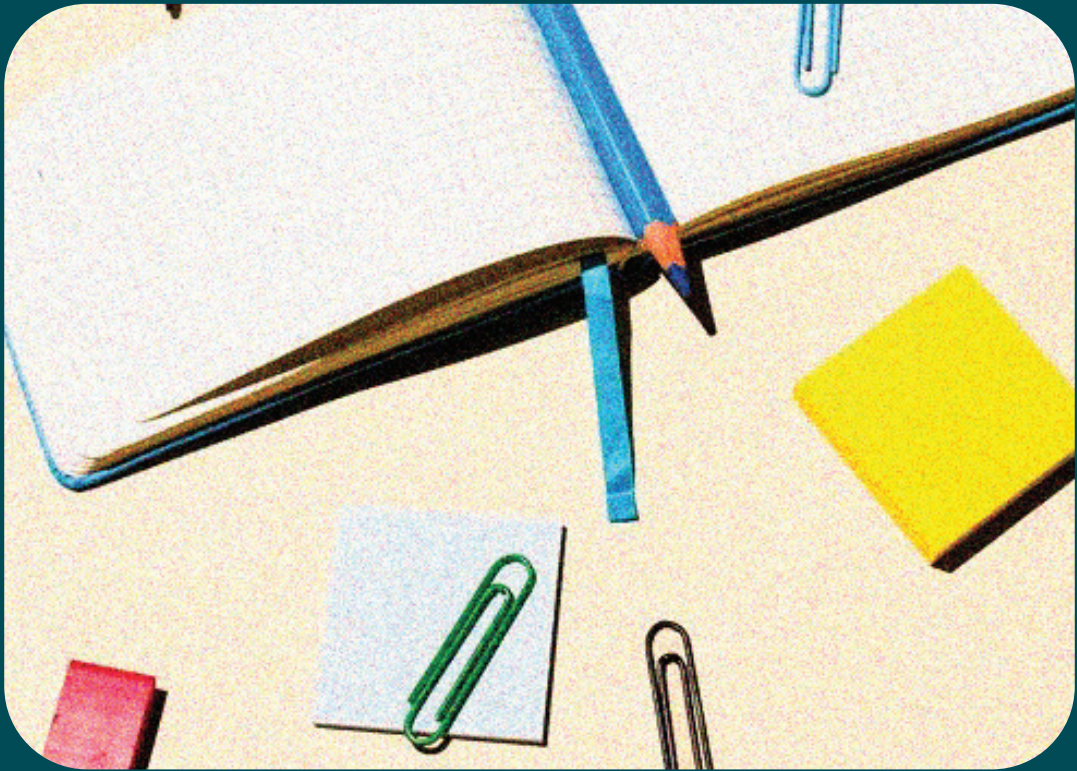
Let's Connect ✨

📍 12th Floor, Western Aqua,
White Feilds, Hyderabad,
India 500081

☎ +91 99086 48648

✉ growth@scalebait.com

🌐 www.scalebait.com



Scale
✨ Bait

Accelerating
Real Estate Growth
with Precision Marketing