

An Analysis of the Effectiveness of Social Media Marketing and Promotional Strategies of Reon Properties Ltd.

Internship Organization Name

Reon Properties Ltd.

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Submitted in Partial Fulfillment of the Requirements for the Degree

Bachelor of Business Administration



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Internship Report Approval Form

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Letter of Transmittal

March 2026

Mohammad Tawhid Reaz

Sr. Lecturer and EMBA Program Coordinator

University of Liberal Arts Bangladesh

Subject: Submission of project report on "An Analysis of the Effectiveness of Social Media Marketing and Promotional Strategies of Reon Properties Ltd."

Dear Sir,

I would like to inform you that I have done my project on Reon Properties Ltd. The present project report is a report on the analysis of the effectiveness of social media marketing and the promotional strategies of the Reon Properties Ltd. which has been prepared to complete my project as per the requirements of my undergraduate course of studies which is Bachelor of Business Administration (BBA) at the University of Liberal Arts Bangladesh (ULAB).

In this report, I have tried my best to compile the concepts I have learned throughout my Bachelor of Business Administration program, along with practical, real-world experience gathered during my internship at Reon Properties Ltd. I sincerely hope it meets the required standard and meets your expectations. I look forward to receiving your valuable feedback.

If you have any questions, please feel free to contact me at 01322881121. I am available from 10:00 AM to 6:00 PM, Saturday to Thursday.

Sincerely,

Mahbuba Moly

ID: 222011100

Bachelor of Business Administration; Concentration: Marketing

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Acknowledgement

I would like to express my sincere gratitude to the individuals who supported me to write this report. I would not have been able to complete it without their assistance.

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I would like to thank the marketing and sales team in Reon properties ltd as I felt welcome and valued the very first day I was there. They were also ready to explain, share, and cooperate, which made the internship much easier for me.

I would also like to thank my supervisor at the university, Mohammad Tawhid Reaz, Sir. His brilliant tips on how to carry out research and even his critical comments on my drafts, contributed in shaping my writing and my research. I really appreciate the effort and time he put in my life.

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Lastly, I would like to say a thank you to my family and friends. This success was based on their unremitting commitment and encouragement the whole time I was at the university. They continuously encouraged me to enable me to achieve this last milestone. Thank you, as you have always had faith in me.

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PART- A

Chapter 1: Internship Preparation

1.1 Motivation and what I expect to learn from this internship

Being a Marketing student of the Bachelor of Business Administration at the University of Liberal Arts Bangladesh, I have been engaged in the process of consuming marketing theory during the course of my studies. It is time to apply that knowledge into practice in a professional environment now. I was not just looking for an internship but I was seeking an opportunity which will be my real life launch pad into the marketing industry.

The reason behind joining a real estate company is it's very different from other sectors where the stakes are completely different from selling everyday goods. Nobody buys an apartment quickly and without thinking. It usually takes months to decide. The buyer does a lot of research, compares options, and asks others. That changes the entire logic of how you market to someone. I wanted to learn and understand this process myself.

In my case, it is an internship which marks the most crucial phase when I will be about to start a professional career. I have come to dedicate this time to the full and I am ready to give a good contribution to the team by putting my efforts, enthusiasm and academic experience to the team and getting priceless practical experience. I would also like to learn how marketing principles work in real business settings especially when considering the use of social media and how to develop a promotional strategy.

1.2 Internship search process

My first steps in the internship search did not go without a problem. I was proactive in the beginning of the semester and sent my CV to many organizations that are of high status like bKash, Nestle and Assure Group.

Nevertheless, everything progressed well when I heard that the Career Services Department in ULAB had started sending my CV to several prospective companies. This institutional assistance soon paid off and I started getting invitations to the interview.

Within a short period of time, it became possible to arrange the interviews with four or five different organizations and strategically worked through the interview procedure at every place. The process of participating in several interviews at once also helped me to learn some important things regarding time management and professional appearance. Most importantly, the chance to work on Reon Properties Ltd, where I am working currently was a direct consequence of this process.

Real estate continued to be my most desired location. The industry has experienced a massive change in the way it communicates to buyers, much more digital now, much more reliant on social media to create awareness prior to even the sales team engaging in the process. The change was like a perfect fit of a marketing student to learn. The first thing I did when I heard of Reon

Properties Ltd was to visit their social media pages. What I observed was something significant - it was not a company that was making occasional posts to have an appearance.

1.3 Internship interview experience

I had an interview in the office of Reon Properties Ltd. The interview was quite a narrow and interesting exercise that lasted about 30 minutes. My immediate reporting supervisor was also present, as well as the members of the marketing team. I had planned it out - I had looked at what I was aware of the company, I had thought over how social media would fit into the marketing of property, and I had revised looking at a few things that I thought might be raised. The interview, however, was way more of a discussion than I expected. It was not just an ordinary general question and answer session, but rather in-depth into my educational history in the field of marketing.

The interviewers posed numerous questions that were directly linked to my course work in marketing such as the subject of consumer behavior, digital marketing, and brand management. The case study exercise provided some level of stress, yet was also a good experience to test my problem-solving skills within a marketing setting. Although the general experience was by no means tension-free, I walked out of the experience with a positive feeling regarding my performance and being really excited about the prospect of becoming a member of the team.

1.4 About the organization



Reon Properties Ltd is a real estate development firm that is under the Reon Group, which is located in Dhaka. The main direction of the company is the development of residential apartments, sale and marketing of property, and consulting services of real estate.

Reon Properties Ltd. is one of the strong competitors in the real estate development market in Bangladesh. The firm has positioned itself as a firm that focuses on quality, innovation and satisfaction of customers. The slogan of Reon Properties Ltd is “COMMITMENT FIRST AND QUALITY BEST”. Reon Properties Ltd has over the years engaged in several residential and commercial projects in Dhaka and other major cities in Bangladesh, and it has added to the urban environment of Bangladesh.

The portfolio of the company is characterized by a wide variety of property development, both in modern apartment complexes, as well as the commercial space to cater to the needs of the Bangladeshi businesses and families which are changing. Reon Properties Ltd. has a history of reliability and quality construction coupled with timely delivery in the competitive property market with a need to concentrate on the modern design, quality construction and on time delivery.

1.4.1 Mission

To deliver well-designed, high-quality residential properties to urban clients across Bangladesh, with a consistent focus on transparency, client satisfaction, and long-term trust.

1.4.2 Vision

To be the most reliable and creative real estate developer in Bangladesh, and known to develop sustainable communities and build upon value to customers, investors, and stakeholders.

1.4.3 Commitments

Reon Properties Ltd. believes in quality construction work done with high material and qualified workers. Customer satisfaction is a core value to the company which is achieved by open communication, delivery on time, and provision of responsive after sale services. It adopts design, technological and marketing innovation. Dealings among the stakeholders are guided by ethical practices. Reon also has a role in community development by adding value in terms of space, employment and responsible urban development.

Chapter 2: About the Internship

2.1 Activities of the department

During my internship period at Reon Properties Ltd, I was mainly interested in social media marketing and the analysis of promotional strategy. I was not just an observer but actively participated in the work on planning the content, engagement, analysis of campaign performance, and competitor research. I had a profound engagement with the marketing segment of the campaign tracking, and market analysis that directly entered into the current team decisions.

2.2 Work environment

The office was a professional but team-based environment. Cross-functional working teams were used to accomplish objectives. Regular meetings and open-door policies were used to facilitate communication.

Since the first week, I was involved in the actual conversations and provided with the actual tasks. My supervisor was flexible and would always be ready to clarify and he never made me feel it was a burden to ask him a question. The group members were cooperative and actually supportive. They ensured that I was aware of what I was doing and why - which was the difference in the speed at which I could make a contribution. I worked in a very friendly atmosphere where all the team members were friendly and communicated effectively.

2.3 Duties and responsibilities

2.3.1 Generation of Contents on social media: As part of my work, it was my role to create and publish original content in Facebook, Instagram, and LinkedIn. It included customizing the content to the specific audience of each platform, including professional-mostly written content on LinkedIn, visually appealing pictures of properties on Instagram, and community-related updates on Facebook, but it managed to do it with the same brand voice.

2.3.2 Performance Tracking of Campaigns: In addition to content creation, I was also actively involved in monitoring the success of our campaigns by paying attention to the most important engagement metrics, including likes, shares, comments and click-through rates. I put this data in a periodical report, which helped me to quantify the effectiveness of our work and gave me practical recommendations of how to perfect the strategies next time.

2.3.3 Market Research: To make sure that our content was not outdated or irrelevant, I performed detailed market research. This also involved studying the activity of competitors to determine trends and gaps and conducting general research of the industry to keep up to date of market changes and opportunities.

2.3.4 Content Calendar Management: I also had a well-planned content schedule, and I planned posts based on major business events, especially property releases. This necessitated proper planning to make the postings timely and regular, create anticipation over new developments, and have a well-organized working schedule.

2.3.5 Engaging with the audience: I also had to deal with the face-to-face interaction with our online community through all platforms and comments and messages monitoring. I assisted in attending to questions on time and ethically and encouraged a receptive and friendly brand image that would provoke engagement and confidence among our audience.

2.4 Application of academic learning

I used theories of marketing that I had studied in my coursework to actual business problems. The experience made me understand how to apply academic knowledge to real-life constraints such as budget constraints and time pressure.

The main challenge that I faced was between having an idea of how something is expected to be done and how it is practically done. It is easy to learn about the buyer journey in theory. But it is different to see how reon's marketing process really works and where the leads are lost. This experience became the most valuable part of my internship. Because it helps me to connect my academic knowledge to real Word situations.

Chapter 3: Self-Reflection

3.1 Feedback on Internship

Reflecting on my experience of the internship in Reon Properties Ltd. I am deeply thankful to the valuable experience that I have gained and the improvement I have made during this process. The possibility to use my academic knowledge in practice and to receive some practical experience in different spheres of digital marketing and social media strategy was one of the most rewarding ones.

Nevertheless, among the achievements, there were some challenges in my internship. The difficulty in adapting to the particular terms and dynamics of the real estate industry (new to me), was also one of the key challenges. The marketing of property needs to be understood with the industry-specific concepts, customer motivation, competition which cannot be learned in general marketing courses. It took a great deal of self-research and active inquiry to get adjusted to this.

Nevertheless, in spite of these problems, I am sure that they were necessary to my personal and professional growth. The challenges helped me improve my research capabilities and significant lessons about the need to be resilient and flexible in the given circumstances. The positive feedback I got with my supervisor and coworkers enabled me to determine the areas that I need to work on and adopt measures that guarantee my continuous learning.

3.2 How could I do better and the organization could utilize me better

In order to improve my performance and contribute more to the organization, I would like to regularly ask my supervisor, as well as colleagues, to provide feedback on aspects that can be improved. My experience of becoming a member of a new organizational culture supported the relevance of such an approach, since by actively seeking guidance on the first day I managed to get through the first obstacles and become more adapted.

Since I entered into the organization with a great commitment to learning and having a vision of bringing maximum value, the organization can make the most out of it by:

Institutionalization of Mentorship: Based on the success of the one-on-one feedback, it is possible to institutionalize the process by possibly linking the intern with formal mentors that can provide more extensive strategy and career growth guidance.

Role Clarity and Resources: Being sure that all the training resources and materials are clearly focused on the work of the intern to us, so we could better prepare ourselves to complete the

assigned tasks and enhance our learning process.

Being exposed to other Projects: It would be better to be exposed to various other marketing activities than just the normal ones that the intern is expected to do and this would enable them involve themselves in more activities.

3.3 Recommendation

With such ingenious recommendations, the organization will be in a position to establish a more vibrant and supportive culture in which employees and interns will be encouraged to mature, be creative and produce their best.

3.3.1 Functional Improvement

The organization is already set up on good grounds in terms of functional development. To add on this, the organization must also promote employees and the interns to learn other areas of the marketing function and advance their skills beyond assigned roles. Cross-functional exposure and stretch assignments would be encouraged to make the team members have new experiences and outlooks.

3.3.2 Wellness Plans

Implement initiatives that support the physical, mental and emotional health of the employees, including wellness challenges or work-flexible options. Offer resources and support to make workers focus on their self-care and healthy work-life balance.

Chapter 4: Personal Development Plan

4.1 Technical Skills

In order to enhance my technical competence, I would seek to learn in the following domains:

4.1.1 Data Analysis: Enroll in training programs or courses on data analysis to enhance my ability to appropriately analyze data on marketing metrics and campaign performance.

4.1.2 Data Visualization: Learn to create strong data visualizations with tools that may be used to communicate the marketing insights to the stakeholders more effectively.

4.1.3 Social Media Analytics: Get better acquainted with platform-specific analytics (Facebook Insights, Instagram Insights) to more effectively measure and optimize campaign performance.

4.1.4 Content Management Systems: Learn how to plan and manage content using a content scheduling and content management platform to enhance the efficiency of social media activities.

4.1.5 Strategic planning: My first work experience with Reon Properties Ltd was mainly in the marketing department where I served my internship and had hands-on experience in how the promotional strategy is really developed. The main topic of my whole internship experience was the way social media marketing may be more effective, not more frequent, but more meaningful.

What I learnt is that a good strategic planning in real estate marketing would ensure that you consider the buyer in each step not only the person who has already made the decision that they want to buy, but the person who is still just window shopping, still doing a comparison, not yet sure whether he/she is ready. Creating the content that will resonate with all those people, and in a manner that will seem relevant to them in whatever stage they are in the process, is a skill that I would like to continue developing.

4.2 Interpersonal Skills

The experience I have gained in Reon Properties Ltd has played a key role in building and enhancing my interpersonal skills. Flexibility and Adaptability: Industries are changing at a high rate and, therefore, adaptability is one of the fundamental skills. I want to live in a world where I am able to adopt change through actively looking to diversify my skill set and be willing to undertake new challenges. Be it with other forms of projects I volunteer with or change of priorities that is rapidly changing, I realize the significance of keeping a flexible and open mind. The ability to actively keep up with the emerging trends and technologies will help me to make a contribution to the dynamic and forward-thinking work environment.

Leadership: Leadership could never be determined by any job title, but by empowering and inspiring others to achieve their potentials. I would like to enhance my leadership capabilities by having the chance to be a leader of example in my team. Through a sense of integrity, empathy, and growth mindset, I would like to become a part of a collaborative and effective working environment where every person will be able to flourish.

Self-Motivation: In order to enhance my self-motivation, I ensure that I have clear and achievable goals which are aligned with my personal and career goals. This will act as a roadmap to guide my activities and monitor my outcomes. Secondly, I would like to take care of myself and preserve my

mental, emotional, and physical health, so that I could be strong and energized to follow my interests and achieve my goals with my passion and motivation. I can also achieve my goals and objectives by enhancing a sense of purpose and focusing on self-care that will enable me to overcome any challenges and pursue lifelong learning.

Time Management: The pressures of the internship duties and the academic issues taught me that time management is an important aspect that must be taken into account. I would also like to hone this skill by prioritizing tasks more realistically, creating realistic deadlines and communicating with the team members on a consistent basis regarding the timelines of the project.

PART B

Executive Summary

The study looks at the efficiency of social media marketing and paid Facebook advertising campaigns used by Reon Properties Ltd. in the three years, 2023, 2024, and 2026. It compared organic posts before boosting with paid campaigns after boosting, using the original promotional content and data from Facebook Ads Manager collected during my internship.

There were two main goals. First, to see how boosting posts affected reach and lead generation compared to organic posts, the second objective is to determine the campaign formats that provide the most cost-effective results and suggest improvements. A new metric, the Click-to-Boost Ratio, was introduced to show how well each boosted campaign turned paid reach into real engagement.

Before boosting, the content quality and message clarity varied slightly each year. After boosting, all four paid campaigns showed clear improvements in reach and engagement. Following the increase, the four paid campaigns were substantial gains in reach. The most cost-effective was the 2023 New Leads Ad of Reon Bondhon, which produced 5 leads at BDT 156.33 per. The Reon Aroma House video campaign of 2024 had the best Click-to-Boost Ratio of 3.83 and this proves that video content is much more effective in turning reach into engagement than a picture. The 2026 Reon Bilkiss Palace campaign created the most buyer interactions, with 22 WhatsApp conversations at USD 0.53 each.

Chapter One: Introduction

1.1 Research Title:

An Analysis of the Effectiveness of Social Media Marketing and Promotional Strategies of Reon Properties Ltd.

1.2 Background of the Study

Over the last ten years, reaching buyers in Bangladesh's real estate market has changed a lot. Traditional methods like print ads, signboards, and personal referrals are slowly being replaced by digital platforms, and Facebook has become the main channel for property marketing. More than 50 million people in Bangladesh use Facebook regularly, and many middle-income buyers say they first learn about real estate brands online. For developers in Dhaka, having an active and well-managed Facebook page is now essential. It is the main way to attract attention and generate leads.

Since 2023, Reon Properties Ltd., part of the Reon Group, has been posting both organic content and paid Facebook ads for its residential projects. These include Reon Bondhon, Reon Aroma House, Reon East View, Reon LR Tower, and Reon Bilkiss Palace. The projects vary in location, size, and price across Mohammadpur–Bosila–Arshiangan. Over the last three years, the company's consistent Facebook activity has helped it build a growing portfolio, and its content strategy is becoming more visible.

Even with these efforts, the company has never formally checked how well the campaigns performed. During my internship, I had direct access to Ads Manager data and the history of organic posts. This allowed me to do a proper, detailed assessment.

1.3 Research Problem Statement

Although Reon Properties Ltd. has been running Facebook campaigns since June 2023, there has been no structured evaluation. Paid campaigns haven't been compared to organic posts. Lead generation costs per campaign are not recorded, and there is no clear idea about which campaign types work best. Click efficiency and cost per lead have also not been tracked consistently. This study fills the gap between the data on before-boosting and after-boosting and presents a new metric of the Click-to-Boost Ratio that will be the measure of the efficiency of engagement.

1.4 Research Objectives

1. To evaluate the current social media marketing activities of Reon Properties Limited.
2. To identify gaps and challenges in the current social media and promotional strategies of Reon Properties Ltd and recommended improvement areas.

1.5 Research Questions

- Is Facebook paid promotion significantly increasing Reon Properties Ltd. reach and generation of leads compared to organic posting?
- Which campaigns type (multi-project awareness, single project lead ads, video ads or WhatsApp messaging campaigns) is the most cost effective?
- What improvements can be implemented to reduce cost per lead and improve campaigns efficiency?

1.6 Scope of the Study

This study looks at Facebook marketing of Reon Properties Ltd. for three years — 2023, 2024, and 2026. Before boosting, a total of seven organic posts were used. Three from 2023, two from 2024, and two from 2026.

For after boosting, four paid campaigns were used. Two were from 2023, one from 2024, and one from 2026. All data was taken from Ads Manager. The focus is only on Facebook. It does not include Instagram, offline ads, or full sales results. Only leads and message conversations are considered here.

1.7 Limitations of the Study

The data used here only shows first contact with buyers. It does not track what happens after that. For example, it does not show who visited the site or who finally bought a property. Also, the Click-to-Boost Ratio is based on total engagement like likes, comments, and shares. This is because Ads Manager does not clearly show link clicks for each post. So, this method was used instead.

Chapter Two: Literature Review

2.1 The issue of social media marketing in the real estate

In recent years, social media platforms have become very popular for real estate marketing. In countries like Bangladesh, most buyers first hear about the project through platforms like Facebook. Instead of relying on traditional methods like newspapers or signboards, companies now use social media to reach more people quickly.

This research shows that buyers often spend time looking project details online before contacting a company. This means that clear information, attractive visuals and emotional appeal are very important. Since buying a property is a big decision, people want to feel both excitement and trust. So, posts that appeal to emotions work well.

2.2 Facebook Advertising and Paid Boosting

The advertising ecosystem of Facebook includes the following types: boosting of post, lead generation advertising, and messaging-objective advertising - all of which Reon Properties Ltd. has used during the period of conducting the study. Lead generation ads will allow buyers to manage their questions directly on Facebook by filling out inquiry forms, and messaging campaigns will direct interested buyers directly to WhatsApp where a real-time chat can be initiated.

Keegan and Rowley (2017) suggest that the cost effectiveness of Facebook campaign is heavily determined by three elements that include specificity and clarity of offer in the advertisement creative, accuracy of the targeting of the audience, and whether the campaign objective is matched with buyer decision making stage.

In this study a new method called the click-to-Boost Ratio is used. It helps measure how many people actually engage with a post after seeing it through paid promotion. This gives a better idea of how effective the campaign is.

2.3 Real Estate Promotional Strategy

Buying a property is a high value and long term decision that's why real estate marketing is different from other types of marketing. For this reason both logic and emotion play an important role. Logical points include payment plans, unit sizes, and location to show value. Emotional points, like owning a home, family safety, lifestyle, motivate buyers. Highlighting affordability works well for middle-income buyers. For example, the 2023 Reon Bondhon campaign lowered land cost by 40%, and the 2026 Reon Bilkiss Palace video showed owning a flat is possible at a low cost. Both mixed logic and emotion.

2.4 Measuring Social Media Marketing Effectiveness

Facebook marketing can be measured by awareness (reach), engagement (likes, comments, shares), and conversions (leads, messages). Conversions are most important for Reon Properties Ltd., because they show real buyer interest.

This study also introduces the Click to Boost Ratio as an additional engagement efficiency metric: it measures what percentage of the paid reach turned into active engagement. This helps see which campaigns worked best.

Chapter Three: Methodology

3.1 Research Design

This paper will adopt a quantitative research design based on secondary data obtained from Facebook Ads Manager. The quantitative part focuses on numerical data collected from Ads Manager data (reach, impressions, leads, messaging conversations, and cost per result, budget, and demographic breakdowns) which were collected as a part of the internship. Four paid campaigns from 2023, 2024, and 2026 were chosen for this analysis. We used numbers to compare the performance of these campaigns. The analysis is based on: Reach, Engagement, Results, Cost per result. We used Microsoft Excel to analyze the data and then used bar charts to show the results side by side. The study used simple comparative methods to determine the more effective campaign based on superior outcomes and reduced expenses.

3.2 Data Collection Method

The study is based on secondary data, which was collected during the internship period at Reon Properties Ltd. Before-Boosting Data: Seven organic Facebook posts by Reon Properties Ltd. that had been published during the three-year study were gathered in the form of screenshots, three in November 2023, two in mid-2024, and two in early 2026. After-Boosting Data: It was data on performance of four paid campaigns that were directly extracted via Facebook Ads Manager -2 in 2023, one in 2024, and one in 2026. These include campaign outcomes, cost per outcome, reach, impressions, engagement (likes, comments, and shares), platform placements, and demographic breakdowns. Secondary Data: The theoretical framework was based on academic literature on social media marketing, Facebook advertising and real estate promotional strategy as cited in the Literature Review.

3.3 Sample Selection

The before-boosting sample will consist of seven organic posts reflecting the content strategy of the company at each time period: Reon Bondhon, Reon Aroma House, and Reon East View (November 2023); the installment campaign and Arshi Nagar post (mid-2024); and Reon Aroma House Laboni Point and Reon East View (early 2026). The after-boosting sample will include four campaigns that will have full Ads Manager data: Real Estate Ads (June 2023), New Leads Ad (July 2023), Reon Aroma House (August 2024) and Reon Bilkiss Palace (March 2026).

3.4 Data Analysis Method

The analysis of quantitative data was conducted based on comparison of key metrics of all the four paid campaigns. The quantitative comparison of the use of organic post engagement metrics was made among the seven pre-boosting screenshots. The principles of thematic analysis were implemented to determine the tendency in the development of content strategy and message and correlate them with performance outcomes. All the data illustrations in this research were generated in namely Figure 4.12, 4.13, 4.14, and 4.15. Besides the conventional Ads Manager metrics, a new analytical parameter is proposed in this study.

3.5 Justification of Method

This method is suitable for this study for a few important reasons. First, it uses real campaign data, which makes the results more accurate and reliable. Second, comparing data from different years helps to clearly understand performance changes and identify gaps. Also, using numerical data makes the evaluation more objective and less biased. Finally, the Click-to-Boost Ratio gives a deeper understanding of how efficiently the marketing budget is being used.

3.6 Limitations

Although this study provides useful insights, there are some limitations. It only focuses on Facebook and does not include other platforms like Instagram, which may also be important. The data is collected from only one company, so the findings may not represent the whole industry. In addition, some external factors, such as market conditions, are not considered in this analysis.

The Click-to-Boost Ratio:

Click-to-Boost Ratio (Percentage) = (Total Clicks / Paid Reach) × 100

Where: • **Total Engagement** = Total engagement on the boosted post (likes + comments + shares), greater the ratio, the more the campaign material appealed to its paid viewers compared to its size which is used as a proxy to represent clicks in which no data on direct link clicks is available.

• **Paid Reach** = Number of unique users that the boosted campaign reached. This ratio is used to assess the efficiency of each campaign in transforming the reach that it has given into active audience involvement of reach.

Chapter Four: Results and Discussion

In this chapter, the findings of the study based on the comparison between organic post and paid campaign are presented based on the years 2023, 2024 and 2026. Section 4.4 is a consolidated comparative analysis followed by visualizations. Where the statements directly relate to the research objectives, linking statements are made.

4.1 Year 2023 -Pre and After Boosting

4.1.1 Pre-Boosting 2023 Organic Posts: Reon Properties Ltd. released three organic posts about its flagship projects in November 2023. These posts only reached the current follower base on the page without paid amplification, which formed the creative and messaging base of the subsequent paid campaigns.

Figure 4.1: 2023 Organic Posts (Before Boosting)



Fig 4.1a – ReonBondhon: "Perfect Home for Your Family" (Nov 2023)



Fig 4.1b – Reon Aroma House: "Where Luxury Meets Comfort" (Nov 2023)



Fig 4.1c : Reon East View: "Find Your Dream House" 1,600 sq ft with features (Nov 2023)

Each post introduced a distinct project; Reon Bondhon with family messaging, Reon Aroma House with a bold palm-of-the-hand visual, and Reon East View with a detailed features list. All posts were in two languages and included contact numbers.

Table 4.1: 2023 Organic Posts (Before Boosting Summary)

Project	Key Message	Visual Approach	Organic Reach
Reon Bondhon	Perfect Home for Your Family	Premium render + family tagline	Followers only
Reon Aroma House	Where Luxury Meets Comfort	Building in palm-of-hand	Followers only
Reon East View	Find Your Dream House; 1,600 sq ft	Feature list + render	Followers only

4.1.2 After Boosting Campaign 1: Real Estate Ads (Arshi nagar)

The Real Estate Ads campaign launched in June 2023 was a multi-project awareness effort featuring Reon LR Tower, Reon Aroma House, and Reon Bilkiss Palace in the Arshi nagar area, running at BDT 300 per day optimized for lead generation.

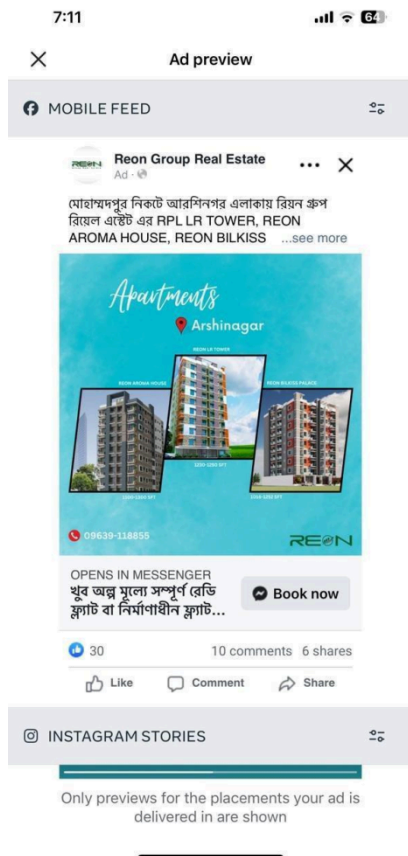


Fig 4.2a: Real Estate Ads: Arshi nagar multi-project ad preview (Reon Properties Ltd., 2023a)

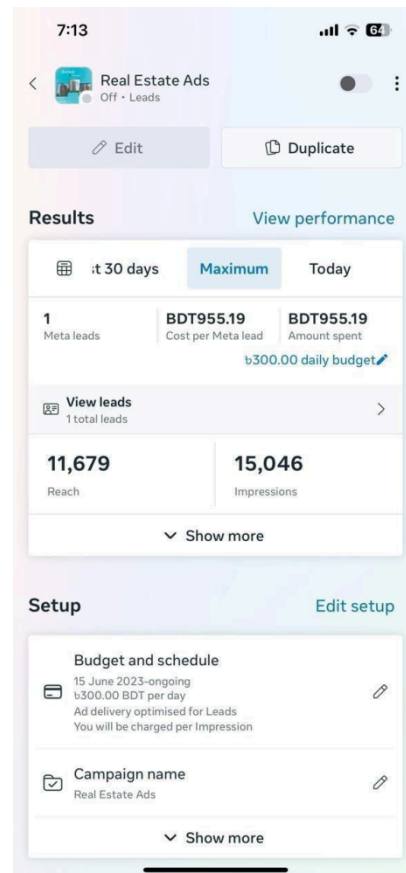


Fig 4.2b: Results: 11,679 reach, 15,046 impressions, 1 Meta lead at BDT 955.19 (Reon Properties Ltd., 2023a)



Fig 4.2c: Lead performance chart (Reon Properties Ltd., 2023a)

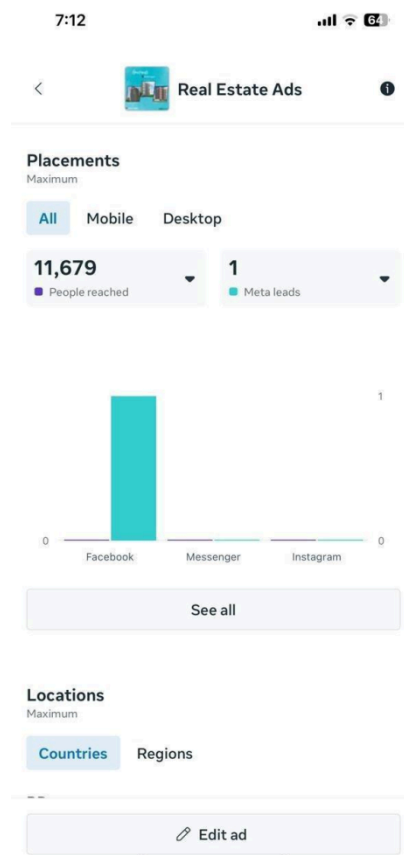


Fig 4.2d : Platform: Facebook dominant (Reon Properties Ltd., 2023a)

Table 4.2: Real Estate Ads Campaign – After Boosting (2023)

Metric	Value
Campaign Name	Real Estate Ads (Arshi nagar)
Start Date	15 June 2023
Objective	Lead generation
Daily Budget	BDT 300.00
Total Spent	BDT 955.19
People Reached	11,679
Impressions	15,046
Meta Leads	1
Cost Per Lead	BDT 955.19
Total Engagement (Clicks)	46 (30 likes + 10 comments + 6 shares)
Click to Boost Ratio	0.39% ($46 \div 11,679 \times 100$)
Platform	Facebook

The campaign reached 11,679 users and 15,046 impressions which is significantly higher than the organic reach. Nevertheless, 1 Meta lead was produced at BDT 955.19. The multi-project format helped people to know the project but it made it less effective in getting actual buyers. The Click to Boost Ratio of 0.39% means that the percentage of users that reached the campaign and became active participants was less than 1 in 250.

This finding directly addresses Objective 1, as boosting significantly increased reach (from near-zero to 11,679) but the low Click to Boost Ratio of 0.39% and single lead outcome demonstrate that reach amplification alone does not guarantee conversion efficiency.

4.1.3 After Boosting – Campaign 2: New Leads Ad (Reon Bondhon)

The New Leads Ad launched in July 2023 focused exclusively on Reon Bondhon, presenting a single specific financial offer: 40% lower land cost through a joint ownership model in Keraniganj, with a minimum booking amount of BDT 2 lakh.



Fig 4.3a: New Leads Ad: Reon Bondhon 40% cost reduction (Reon Properties Ltd., 2023b)



Fig 4.3b: Performance: 10,830 reached, 5 leads at BDT 156.33 each (Reon Properties Ltd., 2023b)

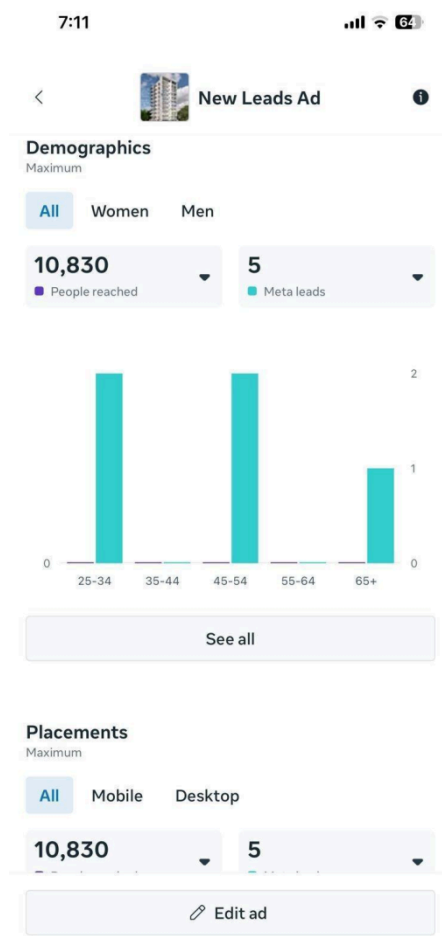


Fig 4.3c – Lead demographics: 25 to 34 and 45 to 54 age groups (Reon Properties Ltd., 2023b)

Table 4.3: New Leads Ad (Reon Bondhon) – After Boosting (2023)

Metric	Value
Campaign Name	New Leads Ad (Reon Bondhon)
Period	July 2023 to March 2026
Objective	Lead generation
People Reached	10,830
Meta Leads	5
Cost Per Lead	BDT 156.33
Total Engagement (Clicks)	56 (51 likes + 3 comments + 2 shares)
Click-to-Boost Ratio	0.52% ($56 \div 10,830 \times 100$)
Platform	Facebook
Lead Age Groups	25 to 34 and 45 to 54

Five leads at BDT 156.33 each, more than six times more efficient than the Arshi nagar campaign. Offer clarity is the primary driver: a 40% land cost reduction is quantifiable, compelling, and financially urgent. The Click-to-Boost Ratio improved to 0.52%, indicating stronger per-reach engagement than the multi-project campaign. Leads came from both 25–34 first-time buyers and 45 to 54 investment buyers, demonstrating broad appeal across buyer life stages.

This directly addresses Objective 2, the New Leads Ad achieved BDT 156.33 per lead (six times more efficient than Campaign 1), confirming that single-project, offer-specific campaigns outperform multi-project formats in cost efficiency.

Table 4.4: Year 2023 – Before vs. After Boosting Comparison

Metric	Before Boosting	After – Campaign 1	After – Campaign 2
Reach	Followers only	11,679	10,830
Meta Leads	0	1	5
Cost Per Lead	N/A	BDT 955.19	BDT 156.33
Engagement	Organic only	30 likes, 10 cmt, 6 shr	51 likes, 3 cmt, 2 shr
Click to Boost Ratio	N/A	0.39%	0.52%
Key Insight	Strong creative base	Awareness, low conversion	Best ROI in dataset

4.2 Year 2024 before and after Boosting

4.2.1 Before Boosting 2024 Organic Posts

By mid of 2024, the organic content had evolved toward sharper financial messaging and stronger Bangla primary copy, reflecting the team's growing understanding of what resonates with the target buyer segment.



Fig 4.4a: Installment campaign: joint venture, 3x price growth, no hidden charges (Aug 2024)



Fig 4.4b: RPL LR Tower, Arshi Nagar: dream flat on easy terms (Jul 2024)

Table 4.5: 2024 Organic Posts – Before Boosting Summary

Post	Key Message	Notable Feature
Installment Campaign	Low cost joint venture, 3x price growth, no hidden charges	Most financially specific post in dataset
RPL LR Tower, Arshi Nagar	Dream flat on easy terms, 1,230 sq ft	Bangla-primary copy, location pin visual

4.2.2 After Boosting Reon Aroma House Campaign (2024)

The Reon Aroma House campaign launched in August 2024 on a budget of USD 2.00 per day, using a 12-second video format of an architectural walkthrough of the south facing luxury flat at Laboni Point, Bosila, Mohammadpur.

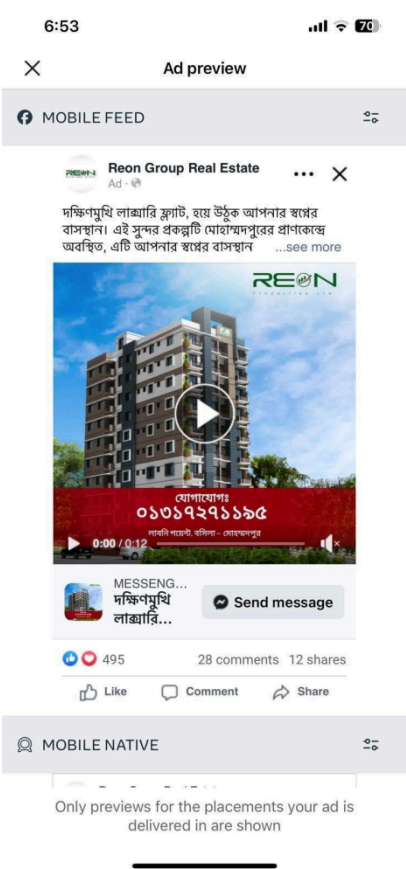


Fig 4.5a :Reon Aroma House video ad: 495 reactions, 28 comments, 12 shares (Reon Properties Ltd., 2024)

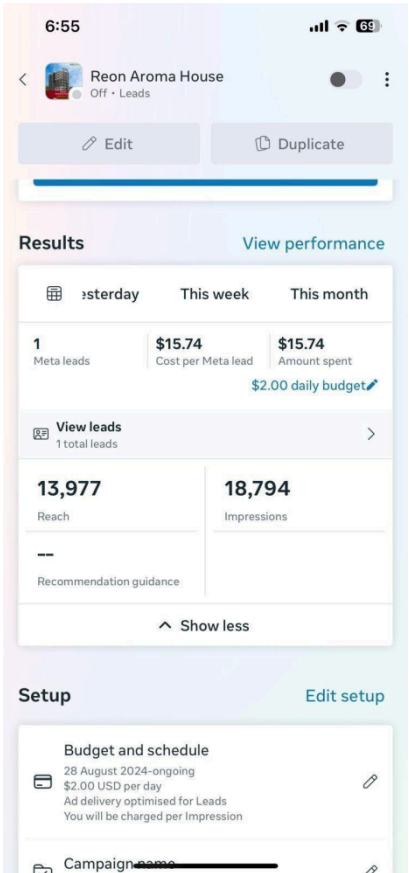


Fig 4.5b : Results: 13,977 reach, 18,794 impressions, 1 lead at USD 15.74 (Reon Properties Ltd., 2024)

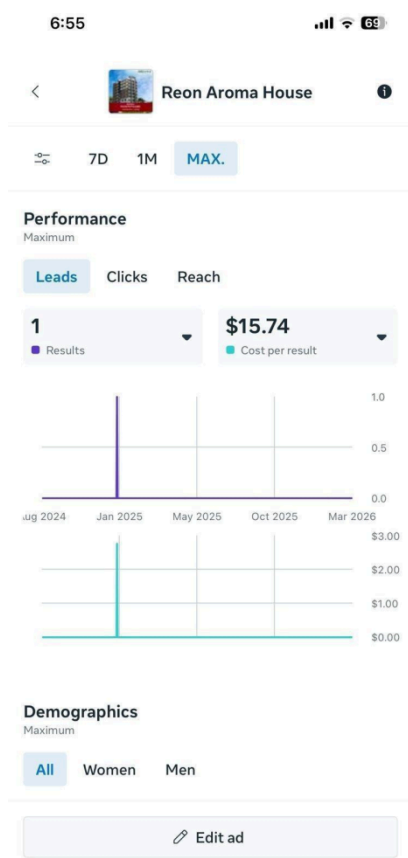


Fig 4.5c : Lead performance chart
(Reon Properties Ltd., 2024)

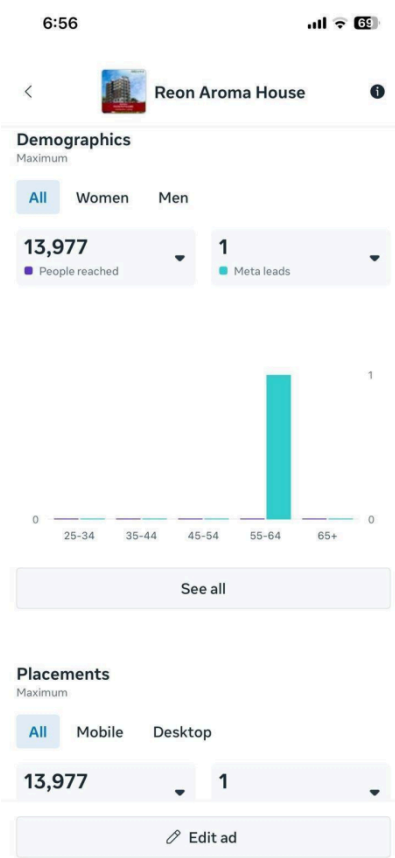


Fig 4.5d : Lead demographics: 55
to 64 age group (Reon Properties
Ltd., 2024)

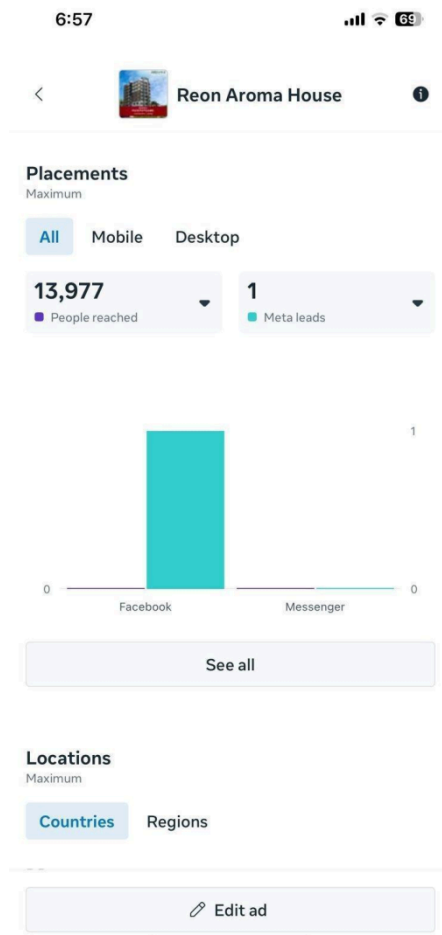


Fig 4.5e : Platform placement: Facebook only (Reon Properties Ltd., 2024)

Table 4.6: Reon Aroma House – After Boosting (2024)

Metric	Value
Campaign Name	Reon Aroma House
Start Date	28 August 2024
Objective	Lead generation
Daily Budget	USD 2.00
Total Spent	USD 15.74
People Reached	13,977
Impressions	18,794
Meta Leads	1
Cost Per Lead	USD 15.74 (BDT 1,794)
Total Engagement (Clicks)	535 (495 reactions + 28 comments + 12 shares)
Click-to-Boost Ratio	3.83% ($535 \div 13,977 \times 100$)
Platform	Facebook
Primary Lead Age Group	55–64

The Reon Aroma House video campaign has produced the most reach (13,977) and also the highest Click-to-Boost Ratio (3.83) in the whole dataset which was almost 10 times greater than the 2023 static image campaigns. This proves the idea that paid reach translates into active engagement much more effectively when video content is used in comparison to a static image. However, even with high engagement it only got 1 lead from Meta. This may be because it is a luxury project and buyers usually take more time to make a decision

This addresses Objective 2, the Aroma House campaign achieved a Click to Boost Ratio of 3.83%, the highest in the dataset, confirming that video format is significantly more efficient at converting paid reach into engagement. However, the BDT 1,794 cost per lead remains the highest among all campaigns, highlighting the gap between video engagement and direct lead conversion.

Table 4.7: Year 2024 – Before vs. After Boosting Comparison

Metric	Before Boosting	After – Aroma House
Reach	Followers only	13,977
Meta Leads	0	1
Cost Per Lead	N/A	USD 15.74 (~BDT 1,794)
Engagement	Organic posts	495 reactions, 28 cmt, 12 shr
Click-to-Boost Ratio	N/A	3.83%
Content Format	Static images	12-second video ad
Key Insight	Strongest financial copy to date	Highest Click-to-Boost Ratio — video dominates engagement

4.3 Year 2026 - Before and After Boosting

4.3.1 Before Boosting 2026 Organic Posts

The two organic posts from early 2026 represent the most creatively mature content in the entire before-boosting dataset, with the company having developed genuine storytelling capability over three years of practice.



Fig 4.6a :Reon Aroma House, Laboni Point: render at evening with roadside sign board (Jan 2026)

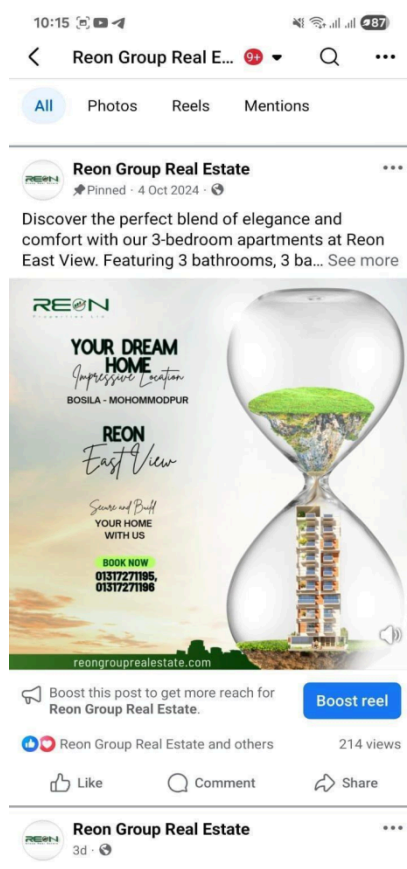


Fig 4.6b :Reon East View "Your Dream Home": hourglass concept, 214 video views (pinned 2026)

Table 4.8: 2026 Organic Posts – Before Boosting Summary

Post	Key Message	Creative Approach	Notable Metric
Reon Aroma House Laboni Point	Quality construction + design, 1,300 sq ft	Building render + roadside sign board	Most authentic location presentation
Reon East View – Hourglass	Your Dream Home, Bosila-Mohammadpur	Time-passing visual concept video	214 views, pinned post

4.3.2 After Boosting Reon Bilkiss Palace Campaign (2026)

Reon Bilkiss Palace campaign was initiated on 8 March 2026 on USD 3.00 per day. It used a 1-minute 2-second drone video showing Dhaka city from above and utilized a WhatsApp messaging goal instead of a lead form, which forwarded buyers into WhatsApp chats with the sales team.

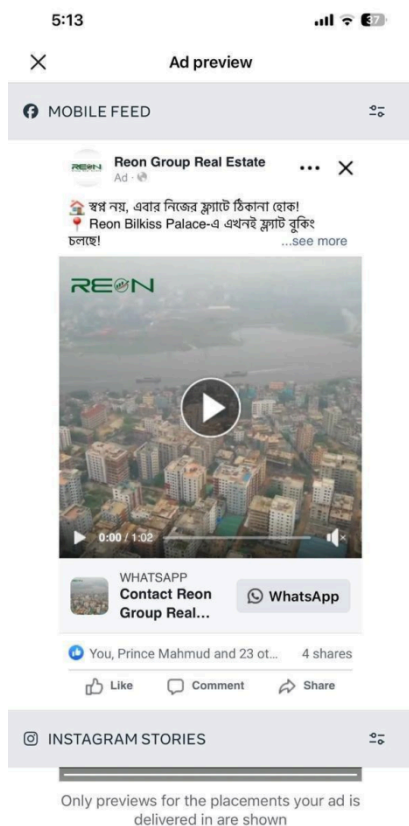


Fig 4.7a – Reon Bilkiss Palace: Airdrie cityscape video, WhatsApp CTA (Reon Properties Ltd., 2026)

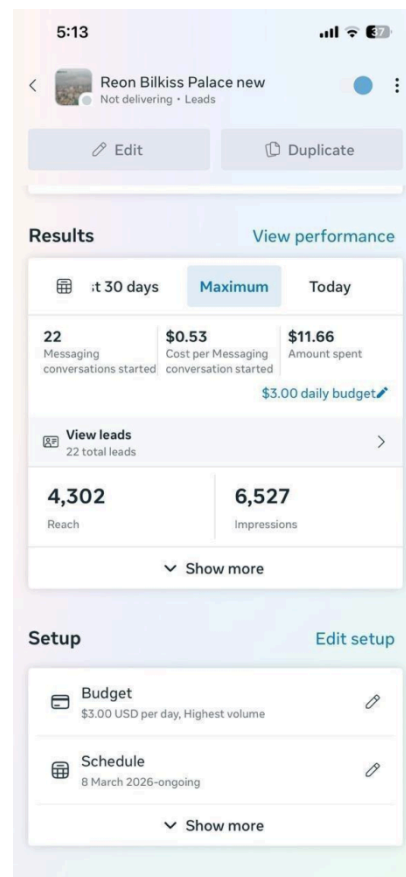


Fig 4.7b – Results: 4,302 reach, 6,527 impressions, 22 conversations at USD 0.53 (Reon Properties Ltd., 2026)

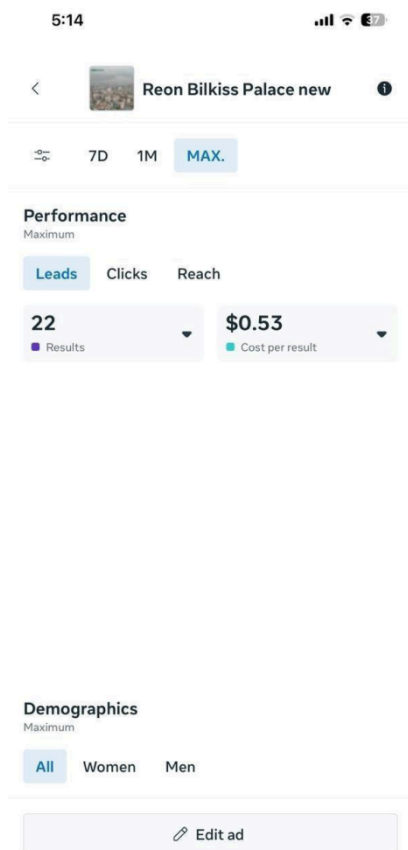


Fig 4.7c – Performance: 22 results at USD 0.53 (Reon Properties Ltd., 2026)

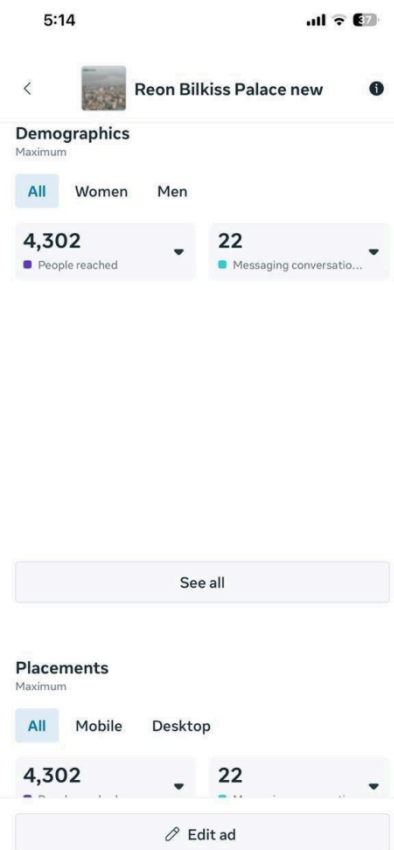


Fig 4.7d – Demographics: 4,302 reached, 22 messaging conversations (Reon Properties Ltd., 2026)

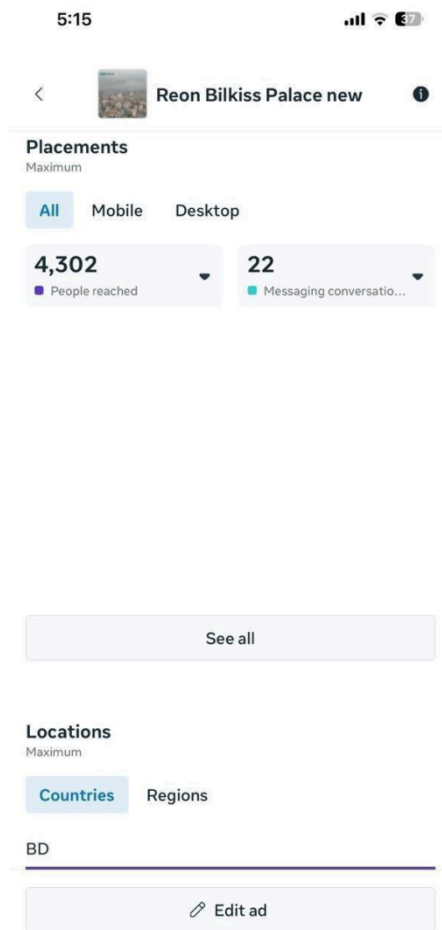


Fig 4.7e :Platform: Bangladesh (BD) targeted, buyers (Reon Properties Ltd., 2026)

Table 4.9: Reon Bilkiss Palace – After Boosting (2026)

Metric	Value
Campaign Name	Reon Bilkiss Palace new
Start Date	8 March 2026 ongoing
Objective	Messaging conversations (WhatsApp)
Daily Budget	USD 3.00
Total Spent	USD 11.66
People Reached	4,302
Impressions	6,527
Conversations Started	22
Cost Per Conversation	USD 0.53 (BDT 60)
Total Engagement (Clicks)	29 (25 likes + 4 shares)
Click-to-Boost Ratio	0.67% ($29 \div 4,302 \times 100$)
Platform	Facebook (BD targeted)
Ad Format	Video – 1 min 2 sec aerial drone

The campaign on the Reon Bilkiss Palace had the best conversion outcome in the dataset: 22 messaging conversations among 4,302 individuals, or a conversation rate of about 0.5%. This is significantly cheaper than any other campaign with USD 0.53 per conversation (around BDT 60). The Click-to-Boost Ratio of 0.67% indicates the reduced visibility engagement of WhatsApp-optimized campaigns, where the clicks lead to the direct entry of WhatsApp, and there is no on-post response. The WhatsApp messaging goal does away with the friction of the form-filling, and puts the buyers in a direct real-time chat with the sales team.

This directly addresses both Objectives 1 and 2 boosting produced a measurable 22-conversation result from 4,302 reach (Objective 1), and at USD 0.53 per conversation, this campaign delivered the lowest cost per buyer contact of all four campaigns studied (Objective 2).

Table 4.10: Year 2026 – Before vs. After Boosting Comparison

Metric	Before Boosting	After – Bilkiss Palace
Reach	Followers only	4,302
Conversations / Leads	0	22 messaging conversations
Cost Per Contact	N/A	USD 0.53 (~BDT 60)
Click-to-Boost Ratio	N/A	0.67%
Content Format	Static image + pinned video	1 min aerial drone video
Key Innovation	Most creative organics to date	WhatsApp CTA, lowest cost per contact

4.4 Comparative Analysis Across All Years

4.4.1 Consolidated Performance Overview

Table 4.11: Full Consolidated Performance Summary – 2023, 2024, 2026

Year	Campaign	Reach	Impressions	Results	Cost/Result	Budget/Day	Clicks	CTB Ratio
2023	Real Estate Ads	11,679	15,046	1 lead	BDT 955.19	BDT 300	46	0.39 %
2023	New Leads Ad	10,830	N/A	5 leads	BDT 156.33	N/A	56	0.52 %
2024	Reon Aroma House	13,977	18,794	1 lead	USD 15.74	USD 2.00	535	3.83 %
2026	Reon Bilkiss Palace	4,302	6,527	22 conv.	USD 0.53	USD 3.00	29	0.67 %

The amplification effect of boosting is visualized in Figure 4.12, which compares organic reach (before boosting) with paid reach (after boosting) across all three years.

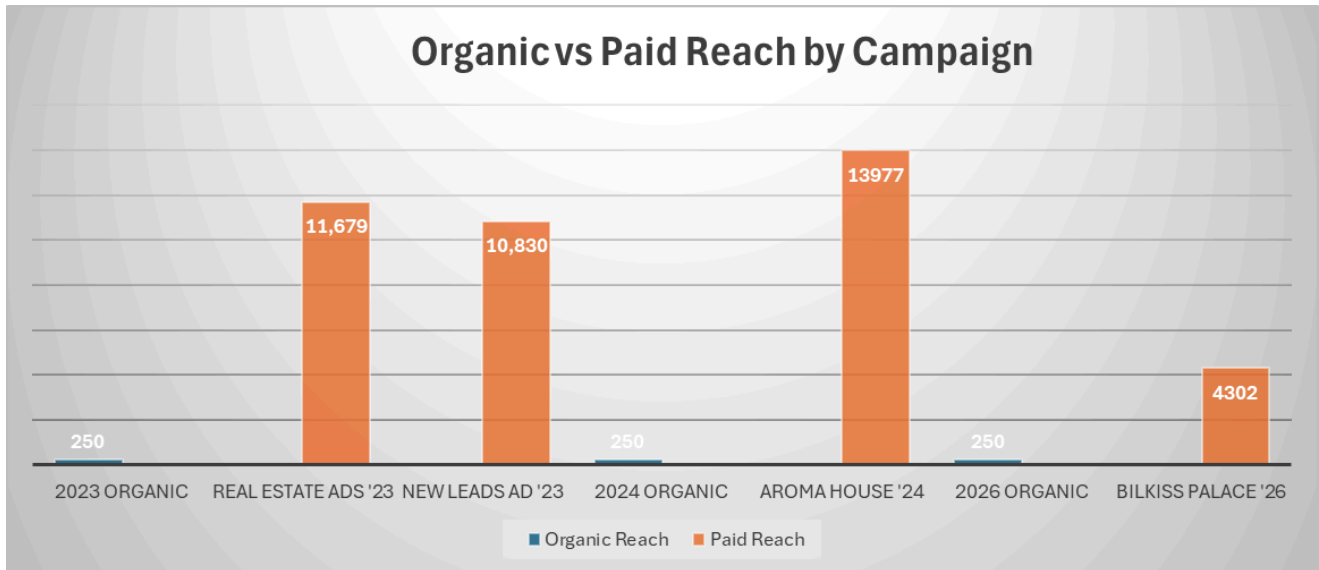


Figure 4.12: Organic vs. Paid Reach Comparison (Before vs. After Boosting)

Paid boosting amplified reach by 20–55x compared to organic baseline across all three years. Note: Organic reach estimated at 2–5% of page followers.

In this graph we can see that organic posts reach very few people, while paid campaigns reach thousands of people. This means that paid campaigns are much more effective in increasing visibility compared to organic posting.

4.4.2 Cost Per Result:

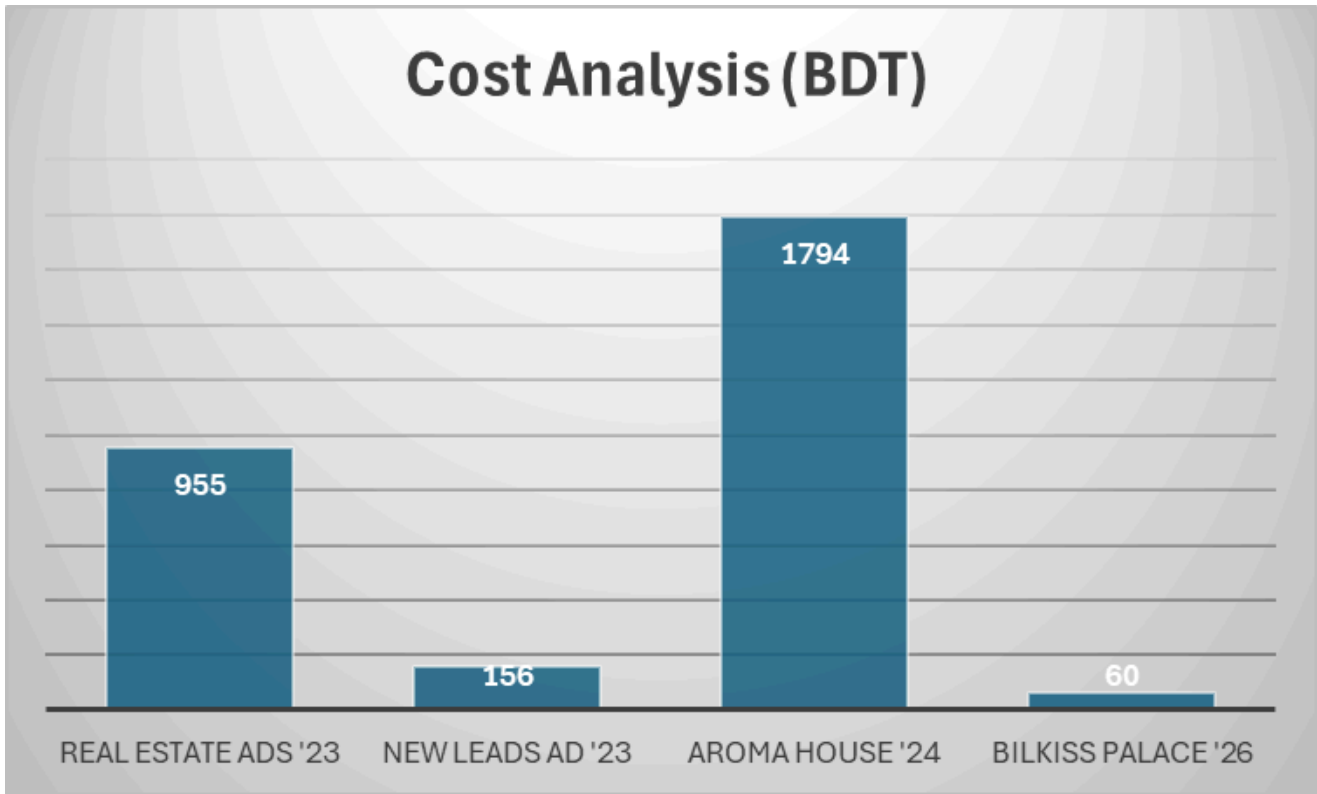


Figure 4.13: Cost Per Result Comparison Across Campaigns (2023–2026)

The 2026 WhatsApp messaging model achieved conversations at ~BDT 60 each, compared to BDT 156–1,800 per lead in 2023–2024, a 3–30x cost improvement.

This graph shows the cost per result for different campaigns. We can see that the 2026 whatsapp campaign has the lowest cost, while earlier campaigns have much higher cost. This means that the WhatsApp model is the most cost effective way to generate client responses.

4.4.3 Click to Boost Ratio Analysis

The Click to Boost Ratio measures how effectively a boosted campaign converts its paid reach into active audience engagement. It is calculated as follows:

Formula: Click-to-Boost Ratio

Click-to-Boost Ratio (%) = (Total Clicks ÷ Paid Reach) × 100 Where Total Clicks = Likes + Comments + Shares on the boosted post.

Table 4.14: Click-to-Boost Ratio – All Campaigns

Campaign	Year	Paid Reach	Total Clicks	CTB Ratio (%)	Interpretation
Real Estate Ads	2023	11,679	46 (30L+10C+6S)	0.39%	Low – multi-project diluted engagement
New Leads Ad	2023	10,830	56 (51L+3C+2S)	0.52%	Moderate – focused offer improved engagement
Reon Aroma House	2024	13,977	535 (495L+28C+12S)	3.83%	High – video format drove strong engagement
ReonBilkiss Palace	2026	4,302	29 (25L+4S)	0.67%	Moderate – clicks routed to WhatsApp (less on-post)

Note: L = Likes/Reactions; C = Comments; S = Shares.

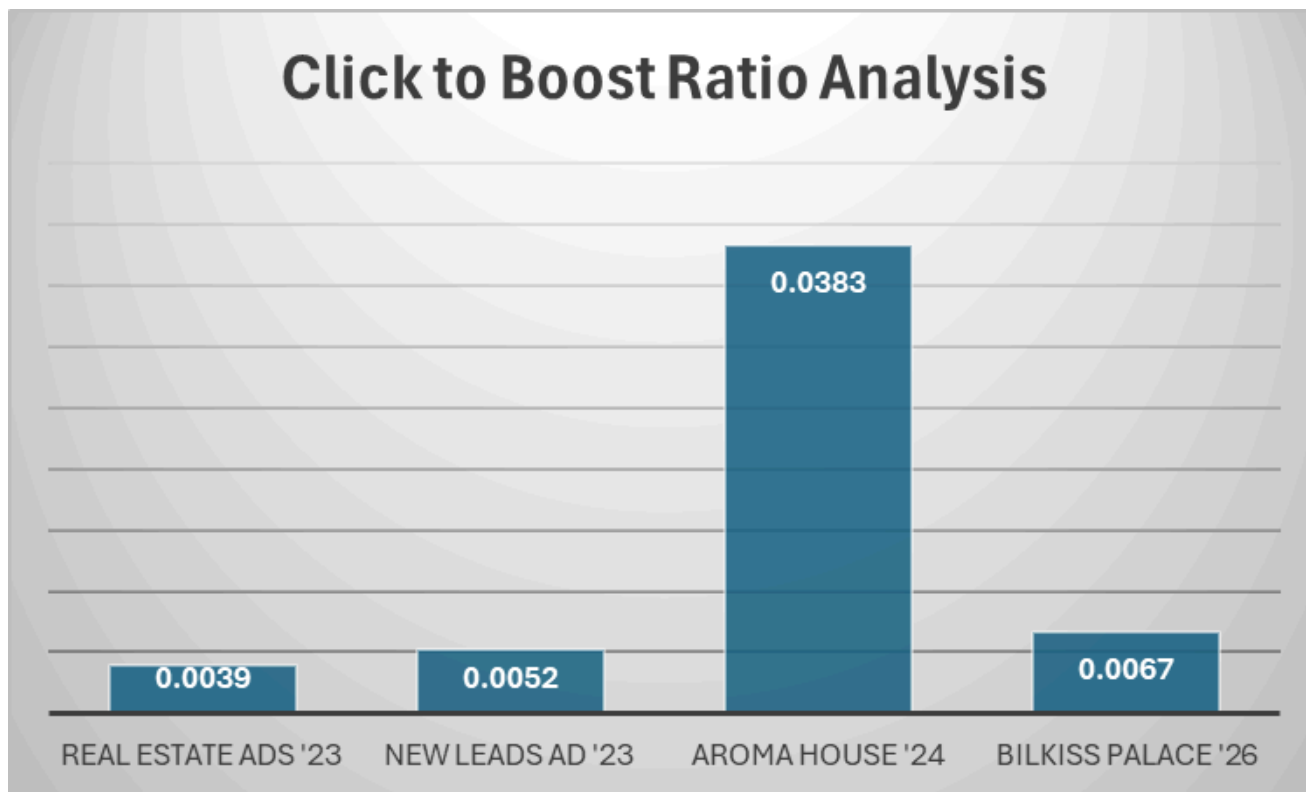


Figure 4.14: Click-to-Boost Ratio by Campaign (2023–2026)

Click to Boost Ratio = (Total Engagement/Paid Reach) x 100. Video content has been confirmed to be more efficient in the number of individuals engaging with the video campaign. The Reon Aroma House video campaign was the most effective (3.83%).

The Click-to-Boost Ratio analysis shows some key trends. First, the video campaign Reon Aroma House (2024) has a 3.83-percent ratio, almost 10 times higher than the 2023 still image campaigns, which proves that video content is much more effective in turning paid reach to active engagement. Second, the ratio of the New Leads Ad of Reon Bondhon (0.52%) was higher than that of the multi-project Real Estate Ads campaign (0.39%) despite the use of the same method (static images) as it is also clear that the specificity of the offers increases the efficiency of engagement and conversion of leads. Third, the Reon Bilkiss Palace WhatsApp campaign (0.67%) demonstrates a mediocre ratio, which undervalues its actual activity since a large part of its activity took place in the WhatsApp messages but not as shown on-post responses. It is a significant difference in comparing the ratio in campaigns having different goals.

This section directly touches upon Objective 2, the Click-to-Boost analysis proves that the Aroma House video campaign (3.83%) is the most effective in terms of converting the reach to the engagement, and the Bilkiss Palace WhatsApp model (USD 0.53 per contact) is the most effective in terms of converting the reach to the actual buyer contacts.

4.4.4 Efficiency Graph:

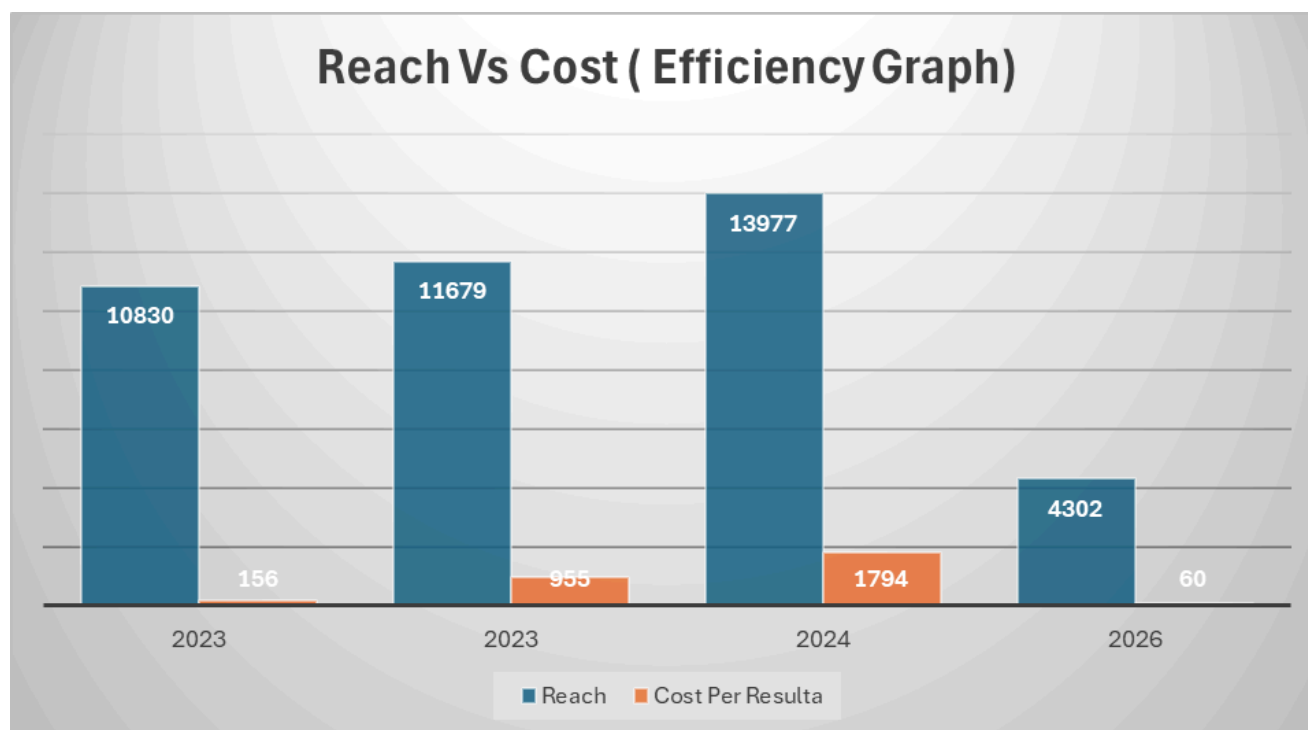


Figure 4.15: Reach Vs Cost (Efficiency Graph)

This graph shows a comparison of reach and cost across 2023, 2024, and 2026. We can see that 2024 has the highest reach, followed by 2023. However, both years have relatively high costs per result. On the other hand, 2026 has lower reach, but the cost per result is significantly lower. This means that even though fewer people were reached in 2026, the campaign was much more cost-efficient and effective in generating real customer interactions.

Collectively, the four figures show a clear picture that paid boosting increases reach exponentially, but the design of the campaign, namely the use of video content and WhatsApp messaging goals, dictates how reach can be translated into buyer contacts at a sustainable price. The 2026 model is the most successful one adopted by the company so far and it should be used as a model on how the company should conduct future campaigns.

Interpretation:

The **New Leads Ad 2023** was the most efficient (0.358), i.e. it produced most clicks per taka spent as it had the lowest boosting cost (BDT 156.33) and an average engagement (56 clicks). The efficiency of the **Real Estate Ads 2023** was very low (0.048) as it needed a high boosting cost (BDT 955.19) yet only provided 46 clicks. **Aroma House 2024** was of strong click volume (535) and higher boosting cost (BDT 1,794) which led to moderate efficiency (0.298). The lowest efficiency was registered in the **Bilkiss Palace 2026** (0.022). This can be explained by the fact that the campaign employed a WhatsApp messaging goal; the majority of interactions between users were outside of the platform (in WhatsApp messages) and the number of these clicks was not included in the on-post counts. Thus, this equation underestimates the actual success of WhatsApp-based campaigns.

4.4.5 Major Patterns and Lessons

The WhatsApp model works best for contacts: 22 messages among 4,302 individuals at USD 0.53 per contact is the best per-contact outcome in the data set. WhatsApp messaging goal, an engaging aerial video, and direct CTA to book now made the combination a conversion rate that was never equal to any of the campaigns. This model ought to be the new-standard format of campaigns based on the lead volume priority.

Clarity leads to both high quality leads and higher Click-to-Boost efficiency: The 2023 New Leads Ad produced 5 qualified Meta leads at BDT 156.33 per lead and Click-to-Boost Ratio of 0.52% - more than the multi-project Arshinagar campaign (BDT 955.19, 0.39%). Specificity enhances all metrics of efficiency.

Video works much better than images: Video format is much more effective as an engagement tool: The Aroma House video campaign obtained a Click-to-Boost Ratio of 3.83% -710 times better than all the campaigns based on a static image. Any campaigns done in future should fall back to video where feasible. This helps to fulfill Objectives 1 and 2.

Demographic targeting is an underdeveloped strength: The 2023 Bondhon campaign was interested in 25 34 and 45 54-year-olds; the 2024 Aroma House was interested in 55 64-year-old buyers. These trends offer practical targeting advice on every type of project.

4.4.6 Target Audience and Demographic Analysis

Facebook Ads Manager displays detailed demographic segmentation of audiences reached and activities taken to convert. The analysis given below is based on using the Reon Aroma House Sales campaign as the main reference dataset, the campaign that had the most complete demographics data, & updated with observed data from the RPL LR Tower and Reon Bondhon operations.

4.4.7 Age-Group Distribution of Responses

The age group between 18-24 years produced the highest absolute number of messaging conversations (s) highest of 30, followed by 25-34 (20), 45-54(14), 55-64 (12), 65 and above (7), and 35-44 (8), respectively. The 18–24 age group's majority in Bangladeshi real estate products is unusual and could be explained by either the younger generation's awareness-seeking behavior or family substitute research, in which the younger generation conducts the research on behalf of older household decision-makers, a tendency common in Bangladeshi purchasing culture.

The age group of 35-44, which is supposed to be the most active buyer segment since their income level is already formed and family formation rates are established, showed the lowest **CTR (0.29%)**, the highest cost per conversation (**0.72**), which signifies that there is a substantial creative-audience gap and demands to be addressed with the help of A/B testing.

Table 4.4 — Age-Group Messaging Performance (Reon Aroma House Sales Campaign)

Age Group	Conversations	Cost per Conversation	CTR (%)
18–24	30	\$0.35	0.55%
25–34	20	\$0.47	0.50%
35–44	8	\$0.72	0.29%
45–54	14	\$0.42	0.57%
55–64	12	\$0.37	0.55%
65+	7	N/A	N/A

4.4.8 Age Distribution Across All Messaging Campaigns

When one compares the three messaging campaigns, one can see different audience engagement profiles. The Reon Aroma House marketing is targeted towards the younger audience (18-24 consuming). The **RPL LR Tower** has the widest and even distribution of 18-64, with 25-34 at the top, with 15 conversions, which is expected of its better cost efficiency. The Reon Bondhon campaign is very concentrated among 18-34 and a sharp decline in the age after 35.

Table 4.5 — Age-Group Response Distribution Across Messaging Campaigns

Campaign	18–24	25–34	35–44	45–54	55–64	65+
Reon Aroma House	30	21	9	14	11	6
Reon Bondhon	19	13	9	1	1	1
RPL LR Tower*	10	15	12	10	12	3

* = dominant age group. RPL LR Tower has the most balanced age distribution, correlating with its lowest CPR (\$0.32).

4.5.1 Social Media Marketing Strategic Gaps:

Even though the performance analysis of Facebook campaigns offers important insights, there are some several strategic gaps in the overall social media marketing strategy of Reon Properties Ltd. To begin with, the company uses Facebook as the main marketing platform, and Instagram or other digital platforms are not used. Because of this, the company loses younger users, especially those who belong to the age group of 18-35 and are highly active on Instagram. Second, campaign goals are not consistent. Certain campaigns are awareness-based, and others are lead-generation or message-based, but a proper marketing funnel (from awareness → interest → conversion) is missing. Third, despite the fact that the quality of content has improved over the years, there is no systematic approach to content. The content of posts differs in style of message, tone, and creativity, and makes the brand look less consistent. Fourth, there is no complete optimization of the audience targeting. Some campaigns show good demographic results, such observations are not always used in all campaigns. Finally, performance tracking is not standardized. Basic performance indicators like cost per lead, engagement rate, and Click-to-Boost Ratio are not monitored regularly, which make it hard to use the data to make decisions. Overall, this shows that while individual campaigns are good, the overall social media marketing strategy lacks integration, consistency, and clear direction.

4.5.2 Link to Research Objectives:

The findings of this study directly match with the research objectives. The analysis shows that paid Facebook campaigns help to increase reach, engagement, and buyer interaction compared to organic posts. However, the study identified some strategic gaps—such as limited platform diversification, lack of structured campaign flow, inconsistent content strategy, and weak performance tracking—these issues show that Reon Properties Ltd. needs a more planned, well-organized and data-driven social media marketing strategy.

Chapter Five: Recommendations

Recommendation 1

Standardize WhatsApp Messaging Model for All Lead Campaigns

The 2026 Reon Bilkiss Palace campaign proved that the goal of the WhatsApp messaging and a video advertisement produces more buyer contacts per dollar than lead form campaigns (Reon Properties Ltd. The messaging model had 22 conversations on 4,302 contacted users at USD 0.53 per conversation vs. BDT 156–955 per lead in 2023. As such, this model should be used as the standard format of all future campaigns that focus on the lead volume by the company.

Recommendation 2

Apply Single-Project, Offer-Specific Format, to Lead Generation of High-Quality

The New Leads Ad 2023 Reon Bondhon demonstrated that a single-focused project with an offer of financial terms will create leads at a sixth of the price of an awareness campaign across projects (Reon Properties Ltd., 2023b). To promote its campaigns when the quality of leads and buyer intent are the most important factors to consider, the company must use the following model: a single project, a single financial offer, and a single obvious.

Recommendation 3

Video Creative is the Best to Use to Maximize the Efficiency of Click-to-Boost

The Reon Aroma House video campaign provided a Click-to-Boost Ratio of 3.83 that is almost 10x more than the static image campaigns (Reon Properties Ltd., 2024). The standard format should be video in the situation when the campaign is focused on raising awareness and interaction on the top of the funnel. This must be coupled by WhatsApp follow-up retargeting campaign to viewers that interacted with the content.

Recommendation 4

Match Audience Targeting with Demographic Data

The research revealed that there are certain demographic features: Reon Bondhon was appealing to buyers of 25–34 and 45–54 years; Reon Aroma House was appealing to buyers of 55–64 years old (Reon Properties Ltd., 2023b; Reon Properties Ltd., 2024). The first-home project campaigns should target 25–34 and 45–54 brackets as it is affordable. The number of luxury-positioned campaigns needs to be increased to 50–65.

Recommendation 5

Install Monthly Ads Manager Tracking with Click-to-Boost Ratio

At the moment there is no internal systematized record of campaign performance. The company needs to use a monthly tracking sheet where it keeps records of reach, impressions, results, cost per result, engagement, and Click-to-Boost Ratio of each running campaign. The CTB Ratio and cost per lead will be monitored to enable the team to determine which campaigns are performing poorly.

Recommendation 6

Switch on Instagram as a Secondary Placement Channel

All the analyzed paid campaigns were carried out through Facebook alone. It has not been activated meaningfully on Instagram that is fast gaining traction among the 18–35 Bangladeshi demographic. Because the 25–34 age group was the most responsive to the Reon Bondhon campaign, A/B testing Facebook-only or Facebook-plus-Instagram placements would bring the quantifiable data on incremental value.

Recommendation 7

Boost the 2026 Organic Content through the WhatsApp Model

The most powerful forms of organic content created by the company are the 2026 before-boosting posts (Reon East View hourglass campaign with 214 videos views and Reon Aroma House Laboni Point post) (Reon Properties Ltd., 2026). This would probably result in high volume of conversation at competitive per-contact rates by applying a USD 3.00 per-day WhatsApp-objective boost to these posts, where targeting would be based on 2023–2024 demographics data.

Chapter Six: Conclusion

The report aimed at accomplishing two specific goals, namely to quantify the effectiveness of paid Facebook post boosting on reach, engagement, and lead generation at Reon Properties Ltd. To contrast the cost efficiency of various campaign formats, including the new Click-to-Boost Ratio parameter, and suggest the most effective methods to be used in future campaigns. The analysis of the before-boosting and after-boosting data in 2023, 2024, and 2026 have achieved both of these objectives using four charts.

The impact of boosting is significant. In all four paid campaigns, paid boosting extended the reach of almost zero organic to 4,302 to 13,977 unique users. The 2023 campaigns proved that dramatically increasing visibility is achieved. The 2024 Aroma House campaign demonstrated that the combination of boosting and video content can be employed to achieve both scale and engagement at the same time. The Bilkiss Palace campaign of 2026 showed that a boost with an objective of direct buyer contacts generates the most direct buyer contacts (22 conversations) at the lowest cost (4,302 reached users).

The Click-to-Boost Ratio analysis showed that the Reon Aroma House video campaign had a ratio of 3.83% which is almost 10 times greater than the video campaigns with static pictures and thereby validates the more effective engagement efficiency of video format. The New Leads Ad of ReonBondhon secured the highest cost per lead (BDT 156.33) of the lead generation campaigns, which validates the fact that offer specificity and focus on single projects are the two main factors that drive lead conversion efficiency. The Bilkiss Palace WhatsApp campaign was the lowest in costs per buyer contact (USD 0.53 / BDT 60) in general, making the WhatsApp messaging model the least expensive channel between paid reach and active buyer contact.

Combined, these results give a clear evidence-based roadmap: Reon Properties Ltd. needs to normalize the WhatsApp video model of 2026 to use across future campaigns, monitor the Click-to-Boost Ratio as a regular performance indicator, make demographic targeting consistent with the buyer profiles found in the data, and promote the strong 2026 organic content that already attracts interest without paid promotion. The principles of Facebook marketing practice developed during three years are strong. The second thing is to develop them further at the point of the structure and discipline that this data can now afford.

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APPENDIX:



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Internship Title:	An Analysis of the Effectiveness of Social Media Marketing and Promotional Strategies of Reon Properties Ltd.

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