

Lndmrk 6-Month CRM & Growth Marketing Plan

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This plan outlines how I would build Lndmrk's CRM infrastructure from zero, activate referral and partner ecosystem, and convert that demand into measurable, repeatable pipeline in 6 months. Every recommendation is linked not only to marketing activity but commercial outcomes as well.

6-Month Objective

Primary: Build a CRM-powered growth engine that generates 500+ qualified leads in Month 6, with a referral and partner channel contributing at least 40% of that pipeline.

Secondary: Establish Lndmrk's website as the go-to educational hub for private investors, local and international, researching the Dubai real estate market, reducing paid dependency as organic trust builds.

Foundation: Architect a CRM system that is clean, segmented, scored, and aligned to sales, so every lead that enters the funnel has a clear lifecycle path, a clear owner, and a clear next action.

Strategic Pillars

1. CRM as the Revenue Backbone: Before any campaign runs, the CRM must be built correctly. Data architecture, segmentation, lifecycle design, and sales handoff logic to be defined in Week 1. Everything downstream depends on this.

2. Referral-Led Growth as the Primary Acquisition Strategy: Dubai real estate is a relationship market. Brokers, agencies, developers, and community influencers drive significant deal flow. The platform that earns their trust and plugs them into a structured program wins huge pipeline at lower cost.

3. Investor Education as Trust Infrastructure: International investors deciding between Dubai and other global markets do not buy from platforms they do not understand. Content that addresses taxation, fees, Golden Visa eligibility, freehold zones, and ROI benchmarks earns the trust that converts. This is a what competitors are not building properly.

4. Lifecycle Marketing to Close the Conversion Gap: Most PropTech platforms generate interest but fail to nurture it. Structured email, WhatsApp, and retargeting journeys (timed to buyer intent will convert leads that would go cold).

5. Experiment-Led Acquisition to Find Efficient Channels: Paid media, organic SEO, outbound, events, and partnerships will all be tested with tight hypothesis/measure loops. CAC will be tracked per channel from Week 1 so budget compounds toward what works.

I. CRM Architecture

Recommended Platform: HubSpot (Starter: Professional migration path as volume scales). Cost-effective at early stage, integrates with email, WhatsApp (via third-party), forms, ads, and reporting.

What I Would Build:

- **Contact Object Design:** Structured fields covering investor type (local / GCC / international), language preference, intent stage (exploring / active / ready to transact), property interest (off-plan / ready / resale), budget range, preferred areas, source/channel attribution, partner or broker referral tag, and lifecycle stage.
- **Company/Partner Object:** For agencies, brokerages, and developer relationships: tracking partnership status, deal flow originating from each partner, and referral commission tracking.
- **Pipeline Architecture (Sales View):**
 - Stage 1: New Lead
 - Stage 2: Qualified (Budget, Intent, Timeline confirmed)
 - Stage 3: Property Matched
 - Stage 4: Viewing / Due Diligence
 - Stage 5: Offer / Negotiation
 - Stage 6: Closed - Won / Lost
- **Lead Source Attribution:** Every contact tagged with first-touch and last-touch attribution at entry. No unattributed pipeline. This is non-negotiable from Day 1.

Audience Segmentation

Lndmrk serves multiple profiles with fundamentally different motivations, timelines, and trust requirements. Treating them the same kills conversion.

Segment	Primary Motivation	CRM Priority
Local HNW Investor	Portfolio diversification, rental yield	High: short cycle, high trust needed
GCC Investor (Saudi, Kuwait, Bahrain)	Second home, asset safety, AED stability	High: strong WhatsApp preference
International Investor (UK, India, Russia, Europe)	Currency arbitrage, Golden Visa, tax efficiency	Medium to High: education-first journey
End-User Buyer	Lifestyle, mortgage, family	Medium: longer cycle, SEO-driven
Seller	Liquidity, market exit	Separate lifecycle: seller nurture track
Broker / Agent	Deal flow, commission, listings	Partner track: not buyer track
Developer / Agency	Lead volume, project exposure	B2B partnership track

Why it's important: Each segment gets a different lifecycle, a different email/WhatsApp journey, different content, and different scoring logic. A Russian investor and a Dubai resident looking to upgrade their apartment are not the same lead. Sending them the same nurture sequence is a pipeline killer.

Lifecycle Stages & Scoring

Lifecycle Stages:

1. **Subscriber:** Opted in, no intent signal yet
2. **Marketing Qualified Lead:** Engaged with 2+ content assets or attended an event
3. **Sales Qualified Lead:** Budget, intent, and timeline confirmed via form or call
4. **Opportunity:** Actively matched to property, in sales stage
5. **Customer:** Transaction completed
6. **Advocate:** Referred another lead or publicly endorsed Lndmrk

Lead Scoring Model (0-100):

- Visited pricing/fee calculator page: +15
- Downloaded investment guide: +10
- Watched 70%+ of a video: +8
- Opened 3+ emails in 7 days: +7
- Attended webinar or event: +12
- Submitted enquiry form: +20
- WhatsApp reply received: +15
- Budget field populated: +10
- Unsubscribed or 90-day inactivity: -20

SQL Threshold: 55+ points triggers an automatic sales task and email alert to the assigned sales contact.

Why it's important: Without scoring, sales receive everything and prioritises nothing. With scoring, the 10% of leads who are genuinely ready get a response within 30 minutes. Speed-to-response in Dubai real estate is a direct conversion driver from my experience.

Sales Handoff Protocol

- Every SQL triggers a CRM task with lead summary: name, segment, source, score, interests, and engagement history.
- Sales SLA: Response within 30 minutes during business hours.
- Sales notes synced back into CRM post-call: this data feeds future segmentation and scoring refinement.
- Monthly CRM/Sales alignment session: review conversion rates by source, drop-off by stage, and scoring accuracy.

Measurement: SQL-to-Opportunity conversion rate (target: 30% + by Month 3). Pipeline velocity (days per stage). Sales follow-up time (target: <30 mins).

II. Referral Engine: The Core Growth Mechanic

Dubai's property market is built on relationships and word-of-mouth. The DLD, RERA, and informal investor networks all operate on referrals. Lndmrk should formalise what already happens informally.

What I Would Build:

A. The Lndmrk Partner & Referral Program:

Tier 1: Broker / Agent Referral Network

- Target: RERA-registered brokers who frequently deal with international buyers
- Offer: Structured referral fee (competitive against market standard, typically 25-35% of earned commission on closed deals), co-branded listing exposure, priority lead routing when clients match their specialty
- Tools: Partner portal (HubSpot or lightweight custom page) where brokers can submit leads, track status, and view earned commissions
- Onboarding: Dedicated 1-hour onboarding session + referral kit (intro deck, WhatsApp message templates, co-branded email templates)

Why: A network of 50 active brokers who each send 2 qualified leads per month generates 100 leads monthly at near-zero CAC. This is the most scalable lead source in Dubai real estate.

Tier 2: Developer & Agency Co-Marketing Partnerships

- Target: Tier 2 and Tier 3 developers launching new projects (not DAMAC or Emaar - they have their own channels), and boutique agencies with strong investor networks
- Offer: Lndmrk provides lead generation, digital exposure, and investor matching; developer provides exclusivity window and co-marketing budget or inventory incentives
- Structure: Co-branded launch campaigns, joint webinars for investors, and featured project placement on the Lndmrk platform

Why: These partnerships generate immediate inventory depth while also generating inbound lead volume. The developer benefits from qualified international leads; Lndmrk builds a trackable pipeline from day 1.

Tier 3: Investor Community Referrals (Peer-to-Peer)

- What: Existing customers and engaged platform users who refer new investors
- How: Post-transaction referral ask via WhatsApp and email; simple referral link tracked through HubSpot or a UTM-based landing page; incentive is meaningful (AED 1,000-2,500 voucher, exclusive market report, or priority access to new project launches)

Why: International investors who have had a positive experience refer friends in the same network. One satisfied UK investor referring two others in their network compounds quickly.

Measurement:

- Partner-sourced leads as % of total pipeline
- Cost per partner-sourced lead vs. cost per paid lead
- Referral conversion rate vs. cold channel conversion rate
- Partner activation rate (target: 60% of onboarded partners submitting at least 1 lead in 30 days)

B. Influencer Strategy: Building Credibility

Dubai has an outsized influencer ecosystem with direct penetration into the international investor demographic. This channel, done correctly, drives qualified inbound at a fraction of paid media CPL.

What I Would Build:

Macro/Niche Financial & Investment Influencers (YouTube, Instagram, LinkedIn)

- Target profiles: Personal finance, investment, and real estate content creators with audiences in the UK, India, Germany, and GCC (typically 50K-500K followers)
- Pitch: Lndmrk provides them with genuine, verifiable data about Dubai real estate investment (yields, DLD fees, Golden Visa thresholds, freehold zones, tax treatment) that their audience genuinely wants
- Structure: 2-4 sponsored content pieces per quarter per creator, focused on educational content tied to a specific Lndmrk lead magnet (investment guide download, fee calculator, or webinar registration)
- Measurement: UTM-tracked links per creator, lead volume and quality per source, cost per MQL per influencer

Micro-Influencers / Community Voices (Dubai Real Estate Niche)

- Target: Dubai-based real estate investors, lifestyle creators, and finance bloggers who have active, trusting audiences (5K-50K followers) with high engagement
- Pitch: Authentic endorsement in exchange for early platform access, exclusive data, or commission on leads that convert
- Why: A Dubai-based micro-influencer posting an authentic walkthrough of the Lndmrk investment calculator to their 15K Instagram followers generates more qualified leads than a broad-audience ad at a fraction of the cost

LinkedIn Thought Leadership (Colin + CRM Lead)

- Build the Lndmrk brand on LinkedIn via the Colin's voice and supported by my own content
- Content: Dubai market data, investment insights, behind-the-scenes platform builds, investor case studies
- Why: B2B trust is built on LinkedIn. Brokers, developers, and institutional partners all research companies here before engaging

III. Investor Education: The Platform's Long-Term Moat

What I Would Build:

The Lndmrk Investor Intelligence Hub: a structured content section on the website covering:

- Dubai taxation and fees for international buyers (DLD fee breakdown, no capital gains, no annual property tax)
- Golden Visa explained: AED 2M threshold, eligibility, timelines
- Freehold zone map and guide
- Off-plan vs. ready property: risk, yield, and capital appreciation comparison
- Area-by-area yield benchmarks: JVC, Business Bay, Dubai Marina, Downtown, Palm Jumeirah
- Currency guide: AED/USD peg implications for UK, Indian, and European buyers
- Step-by-step buying process: from registration to title deed
- Exit guide: How to sell, transfer, and repatriate funds

Why: This is the unique proposition the brief identifies. Competitors do not offer this in a structured, trustworthy format. International investors spend weeks researching this across fragmented sources. Lndmrk becomes the one place they do not need to leave, and when they are ready to transact, they come back to the platform they already trust.

IV. Lifecycle Marketing

Lead Generation Integration: Every guide, calculator, and data download are gated behind a simple email capture with investor intent questions. These become segmented HubSpot contacts automatically.

Content SEO: Each topic targets a high-intent search query: "Dubai property investment tax," "Dubai Golden Visa property," "Dubai off-plan ROI," "how to buy property in Dubai as a foreigner." These compound in organic value month over month.

Measurement: Organic traffic to education pages (Month 1 baseline to Month 6 target: 5x). Content-sourced MQL volume. Time-on-page and return visit rate. Lead quality score from content-sourced leads vs. paid.

V. Acquisition Channels: WhatsApp, Email, Events, Paid, Organic

WhatsApp (Primary Nurture Channel in MENA)

- WhatsApp is how Dubai investors communicate.
- Use: Lead acknowledgment within 5 minutes of form submission, drip sequences for international investors who prefer async communication, event reminders, document sending (fee guides, DLD checklists)
- Tool: WhatsApp Business API integrated with HubSpot (via Twilio or WATI)

Email

- Segmented by investor type and lifecycle stage. Not a newsletter blast.
- Journeys: International Investor Welcome (8-touch, 21-day sequence), Broker Onboarding (5-step), Post-Webinar Nurture, Re-engagement for 60-day dormant leads

Events

- Quarterly in-person investor breakfast events in Dubai - targeted at GCC HNW investors and local HNW buyers. Co-hosted with a developer or agency partner.
- Virtual webinars monthly for international investor audiences: UK, India, Germany, Russia
- Why: Events accelerate trust, compress the decision cycle, and generate high-quality CRM data in a single session

Organic / SEO

- Long-term but starts immediately. SEO content strategy targeting the investor education queries listed above. Monthly publishing cadence of 4-6 articles tied to keyword research. Internal linking to lead magnets on every page.

Paid Media (Google & Meta)

- Budget deployment only after CRM is live and lead source attribution is tracking correctly. No budget burn before the funnel exists.
- Google: Target high-intent keywords ("Dubai investment property for sale," "buy apartment Dubai international"). Capture, do not create, demand.
- Meta/Instagram: Retargeting and lookalike audiences built from CRM data. Cost-per-MQL tracked weekly. Kill non-performing ad sets within 7 days.

6-Month Roadmap

Month 1: Build the Foundation Right

CRM: Audit any existing data, tooling, and processes. Start clean.

Configure HubSpot: Contact properties, custom fields, pipeline stages, lead source tracking, and lifecycle stages.

Implement UTM tagging across all existing digital touchpoints.

Define lead scoring model with sales input.

Build the first 3 lifecycle email journeys: International Investor Welcome, Local Buyer Welcome, Broker Onboarding.

Partnerships: Map the top 20 target brokers and agencies in Dubai for partnership outreach.
Draft the referral program structure, commission model, and partner kit.
Begin outreach to 5 pilot broker partners.

Content: Commission the first 3 investor education articles for the website.
Build the first lead magnet: "Dubai Property Investment Guide for International Buyers."

Expected results this month: CRM fully operational, 5 broker partners in conversation, 100 contacts in structured CRM with lifecycle tags.

Month 2: Activate Partnerships and First Campaigns

CRM: Go live with WhatsApp integration and lead response automation (5-minute response SLA).
Sales and CRM alignment sessions: Review pipeline stage logic, handoff SLA, and scoring threshold.
A/B test subject lines and send times across email journeys.

Partnerships: Launch pilot referral program with 5 brokers.
First co-marketing campaign with one developer partner: email blast to their investor database + Lndmrk landing page.

Acquisition: Launch first paid campaign if possible (Google Search: high-intent keywords only).
First investor webinar: "How International Investors Buy in Dubai - Taxes, Fees, and Process."

Expected results from this month: 15+ broker partners onboarded, 50+ partner-sourced leads, first webinar with 100+ registrations, 200+ MQLs in CRM.

Month 3: Measure, Iterate, and Double What Works

CRM: Review scoring model: Is the SQL threshold calibrated correctly? Are sales converting SQLs at target rate?
Build re-engagement sequence for 30-day dormant leads.
Refine international investor journey based on open/click/reply data.

Acquisition: Scale paid campaign that are hitting CPL targets; pause or restructure those that are not.
Launch first influencer campaign with 2 macro creators targeting UK and Indian audiences.
SEO: First 6 articles published; track ranking movement.

Expected results this month: Pipeline velocity improving (days per stage declining). Referral channel contributing 25%+ of pipeline. CAC per channel tracked and reported.

Month 4: Strengthen Ecosystem and Optimise Funnel

CRM: Build developer and agency CRM object structure: separate from buyer pipeline but linked for attribution.
Launch post-transaction advocate sequence: referral ask to closed buyers.
Introduce NPS or satisfaction pulse to closed customers.

Partnerships: Scale broker program to 30+ active partners.
Negotiate second developer co-marketing partnership.
First affiliate/referral tracking dashboard shared with top partners.

Acquisition: Launch LinkedIn thought leadership content cadence.
Expand influencer program to 4-6 creators across platforms.
Second investor webinar: "Dubai Off-Plan vs. Ready Property (Ex: Where the Smart Money is Going.)"

Events: First in-person investor breakfast in Dubai: Target 40-60 qualified attendees.

Expected results this month: Referral channel at 35% of pipeline. First advocate-sourced leads in CRM. Customer referral rate measurable.

Month 5: Compounding Growth and Revenue Attribution

CRM: Full marketing attribution report: Revenue and pipeline by channel, campaign, and source.
Begin quarterly CRM maturity review with leadership: Where are the bottlenecks? Where are we leaving pipeline on the table?
Build CRM playbook: documented processes for sales, marketing, and onboarding to use as the team scales.

Acquisition: Organic search traffic to education pages growing month-over-month.
Retargeting campaigns running off CRM segments (website visitors, email clickers, webinar attendees).
Third influencer wave with focus on GCC and Russian investor audiences.

Expected results this month: MQL-to-SQL rate stable or improving. CAC declining as organic and referral channels mature. Marketing attributed pipeline % growing.

Month 6: Scale, Report, and Plan

CRM: Full lifecycle coverage across all 7 audience segments. Scoring model refined twice. Sales team operating from CRM-first workflow.

Pipeline: 500+ qualified leads generated in 6 months. 40%+ from referral and partner channel. 3-5 closed transactions directly attributable to marketing-generated leads.

Channel Mix: Referral (45%), Organic/Content (30%), Paid (10%), Events (10%), Outbound (5%).

Report to Colin: Clean attribution data, CAC per channel, LTV benchmarks (early), pipeline contribution by channel, and Month 7-12 road map, recommendations and potential risks with learning from the first 6 months.

Core KPIs

Metric	Target (Month 6)
Monthly MQL Volume	500+
Partner/Referral % of Pipeline	40%+
SQL-to-Opportunity Conversion	30%+
Email Open Rate (Lifecycle)	35%+
WhatsApp Response Rate	50%+
CAC (Referral Channel)	<50% of Paid CAC
Organic Sessions (Education Hub)	5x Month 1 baseline
Active Partner Network	30+ brokers/agencies
Marketing-Attributed Closed Revenue	3-5 transactions tracked
Lead Response Time (SQL)	<30 minutes