

REAL ESTATE LAUNCH PLAYBOOK

The 90-day plan, the budget split and the RERA ad checklist we use when we launch projects for developers in Delhi NCR.



Make your mark.

LAUNCH WEEK GETS THE ATTENTION. THE 90 DAYS AROUND IT DECIDE THE BOOKINGS.

Most launches don't fail on creative. They fail because the website wasn't ready, leads weren't followed up, or the budget ran out in week two. This playbook is a simple plan to avoid that. Tick the boxes as you go.

1–3%

A common rule of thumb for the marketing budget, as a share of expected sales value.

20 / 50 / 30

A starting split between pre-launch, launch and sustenance marketing.

SITE VISITS

The number to judge every channel on. Leads alone are a vanity metric.

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01

DAYS 1–30: BUILD THE FOUNDATIONS

Before a single ad goes live, the basics must be ready. Buyers check them the moment they hear about the project.

- ☐ **RERA registration in hand**
No teaser, ad or pre-booking before the project is registered.

- ☐ **Brand identity, project name and one key message agreed**
The message a buyer should repeat after one ad.

- ☐ **Fast project website or microsite**
RERA number and authority website, floor plans, location, and an enquiry form above the fold.

- ☐ **Brochure, price sheet and channel partner kit**
The same message, visuals and specs everywhere.

- ☐ **CRM set up and tested**
Every lead tagged with its source from day one: Meta, Google, CP, walk-in, referral.

- ☐ **Tracking in place**
Conversions set up in Google Analytics, Google Ads and Meta, and tested with real test leads.

- ☐ **Sales team briefed**
Call script, response-time target and a clear hand-off from lead to site visit.

- ☐ **Site ready to receive visitors**
Sales office, signage and sample flat or experience zone ready before ads go live.

IF TRACKING ISN'T READY, YOU ARE PAYING FOR TRAFFIC YOU CAN'T MEASURE.

02

DAYS 31–60: CREATE THE NOISE

This is the launch window. Make the project feel like the one to watch in its micro-market.

- ☐ **Outdoor and site branding on buyers' daily routes**
Hoardings, site boards and branding people see on their commute.
- ☐ **Meta and Google campaigns live**
Aimed at the right locations, income bands and search intent.
- ☐ **A reason to visit now**
Launch event, site experience or limited launch offer, compliant with your registered details.
- ☐ **Channel partner activation**
Briefing, CP kit and a simple way for partners to register leads.
- ☐ **Daily lead quality check with sales**
Not weekly reports. Fix targeting and forms within days, not weeks.

Daily scoreboard

Date	Leads	Contacted same day	Qualified	Site visits	Bookings

LEADS ARE A VANITY NUMBER. SITE VISITS AND BOOKINGS ARE THE REAL SCOREBOARD.

03

DAYS 61–90: KEEP THE MOMENTUM

Most launches slow down here because the budget and energy were spent in launch week. Plan for it.

- ☐ **Retarget everyone who enquired or visited but didn't book**
Website visitors, form fills and site visitors, with new reasons to come back.

- ☐ **Share construction progress**
Walkthroughs, site updates and milestone content to build trust.

- ☐ **Move budget to what brings site visits**
Cut campaigns with cheap leads but no visits. Double down on the ones that bring buyers to site.

- ☐ **Start local SEO**
Google Business Profile for the site office and project pages that rank, so organic enquiries grow while paid costs settle.

- ☐ **Collect and use reviews and testimonials**
From early buyers, channel partners and site visitors.

- ☐ **Review with one team**
Brand, website, content and media reviewed together, not five vendors with five briefs.

04

BUDGET PLANNER

Start with the total, then split it by phase. Measure cost per site visit and cost per booking, not just cost per lead.

Phase	Starting share	What it usually pays for
Pre-launch	~20%	Brand, website, collateral, CRM, site branding
Launch	~50%	Media, outdoor, events, launch creative
Sustenance	~30%	Retargeting, content, SEO, CP activation

Indicative agency costs in Delhi NCR

Service	Indicative range	Billed
Brand strategy, naming & identity	₹2–10 lakh+	One-time
Project website or microsite	₹1–5 lakh	One-time + hosting
Launch creative & collateral	₹3–15 lakh	One-time, excl. printing and media
CGI renders & walkthroughs	₹1–10 lakh	Per view or film
Social media & content	₹50,000–2.5 lakh / month	Retainer
Performance marketing management	₹50,000–2 lakh / month or 10–20% of ad spend	Monthly
Media (ad) spend	Set by your targets	Paid to Meta, Google, publishers

Broad ranges, not quotes. Scope, timelines, number of towers or phases and the quality bar move them up or down.

Don't cut corners on: website speed and tracking, lead follow-up speed, and creative quality. Weak creative raises the cost of every rupee of media behind it.

05

RERA AD CHECKLIST

Build compliance into the creative process, not the final approval. Run every ad through this list.

- ☐ **Project registered before any ad, teaser or pre-booking**
Section 3 of the RERA Act, 2016.

- ☐ **RERA registration number and the authority's website on every ad**
Section 11(2). Hoardings, print, digital ads, landing pages and brochures, in a readable size.

- ☐ **"Artist's impression" on every render**

- ☐ **Possession dates, specs, amenities and distances match the registered details**
Section 12 makes the promoter liable for incorrect claims.

- ☐ **Offers, prices and "limited period" claims are accurate and dated**

- ☐ **Channel partner creatives carry the right project details and agent registration**
Section 9.

- ☐ **Latest state orders checked**
For Gurugram and Haryana, check H-RERA directions before a campaign goes live.

- ☐ **Legal review done before anything goes live**

General information, not legal advice. Always check the Act, your state's rules and orders, and consult your legal team.

Next step

WANT THIS RUN FOR YOUR **PROJECT?**

LemonTalks® plans and runs real estate launches end to end:
naming, identity, website, launch creative, performance
marketing and the first 90 days of lead generation, as one team.

[Plan your launch with us →](#)

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