

VEDANT GROUP

Building a Digital Growth System for a Multi-Project
Real Estate Business

REAL ESTATE & PROPERTY DEVELOPMENT — SURAT, INDIA —
JANUARY 2024 — PRESENT — FOUNDER-LED DIGITAL GROWTH ENGAGEMENT



VEDANT SQUARE
COMMERCIAL DEVELOPMENT — SURAT, INDIA

A strong offline business. A digital presence that had not yet caught up.

Vedant Group had already built a strong offline reputation in Surat through a growing portfolio of industrial, commercial and residential developments.



The business had the projects, reputation and market presence — but its digital infrastructure did not yet provide the same level of clarity or reach.

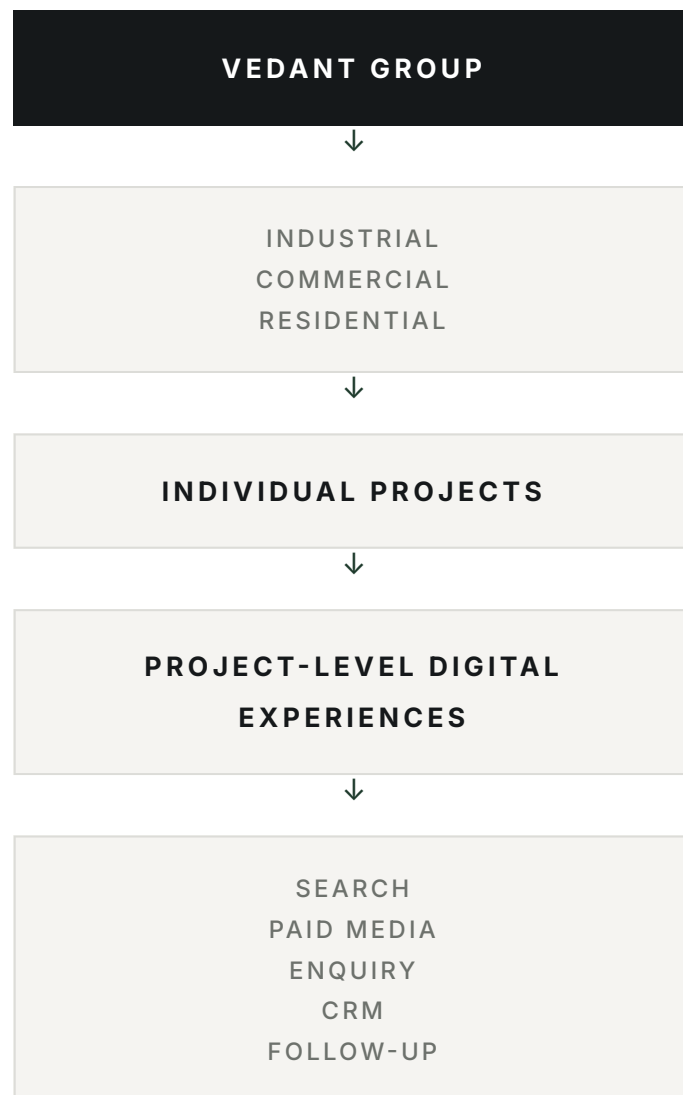
The challenge was not simply to generate more leads.

The deeper challenge was:

How could an established real estate business with multiple projects build a digital presence capable of representing the brand, making individual projects discoverable, generating enquiries and supporting sales?

The portfolio became the digital growth architecture.

Rather than treating the website as a static corporate brochure, the strategic decision was to structure the digital presence around the company's actual business model — its portfolio of developments.



One brand. Multiple projects. One connected digital system.

01 WEBSITE STRATEGY & INFORMATION ARCHITECTURE

Designed the website structure around Vedant's growing project portfolio.

02 PROJECT-LEVEL DIGITAL PRESENCE

A repeatable structure for individual industrial, commercial and residential developments.

03 SEARCH VISIBILITY

SEO activities to improve discoverability across the company and project portfolio.

04 PERFORMANCE MARKETING

Managed Meta advertising to support project awareness and enquiry generation.

05 CRM & LEAD MANAGEMENT

Greater structure and visibility around incoming opportunities and follow-up.

06 MARKETING AUTOMATION

Reduced manual friction between enquiry generation and sales response.



From discovery to commercial conversation.

01 **DISCOVERY** Search · Paid Media · Social · Content

02 **DIGITAL EXPERIENCE** Website · Project Pages · Positioning

03 **ENQUIRY** Forms · Calls · WhatsApp · Contact

04 **MANAGEMENT** CRM · Automation · Follow-Up

05 **COMMERCIAL OUTCOME** Qualified Enquiries · Site Visits · Sales Conversations

This reflects the architecture of the system rather than disclosed performance data.

A stronger digital foundation for a growing portfolio.

The portfolio became easier to discover, understand and act on digitally.

01 STRONGER DIGITAL PRESENCE

The online presence better reflected the scale and breadth of the business.

02 PROJECT VISIBILITY

Individual developments gained dedicated digital representation.

03 DIGITAL ENQUIRIES

Digital channels became part of the company's project awareness and enquiry-generation process.

04 STRUCTURED LEAD MANAGEMENT

CRM and automation created greater structure around incoming opportunities and follow-up.

05 SCALABLE DIGITAL FOUNDATION

The system could accommodate future developments as the portfolio expanded.

Specific lead volumes, advertising expenditure, conversion rates and sales figures are confidential and are therefore not disclosed.

The system was designed for the next project – not just the current one.

Every new development could be introduced through the same digital framework, allowing the portfolio to expand without rebuilding the underlying digital structure from scratch.

NEW PROJECT



DIGITAL ASSET



SEARCH + MARKETING



ENQUIRY



CRM + FOLLOW-UP



COMMERCIAL OUTCOME

Experience that shaped the Rendleton approach.

This engagement was led by Rendleton's founder as an independent marketing partner beginning in 2024, before Rendleton was established.

The experience became one of the foundations for the strategic approach behind Rendleton.

Today, that approach begins with the business problem, identifies the digital constraints affecting growth, and connects the right combination of strategy, website, search visibility, acquisition, conversion, automation and measurement.

Business First.

Strategy Before Execution.

Systems Over Isolated Tactics.

Measurement Throughout.

RENDLETON

STRATEGY. SYSTEMS.
SUSTAINABLE GROWTH.