



Aura Developers

In Gulberg II, Aura introduces a considered approach to vertical living, one shaped by privacy, proportion, and permanence.

Set within one of Lahore's most established and sought-after districts, the building stands as a refined residential statement: contemporary in expression, deliberate in detail, and deeply connected to the city.

This is an address created for those who value discretion as much as distinction, a home that balances elegance with precision, and urban access with a sense of retreat.

AURA DEVELOPERS

Aura Crest — Gulberg Extended Marketing Plan

Publication Ready

Primary Audience — Pakistani Expats in London & Dubai
Conversion Channel — WhatsApp · Pricing by Enquiry Only
Version 1.0 · March 2026 · Confidential

1. EXECUTIVE SUMMARY

Aura Crest is a mid-luxury residential tower in Gulberg, Lahore — a composed address within one of the city's most established districts. This marketing plan is built around a single, high-value audience: Pakistani expats living in London and Dubai who want a home in Lahore that reflects the calm, order, and quality they live with abroad.

This plan avoids mass-market real estate tactics. Instead, it builds trust through architectural credibility, disciplined pacing, and a consistent editorial tone. The goal is not maximum lead volume — it is qualified enquiries and controlled conversion through WhatsApp, supported by a structured follow-up process that shares floor plans first and pricing only after genuine interest is established.

CORE THESIS

Expats do not want louder marketing. They want a calmer process and a building that feels reliable. The marketing must feel as composed as the architecture.

Primary Outcomes

- Establish Aura Crest as a serious, design-led residential address in Gulberg.
 - Drive steady, qualified WhatsApp enquiries from London and Dubai.
 - Create a repeatable marketing system that scales to future Aura Developers projects.
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2. MARKET CONTEXT & STRATEGIC CHOICE

The expat buyer operates with a fundamentally different decision-making process than the local buyer. Living in London or Dubai, they are exposed daily to clean systems, predictable service, and disciplined information flow. Their friction is not a lack of interest in Lahore property — it is a fear of uncertainty: build quality, maintenance standards, purchase process transparency, and whether the final experience will match the promise.

The Uncertainty-Reduction Sequence

This strategy is designed to reduce buyer uncertainty in a deliberate, five-stage sequence:

Stage	Focus	What it achieves
01	Establish Seriousness	Tone, restraint, and visual clarity signal that this developer operates differently.
02	Create Emotional Pull	Calm, rooftop, atmosphere — the buyer imagines returning home.
03	Prove Lifestyle Fit	Space dimensions, light, proportion — the home feels familiar, not foreign.
04	Build Remote Ownership Trust	Materials, maintenance logic, amenities — assurance the asset holds up when they are away.
05	Convert Privately	WhatsApp-only enquiry — a personal, pressure-free path to purchase.

What We Will Not Do

We will not chase volume. We will not publish pricing broadly. We will not use influencer hype, giveaway tactics, or aggressive urgency language. We will not dilute the brand voice for short-term spikes. These tactics attract the wrong audience and generate noise in WhatsApp — which directly harms conversion quality and brand perception.

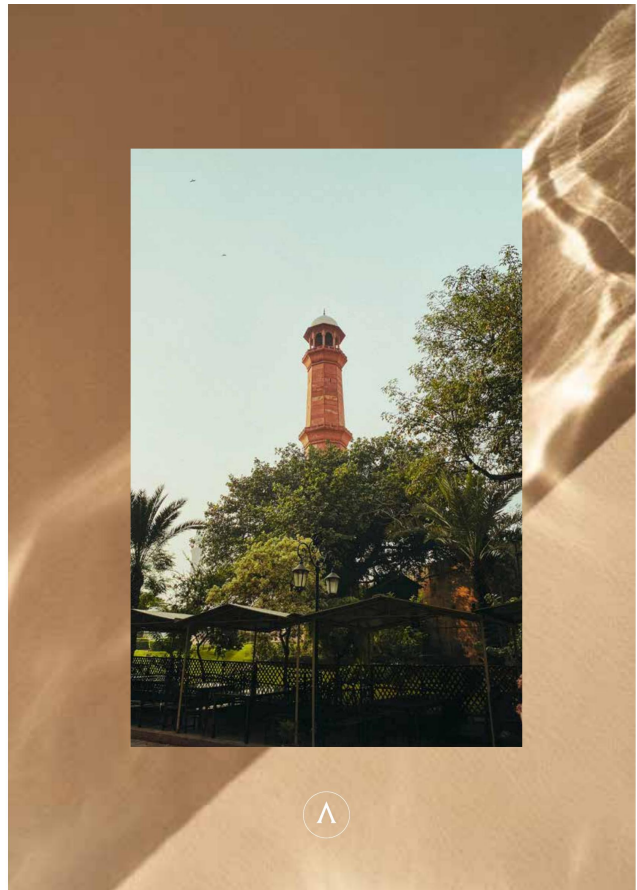
AN ADDRESS
OF DISTINCTION IS IN
THE HEART OF LAHORE



In Gulberg II, Aurora introduces a considered approach to vertical living shaped by privacy, proportion, and permanence.

Set within one of Lahore's most established and sought-after districts, the building stands as a refined residential statement: contemporary in expression, deliberate in detail, and deeply connected to the city around it.

This is an address created for those who value discretion as much as distinction, a home that balances elegance with precision, and urban access with a sense of retreat.



Rooftop Reflection Pool — A Pause Above the City

3. AUDIENCE DEFINITION & BUYER PSYCHOLOGY

3.1 Primary Audience Profile

Attribute	Profile
Location	London / Greater London; Dubai / Sharjah / Abu Dhabi
Age Range	30 – 55 years
Occupation	Professionals, business owners, senior managers, and families
Core Values	Clarity, discretion, long-term quality, predictable service
Target Platforms	Instagram, Facebook (Meta), WhatsApp

3.2 What They Are Really Buying

This buyer is not purchasing "property." They are investing in four intangible outcomes that no floor plan alone can communicate:

A calm base when returning home	Confidence the asset holds up remotely
The apartment should feel like an exhale — not another source of stress.	Maintenance, security, and building management must be reliable without the owner present.
A reputation-safe address	Lifestyle continuity

Gulberg is a status address. The building must reinforce, not compromise, that perception.

"This won't feel like a downgrade." The quality of space must parallel what they live with abroad.

3.3 What They Fear

- Overpromising renders and underdelivery on build quality.
- Poor maintenance leading to degraded common areas over time.
- Lack of process clarity — unclear documentation, timelines, and payment steps.
- Sales pressure and inconsistent information across touchpoints.
- Buying remotely and losing visibility and control.

3.4 What Triggers Action

- They feel understood — the developer speaks to their specific experience, not the generic buyer.
- The developer feels calm and organised — no chaos in the brand, no noise in the messaging.
- Floor plans and details are shared promptly after first contact — no gatekeeping.
- Communication is professional, warm, and consistent across every touchpoint.
- The brand feels like a long-term institution, not a launch campaign.



Living Space — Aura Crest Interior

GULBERG II: LAHORE'S PINNACLE OF PRESTIGE



Gulberg II represents the pinnacle of Lahore's residential prestige precisely because it has matured.

As the city continues to evolve toward higher-density, mixed-use development, particularly along the Main Boulevard and CBD corridor, addresses within Gulberg retain their relevance, liquidity, and long-term desirability.

Aurora rises within this context: not speculative, but assured. Dining, retail, and cultural venues define the neighborhood. Exclusive clubs, renowned schools, and leading hospitals place every essential within easy reach.

*Infrastructure is established.
Access is proven.
Demand is sustained.*



4. POSITIONING, VOICE & NARRATIVE SYSTEM

POSITIONING STATEMENT — "Aura Crest — a composed residential address in the city."

4.1 Brand Tone

The voice is calm, architectural, and human. It is confident without being cold. It avoids hype language entirely and instead uses clarity, proportion, restraint, and long-term thinking as its core vocabulary. Think of the tone of a serious architectural publication — editorial, considered, never excited.

4.2 The Five Messaging Pillars

#	Pillar	What it communicates
01	Order Over Noise	Gulberg without the chaos. A building that functions quietly and reliably.
02	Space You Can Feel	Generous proportions. Room to live, breathe, and move. Not cramped.
03	Designed to Age Well	Materials and design choices that hold up. Not trend-led, not disposable.
04	A Calm Address in Gulberg	Location credibility without location noise.
05	A Home Designed to Return To	The emotional core: a place that feels ready every time they come back.

4.3 Language Rules

✓ USE	✗ AVOID
Composed · Calm · Proportion · Light · Flow Restraint · Considered · Long-term · Disciplined Reliable · Architectural · Deliberate	Hot project · Best deal · Limited time Luxury overload · ROI-first · Hurry now Emojis · Exclamation marks · Hype language

5. OFFER ARCHITECTURE: PUBLIC VS. PRIVATE

Aura Crest marketing operates on two distinct layers. The public layer builds trust and desire across social and paid media. The private WhatsApp layer delivers specifics only after genuine interest is established.

PUBLIC LAYER	PRIVATE LAYER (WHATSAPP)
Social & paid media visibility Positioning and editorial tone Apartment sizes (2 bed 1,800–2,000 sqft; 3 bed 2,500–3,000 sqft) Architectural story (city, rooftop, interiors) Developer credibility cues WhatsApp CTA only — no pricing	Floor plans (sent first, before pricing) Availability and construction timelines Payment structure and instalments Pricing (only after interest is confirmed) Viewing scheduling (for Pakistan visitors) Documentation checklist & next steps

6. CHANNEL STRATEGY

Channel	Role	How to Use
Instagram	Primary visual channel	Feed for editorial permanence; Stories for intimacy; Ads for controlled reach.
Facebook	Paid audience reach	Feed ads perform strongly for the 35–55 expat demographic. Ideal for retargeting.
WhatsApp	Single conversion endpoint	All paid and organic content routes here. No pricing anywhere else.
Website / Landing	Credibility support	Simple, minimal page with project overview and WhatsApp CTA. No price list.
LinkedIn	Optional authority building	Thought leadership posts; not for lead volume.

Posting Discipline

A premium brand should feel scarce. Post 2–3 times per week. Keep design consistent. Avoid over-explaining. Let architecture carry the message.

AURA RESIDENCES

Aura Developers



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Facade Detail — Architecture & Restraint

7. ADVERTISING CAMPAIGN ARCHITECTURE

Seven self-contained ad groups form the complete campaign narrative. Each group is positioned at a specific funnel stage, contains one main ad and three supporting ads, and drives exclusively to WhatsApp.

#	Theme	Funnel Stage	Placements	Run Mode
1	Tower / City Skyline	Awareness	IG Feed, FB Feed, IG Stories	Always-on
2	Rooftop Reflection Pool	Mid-funnel Engagement	IG Feed, IG Stories, FB Feed	Retarget Grp 1
3	Interior / Living Space	Consideration	IG Carousel, FB Feed	Retarget Grp 1–2
4	Materials / Detail	Trust Building	IG Feed, FB Feed	Low-freq, warm
5	Amenities / Shared Spaces	Friction Removal	FB Feed, IG Feed	Retarget clickers
6	Designed to Return To	Warm Conversion	IG Feed, FB Feed	Engaged audiences
7	A Calm Address in Gulberg	Primary Conversion	IG Feed, FB Feed	Always-on engine

Ad Group 1 — Tower / City Skyline

Funnel Stage: **Top-of-funnel awareness**

Main: Aura Crest is a residential address in Gulberg designed for those who live abroad and want a home in Lahore that still feels composed, calm, and well planned.

A: Living in the city doesn't have to mean living with chaos. Aura Crest is designed to stay connected to Gulberg while maintaining calm within.

B: Good design doesn't compete for attention. It creates order. Aura Crest prioritises restraint, balance, and proportion.

C: For overseas buyers, confidence comes from detail and discipline. Aura Crest is designed to age well, function reliably, and feel considered over time.

***Strategy:** Run continuously as a low-pressure awareness campaign targeted only to London and Dubai. Keep frequency low; let familiarity build over weeks. Optimise for message clicks, not cheap reach.*

Ad Group 2 — Rooftop Reflection Pool

Funnel Stage: **Mid-funnel engagement**

Main: Above the city, Aura Crest offers a rooftop space designed for pause rather than performance.

A: Still water. Open air. A moment to slow down above Lahore. Not a rooftop designed to impress — one designed to restore.

B: Life moves quickly below. Up here, it doesn't have to. Aura Crest creates separation without disconnecting you from the city.

C: The rooftop isn't an add-on. It's designed as part of the architecture — deliberate, restrained, and considered.

***Strategy:** Target users who have already seen or interacted with Ad Group 1. Use Stories for a quieter, more intimate feel. The goal is desire without urgency.*

Ad Group 3 — Interior / Living Space

Funnel Stage: **Consideration**

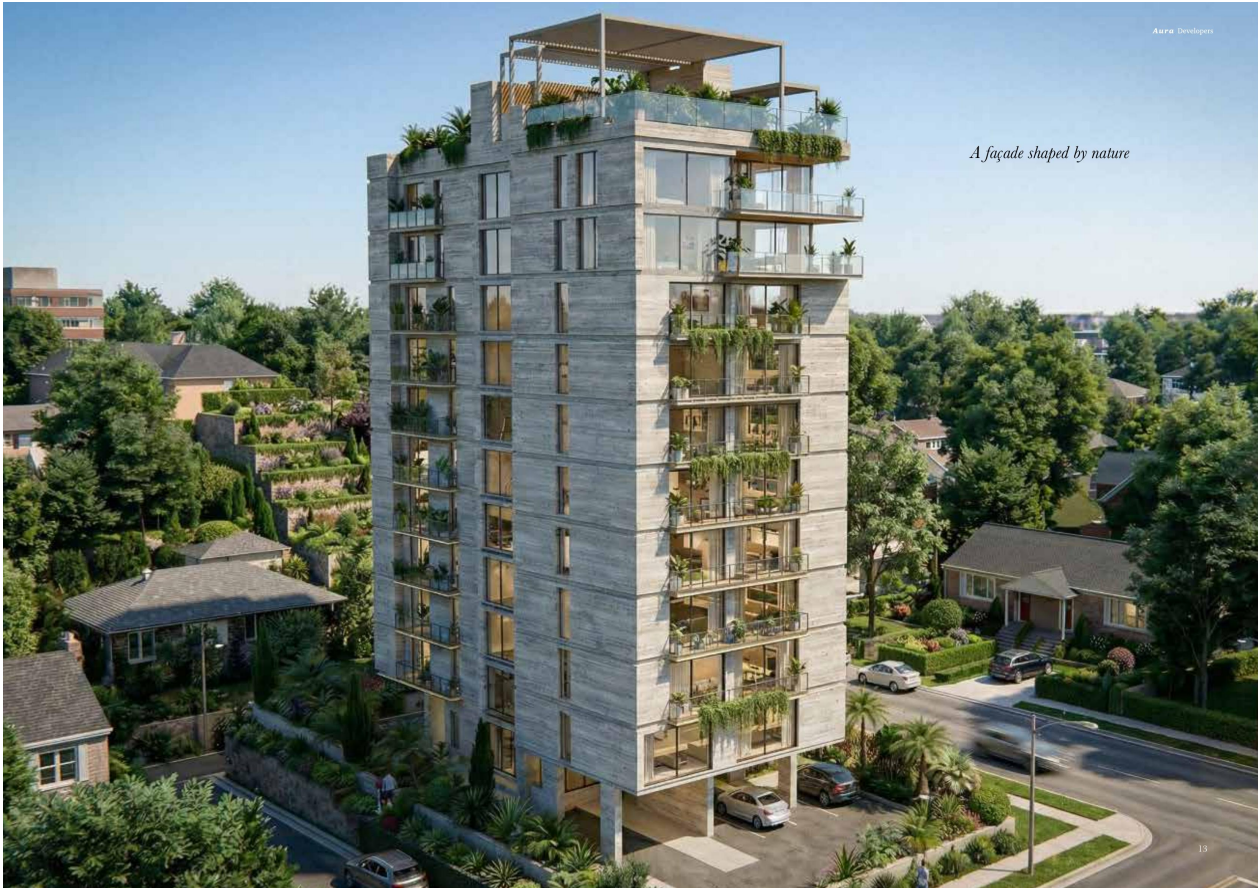
Main: Interiors at Aura Crest are designed around proportion, light, and flow. 2 Bedroom: 1,800–2,000 sqft. 3 Bedroom: 2,500–3,000 sqft.

A: Every room begins with proportion — not decoration. Nothing feels forced. Nothing feels tight.

B: Natural light isn't an afterthought here. It shapes the space throughout the day — light as a material.

C: These homes are designed to be lived in — not just photographed. Room to live. Room to breathe.

Strategy: Run as a carousel with 2–3 interior angles. Always include apartment sizes and drive to WhatsApp for floor plans.



Bedroom — Designed to Rest

Ad Group 4 — Materials / Detail

Funnel Stage: **Trust-building**

Main: Every surface at Aura Crest is selected with longevity in mind. Quiet materials. Careful detailing. Design that ages well.

A: Good design doesn't chase trends. It plans for time. Built to age well.

B: Quality doesn't announce itself. It's felt in the details — the joins, textures, and finish.

C: At Aura Crest, materials speak louder than statements. Restraint replaces excess.

Strategy: Run at low frequency. This is a confidence ad. Best shown to already-interested users who need reassurance before messaging.

Ad Group 5 — Amenities / Shared Spaces

Funnel Stage: **Retargeting & friction removal**

Main: Amenities at Aura Crest are designed to support everyday life — quietly integrated and easy to maintain.

A: Spaces designed to fit naturally into your routine.

B: Amenities that feel part of the building — not separate destinations. Quietly integrated.

C: Form follows function — every day.

Strategy: Use for retargeting: people who clicked WhatsApp but didn't message, or who engaged with multiple posts.

Ad Group 6 — Designed to Return To

Funnel Stage: **Conversion (warm)**

Main: For those living abroad who want a home in Lahore that feels ready when they return. Aura Crest is designed to wait.

A: Designed for the moments you return — whether briefly or longer. A place that feels ready.

B: A home aligned with how you live abroad — rooted in Lahore. Familiar, not foreign.

C: Some homes demand attention. Others simply wait. Aura Crest is the latter.

Strategy: Run to engaged audiences with a slightly warmer tone. Keep the CTA simple and private; do not introduce pricing publicly.

Ad Group 7 — A Calm Address in Gulberg

Funnel Stage: Primary conversion (always-on)

Main: A calm residential address in Gulberg — designed for those living in London and Dubai who value order over chaos.

A: A Lahore address — without the usual noise. Calm, composed, and well planned.

B: If you want a home in Lahore that still feels organised, this is it.

C: Designed for people who prefer clarity over clutter.

Strategy: This is the conversion engine. Run continuously with controlled frequency. After the first month, keep this always-on and rotate Groups 3–5 as supporting retargeting.

8. SOCIAL MEDIA SYSTEM (ORGANIC)

Organic social is the credibility layer. Expat buyers will often encounter an ad, click through to the profile, and scroll the grid before ever messaging. That grid must feel consistent, calm, and intentional — a brand that has clearly thought about how it presents itself.

8.1 Format & Posting Standards

Parameter	Standard
Primary Format	4-slide carousels (Main image + 3 supporting)
Posting Frequency	2–3 times per week. Never daily.
Caption Style	Minimal, editorial. 2–4 lines. End with WhatsApp CTA.
Hashtags	3–5 maximum. No spammy tags. Avoid trending hashtags.
Emojis	None. Zero.
Design Consistency	Same type treatment, same colour palette, same grid logic across every post.

8.2 Sample Caption — Ad Group 1 (Tower / City)

Aura Crest is designed as a composed residential address within Gulberg — shaped by order, presence, and belonging rather than noise. For those living in London and Dubai, it offers something familiar: clarity, structure, and confidence in an urban setting. — Within the city. Still calm. Order over noise. A serious place to own. Enquiries via WhatsApp ↓

9. PAID MEDIA PLAN (META: INSTAGRAM + FACEBOOK)

9.1 Campaign Structure

Campaign	Ad Groups	Objective
Campaign A — Awareness	Group 1 (Tower/City)	First impression, brand seriousness
Campaign B — Engagement	Groups 2–3 (Rooftop, Interiors)	Emotional pull and lifestyle fit
Campaign C — Conversion	Groups 4–7 (Materials, Amenities, Return, Gulberg)	Trust, friction removal, conversion

9.2 Audience Targeting — London & Dubai Expats

Parameter	Setting
Geography	London / Greater London; Dubai / Sharjah / Abu Dhabi
Language	English
Age Range	30–55
Interests	Pakistan, Lahore, Gulberg, property investment, architecture, design

Behaviours	Frequent international travel (where available)
Conversion Event	Click-to-WhatsApp on all ad sets

9.3 Budget Guidance

Campaign	Budget Level	When to Scale
Awareness (A)	Small daily — always-on	Keep consistent; never spike.
Consideration (B)	Moderate — Weeks 2–3	Increase if engaged audience is growing.
Retargeting (C)	Smaller — high intent	Only when qualified message volume justifies.

RULE: If WhatsApp becomes noisy with low-quality messages, reduce spend immediately and tighten geo targeting. Quality beats quantity at every stage.

10. WHATSAPP CONVERSION & SALES PLAYBOOK

WhatsApp is the single conversion endpoint. Every piece of marketing leads here. The playbook below defines exactly how enquiries are received, qualified, and progressed.

10.1 Pre-Filled Entry Message (CTA)

"Hello, I live abroad and would like details about Aura Crest — Gulberg."

10.2 Auto-Reply (Instant Qualification)

Thank you for contacting Aura Developers. To share the most relevant details, please let us know: 1) 2 Bedroom or 3 Bedroom? 2) Which city are you currently based in? We will send you the floor plans and relevant information shortly.

10.3 Human Follow-Up Sequence

Step	Action	Notes
1	Send requested floor plan	Share within the same conversation immediately. Do not delay.
2	Ask one clarifying question	Preferred timeline: immediate / 3–6 months / 6–12 months.
3	Offer two next steps	(A) Private viewing slot if in Pakistan, or (B) pricing & payment plan — only after interest confirmed.
4	Offer the brochure PDF	"Would you like the full brochure PDF as well?" Closes warmly with a soft next step.

PRICING DISCIPLINE: Pricing is shared only after the buyer has requested floor plans or expressed concrete interest. This reduces price-first enquiries and keeps all conversations aligned with value, not comparison.

11. 30-DAY CAMPAIGN CALENDAR

This calendar defines both organic posts and paid media activity across one month.

Day	Organic Post	Paid Focus	Goal
Day 1	Ad Group 1 — Main (Tower/City)	Awareness: Group 1 main	First impression & credibility
Day 3	Ad Group 1 — Side A	Awareness: Group 1 rotation	Urban belonging
Day 5	Ad Group 1 — Side B	Awareness: Group 1 rotation	Restraint filter
Day 7	Ad Group 1 — Side C	Awareness: Group 1 rotation	Ownership confidence
Day 8	Ad Group 2 — Main (Rooftop)	Engagement: Group 2 (retarget Grp 1)	Emotional pull
Day 10	Ad Group 2 — Side A	Engagement: Group 2 rotation	Pause / calm above city

Day 12	Ad Group 2 — Side B	Engagement: Group 2 rotation	Above the pace
Day 14	Ad Group 2 — Side C	Engagement: Group 2 rotation	Architecture, not gimmick
Day 15	Ad Group 3 — Main (Interiors)	Consideration: Group 3 carousel	Lifestyle fit + sizes
Day 17	Ad Group 3 — Side A	Consideration: Group 3 rotation	Proportion
Day 19	Ad Group 3 — Side B	Consideration: Group 3 rotation	Light
Day 21	Ad Group 3 — Side C	Consideration: Group 3 rotation	Room to live
Day 22	Ad Group 4 — Main (Materials)	Retarget: Group 4 to engaged users	Trust & confidence
Day 24	Ad Group 5 — Main (Amenities)	Retarget: Group 5 to clickers	Remove friction
Day 26	Ad Group 6 — Main (Return To)	Conversion warm: Group 6	Trigger messages
Day 28	Ad Group 7 — Main (Calm Address)	Always-on conversion: Group 7	Primary conversion engine
Day 30	Recap story or rest	Group 7 always-on; rotate 3–5 as support	Stability + continuity

12. MEASUREMENT, KPIS & OPTIMISATION

12.1 Primary KPI

PRIMARY METRIC: Qualified WhatsApp conversations — measured as messages that include apartment type + city abroad + request for floor plans.

12.2 Supporting KPIs

KPI	What it tells you
Cost per WhatsApp conversation	Efficiency of paid spend
% of conversations requesting floor plans	Depth of interest
% requesting pricing after floor plans	Conversion quality and intent level
% scheduling a viewing or next step	Pipeline strength
Profile visits and post saves	Credibility and organic reach signal

12.3 Optimisation Rules

- If message quality drops: reduce budget, tighten geo targeting, remove broad interests.
 - If volume is low but quality is high: slowly scale — this is the correct problem to have.
 - Do not scale based on cheap impressions alone.
 - Review weekly; adjust fortnightly. Do not react to single-day anomalies.
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13. BRAND GOVERNANCE & QUALITY CONTROL

This plan only works if the brand remains disciplined. Every shortcut — a rushed post, an inconsistent caption, a price published under pressure — damages the trust architecture that has been carefully built.

✗ NON-NEGOTIABLES	✓ APPROVAL CHECKLIST
No public pricing posts No urgency language of any kind No influencer content No emoji-heavy captions No inconsistent design templates One WhatsApp tone across all responders	1. Does this match brand tone? 2. Is the message clear and specific? 3. Is it restrained — not overclaiming? 4. Is it relevant to the expat audience? 5. Does it end with a WhatsApp CTA?

14. OPERATIONAL REQUIREMENTS

14.1 Visual Assets Checklist

Asset	Use
Exterior / tower render (hero — dusk)	Ad Group 1, cover image, profile hero
Rooftop reflection pool render	Ad Group 2, mid-funnel engagement
Interior living renders (multiple angles)	Ad Group 3 carousel

Bedroom renders	Ad Group 6, lifestyle fit
Material / detail close-ups	Ad Group 4, trust building
Amenities renders	Ad Group 5, friction removal
Floor plans (2 bed + 3 bed)	WhatsApp only — never public
Brochure PDF	Offered as final WhatsApp step

14.2 Roles & Responsibilities

Role	Responsibilities
Designer	Maintains layout discipline across all formats (4:5, 9:16). Approves all creatives before posting.
Meta Ads Operator	Campaign setup, audience targeting, ongoing optimisation, weekly reporting.
WhatsApp Lead Handler	Fast responses (5–15 min), calm tone, structured qualification, floor plan delivery.
Decision Maker	Protects brand positioning. Final approval on all creative and messaging.

RESPONSE TIME STANDARD: *First response within 5–15 minutes during active hours. Overseas buyers interpret slow response as disorganisation — and it directly reduces conversion rate.*

A. APPENDIX — COPY BANK (REUSABLE)

These lines are approved for use on-image, in carousels, and as social captions.

Short Lines (On-Image / Slide Captions)

A composed address in the city	Within the city. Still calm.
Order over noise	Space you can feel
Light as a material	Built to age well
Designed to return to	A calm address in Gulberg

CTA Lines

- Enquiries via WhatsApp
- Request floor plans on WhatsApp
- Message Aura Developers
- Private viewing by appointment

This plan is designed to be sustainable. The objective is steady, qualified demand rather than short-lived spikes. Protect tone, protect pacing, and the market will reward consistency.

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