

How a Dubai Property Developer Tripled Listing Inquiries in 30 Days.

The AI social media strategy behind one of Dubai's fastest-growing property brands.

3x

Listing Inquiries

245%

Weekly Reach

+2,800

New Followers



Premium Properties. Minimal Online Presence.

The developer had an impressive portfolio — luxury villas, off-plan apartments, and waterfront residences across Dubai. Their properties sold well through brokers and referrals. But their social media told a different story: sporadic posts, low engagement, and a digital presence that didn't match the calibre of what they were building.

01

Posting Without a Strategy

New listings went live on the website but rarely made it to social media — or arrived days later with a generic caption. Momentum was lost every single time.

02

Content That Looked Like Everyone Else's

The same aerial drone shots, the same "DM for details" captions. Nothing that communicated the developer's brand story, design philosophy, or project pipeline.

03

No Lead Capture from Social

Occasional posts brought some engagement, but DMs went unanswered for 24–48 hours. By the time someone replied, the prospective buyer had moved on.

04

Agency Costs vs. Results

A regional social media agency was charging a significant monthly retainer for content that required constant back-and-forth briefing and still felt generic.

Alx Momentum.

Trained on their properties. Not a template.

Alx Momentum was onboarded and live within 7 days. The AI was trained on the developer's full project portfolio, brand language, target buyer profile, and visual identity. From day one, every new listing became a multi-platform social media campaign — automatically.

● Listing Launch Campaigns

Every new property goes live across Instagram, LinkedIn, Facebook & WhatsApp within hours — not days. Full campaign, not just one post.

● Developer Brand Storytelling

Behind-the-scenes content, construction milestones, design philosophy, and team spotlights — building long-term brand equity alongside each launch.

● Market Insight Content

Dubai real estate market updates, investment return data, and neighbourhood spotlights — positioning the developer as a trusted authority.

● WhatsApp Broadcast Campaigns

New launches, VIP preview events, and price announcements sent directly to a curated investor and broker contact list via WhatsApp.

● Real-Time DM & Comment Handling

Every inquiry responded to within minutes — AI-assisted, on-brand, and logged for sales team follow-up. Zero leads lost to slow response times.

● Platform-Native Formatting

Instagram Reels, LinkedIn articles, Facebook posts, and WhatsApp messages — each written and formatted specifically for the platform, not copy-pasted.

● Weekly Performance Reports

Reach, engagement, follower growth, and inquiry volume tracked weekly. Data-driven content recommendations built into every report.

● Human Review on Every Post

The Alx Momentum team reviews every piece of content before it goes live. Brand positioning always protected.

The Numbers.

3x

Listing Inquiries

Compared to the previous 30-day period

245%

Weekly Reach Increase

Across all platforms combined

+2,800

New followers across
all platforms

< 5 min

Average DM response
time

Zero

Listings that missed
a social campaign

7 days

From onboarding
to first post live

“

Before Alx Momentum, a new listing would go on the website and maybe get one Instagram post a week later. Now the moment a listing is approved, it's live across every platform within hours. Our inquiries tripled. Our brand finally looks like the company we actually are.

— Head of Marketing, Dubai Property Developer, Alx Momentum Client

Every Listing Is a Marketing Opportunity.

Most Developers Are Missing It.

Dubai's property market is competitive. Buyers and investors are doing their research online before they ever speak to a broker. Your Instagram, LinkedIn, and WhatsApp presence is your first impression — and for most developers, it doesn't match the quality of what they're actually building.

Aix Momentum trains AI on your specific portfolio — your projects, your brand, your buyers — and turns every listing into a multi-platform campaign, automatically. You focus on building. We make sure the world knows about it.

PLANS START FROM \$1,499/month

One-time onboarding fee of \$2,999 · Setup in 7 days · No long-term contract

Compare: regional social media agencies typically charge \$2,000–\$4,000/month for template-based content.

[Book a Free 30-Minute Discovery Call — aix-momentum.com](#)