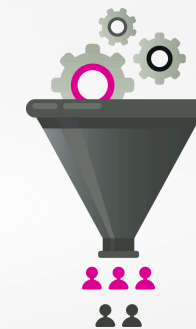




How **Group Malik** Generated **500+** Qualified Leads & **\$500K+** in Property Sales Using **Meta Ads** + **Automation Funnel**



Presented by: **Nexflow**





About the Client



- **Client:** Group Malik
- **Industry:** Real Estate (Luxury Property)
- **Project:** Bahria Town Properties – Dubai
- **Target Audience:** High-net-worth individuals & investors based in the USA
- **Regions:** Generate high-quality leads and direct appointments for property consultations.

Group Malik wanted to test the US audience potential for their Dubai-based real estate project — targeting investors looking for overseas property opportunities.





The Challenge

The client's main concern was lead quality and conversion readiness. They wanted a system that not only generated leads but also booked appointments directly for their sales team, minimizing manual coordination.

Key challenges:

- High-ticket product requiring qualified, high-intent leads
- Needed a system to filter, nurture, and schedule meetings automatically
- No automation or CRM setup initially
- Required complete transparency for the client's sales team

Our Approach: Build a result-driven, automated lead generation system that connects Meta Ads → CRM → Calendar → Communication.

Meta Ads Manager Dashboard (Phase 1)

[illegible]



The Strategy

We focused on creating a three-layered funnel built for high-quality lead flow and seamless automation.

Step 1: Research & Creative Testing

Before building the system, we performed a deep dive into:

- » Project details and value proposition of Bahria Town Properties
- » Target audience behavior in the US real estate investment segment
- » Competitor analysis for similar cross-border property campaigns



We then launched multiple Meta ad creatives and reels to test performance and audience resonance.

Result: Identified top-performing creatives with the lowest cost per qualified lead.

Dynamic Ads, Multiple Ad Reels, Headline and CTAs, Initial Testing to get Winning Ad

Search

GM - Lead Campaign (16th - Oct - 2025) - Phase 2 (GHL) > Targeted Adset in USA > Targeted Ad in USA

Ad set off

*** Media**

Select images Select videos Create video

Images, videos and slideshows 4 of 10

- 0:39 | 1080 × 1920 Edit Video
- 0:47 | 720 × 1280 Edit Video
- 0:39 | 476 × 848 Edit Video
- 0:49 | 480 × 848 Edit Video

☒ Optimise creative for each person
Vary your ad creative and destination based on each person's likelihood of responding. [See possible enhancements](#)

Primary text

Wake up to your own luxury home in Dubai 🇦🇪

Bahria Town's landmark community in Dubai South combines world-class design, modern amenities, and

By clicking Publish, you acknowledge that your use of Meta's ad tools is subject to our [Terms and Conditions](#).

Close Discard Draft Publish

Campaign recommendations
Your campaign has room to improve.

☒ Ad preview ☐ Advanced Preview

All

Group Malik Sponsored
Wake up to your own luxury home in Dubai 🇦🇪
Bahria Town's landmark community...see more

growth.groupmalik...
Dubai Investment | 30% Pre-Launch...
Learn more

Instagram
Group Malik Sponsored
SHEIKH ZAYED ROAD
INTERNET CITY
Learn more

Dynamic Ads, Multiple Ad Reels, Headline and CTAs, Initial Testing to get Winning Ad

The screenshot displays the Facebook Ads Manager interface for a campaign named "GM - Lead Campaign (16th - Oct - 2025) - Phase 2 (GHL)". The selected ad set is "Targeted Adset in USA", and the specific ad being edited is "Targeted Ad in USA".

Primary text:

- Wake up to your own luxury home in Dubai 🇦🇪
- Bahria Town's landmark community in Dubai South combines world-class design, modern amenities, and unmatched value.
- 🔥 Phase 2 now open with 30% exclusive pre-launch pricing.
- 🔥 Phase 1 sold out in 7 days — don't miss this

Headline:

- Dubai Investment | 30% Pre-Launch Discount
- Own a Piece of Dubai Luxury — 30% Pre-
- Invest Early in Dubai's Fastest-Growing Zone

Description:

- Exclusive pre-launch access now open.
- Phase 2 now open in Dubai South — exclusive early investor pricing.

***Website URL:**

- <https://growth.groupmalik.com/>

Ad preview:

The ad preview shows two versions of the ad. The first version features a video of a modern building with a play button overlay. The second version features a red double-decker bus in front of a classical building in London. Both versions include the text "Group Malik Sponsored" and "Learn more".

Campaign recommendations:

Your campaign has room to improve.

Buttons:

- Edit
- Review
- Advanced Preview
- Discard Draft
- Publish

Footer:

By clicking Publish, you acknowledge that your use of Meta's ad tools is subject to our [Terms and Conditions](#).



Step 2: Building the 3-Step Funnel in GoHighLevel

Once the winning creatives were identified, we built a 3-step conversion funnel inside GoHighLevel:

- **Landing Page:** Brief overview + property highlights + inquiry form
- **Booking Page:** Redirected immediately after form submission to schedule a meeting via integrated calendar
- **Thank You Page:** Confirmation with WhatsApp link for instant communication


Created 3 Step Funnel in GHL

The screenshot displays the GroupMalik.com dashboard interface. On the left is a sidebar menu with options: Onboarding, Dashboard, Conversations, Calendars, Contacts, Opportunities, Payments, AI Agents, Marketing, Automation, Sites (highlighted), Memberships, Media Storage, Reputation, and Settings. The top navigation bar includes links for Sites, Funnels, Websites, Stores, Webinars, Analytics, Blogs, WordPress, Client Portal, Forms, Surveys, Quizzes, Chat Widget, QR Codes, and a settings gear. Utility icons for chat, star, mail, notifications, help, and a user profile (TC) are on the far right.

The main content area is titled "Property Leads" and features a sub-menu with Steps, Stats, Sales, Security, Events, and Settings. The "Steps" tab is active, showing a funnel with three steps: Home (checked), Appointment, and Thank You. A large blue button at the bottom of the steps list says "+ Add New Step or Import".

The "Home" step is expanded, showing a preview of the landing page with the URL <https://growth.groupmalik.com/home>. Below the preview are "Edit", "Share", and "Settings" buttons. To the right of the preview is a "Start Split Test" section with the text "Optimize your lead and sales generation with split tests." and a diagram showing a control group (A) and a variation group (B). A "VARIATION" box on the right contains a "+ Create variation" button. At the bottom right of the funnel editor are two buttons: "Delete Funnel Step" and "Clone Funnel Step".

Main Section of Funnel Step 1: Lead Form (Created on GHL)

**GROUP MALIK**
BUILD YOUR LEGACY
Building Communities, Shaping Dubai's Future

Unlock Exclusive Access >

Own a Luxury Home in Bahria Town's Landmark Community at Dubai South

Phase 1 Sold Out in Just 7 Days – Now Launching Phase 2 with 30% Limited-Time Price Advantage!

Join Dubai's fastest-growing investment community from Bahria Town – backed by 30 years of real estate excellence. Secure your Phase 2 unit before prices rise again.

Ready to Own a Piece of Dubai Luxury?

Full Name *

Business Email *


Phone / WhatsApp *

Select Property *

Estimated Budget *

Unlock Access & Schedule Call


Step 2: Appointment Booking Page, GHL Calendar integration for Instant Booking

**GROUP MALIK**
BUILD YOUR LEGACY
Building Communities, Shaping Dubai's Future


Unlock Exclusive Access >


You're One Step Away From Securing a Smart Investment in Dubai

You've made the right decision by taking the first step.
Book your call now to see how Bahria Town investors earned up to 30% ROI in just 7 days — and how you can do the same with Phase 2 pricing.



Group Malik | Build Your Legacy

 30 Mins

 Tue, Oct 21, 2025


A rare chance to book property in Dubai's most awaited community — backed by **30 years of Bahria Town's trusted real estate legacy**. Full Prices to be revealed at official launch in November 2025. Join the priority list today and secure early access.

Select Date & Time

< October 2025 >

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Time zone

 GMT+05:00 Asia/Karachi (GMT+5)

06:00 PM

06:30 PM

07:00 PM

07:30 PM

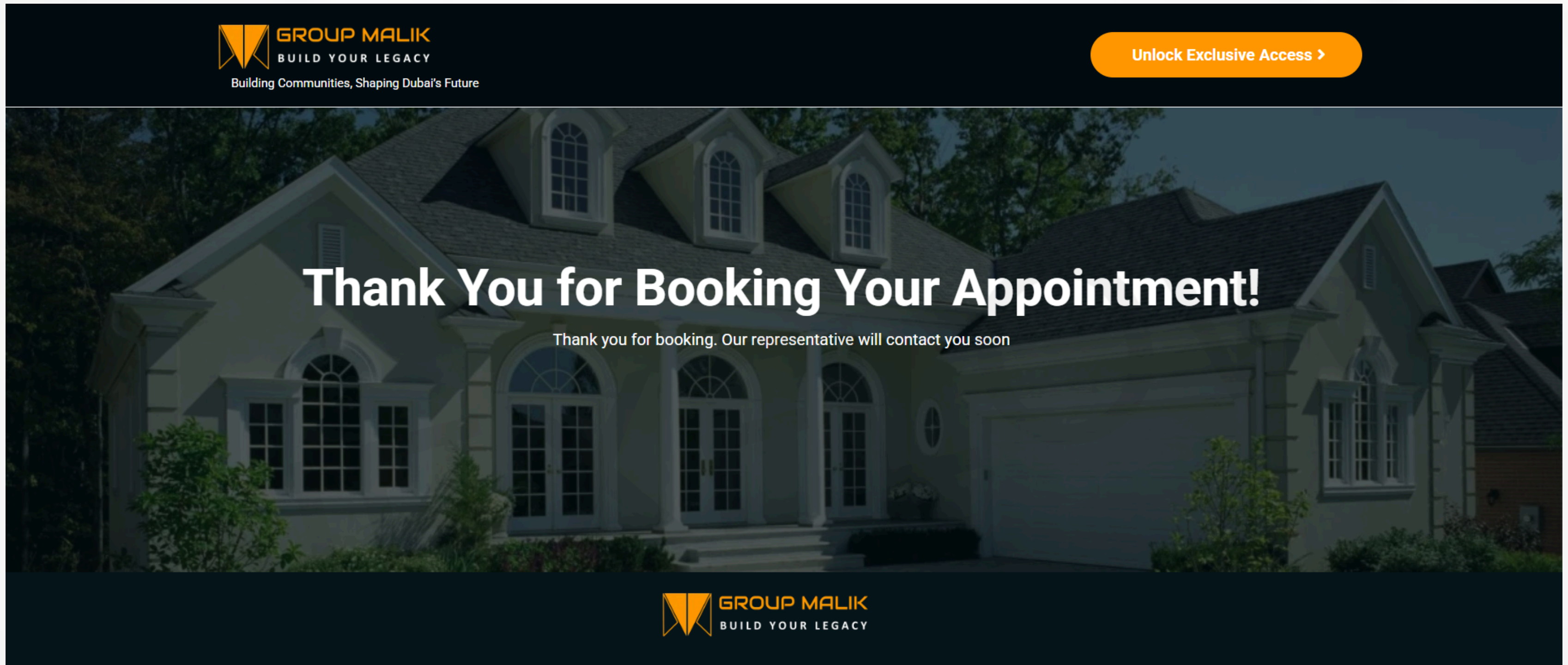
08:00 PM

08:30 PM

09:00 PM

09:30 PM

Step 3: A Thank You Page after Prospect booked the Appointment





We integrated:

- › **Meta Pixel** for full event tracking
- › **Email & SMS follow-ups** to reduce drop-offs
- › **Automated Pipeline Stages** for sales visibility

Impact: Reduced manual scheduling completely, every qualified lead automatically booked a meeting.

Landing Page Pixel, Event and GHL CRM Integration

Datasets
Digital Offerr Add Accounts (302...)

+ Connect data

- Overview
- Datasets**
- Custom conversions
- Partner integrations

Search by name or ID

- ⚠️ Digital Offerr Form and Cal...
ID 1242983407515866
- Group Malik GHL Funnel**
ID 1081117164212654
- Group Malik
ID 1028922488694922
- GHL Landing Page
ID 1100473652074423
- Solar Landing Page 1
ID 768057962242544
- Group Malik Landing Page ...
ID 1048032186789971
- DO Landing Page
ID 1378906603470933
- GM Thank you Page
ID 1243356857316759
- Testing
ID 744513065237127

Group Malik GHL Funnel

22 Sep 2025 - 19 Oct 2025 Create

Overview Test events Diagnostics History Settings

Event activities Integrations

This chart displays any events from your business's website, CRM, mobile app or server that we've processed and received within the selected date range. Events may take up to 30 minutes to appear.

+ Add Events Columns: Event usage metrics All events Search by event 0/50

Events	Status	Used by	Integration	Total events
PageView ● Active			Meta pixel	1.2K Last received 59 minutes ago
Contact ● Active			Meta pixel	1.2K Last received 59 minutes ago
View content ● Active			Meta pixel	18 Last received 1 day ago
Lead ● Active		1 ad set	Meta pixel	15 Last received 1 day ago
Schedule ● Active			Meta pixel	13 Last received 2 days ago
Complete registration ● Active			Meta pixel	5 Last received 1 day ago

Created a Pipeline from Lead to Booking in GHL. A Seamless dashboard where the stage of Leads can be seen

Group Malik
Park Ridge, Illin...

Search Ctrl K

Onboarding

Dashboard

Conversations

Calendars

Contacts

Opportunities

Payments

AI Agents

Marketing

Automation

Sites

Memberships

Media Storage

Reputation

Settings

Opportunities Opportunities Pipelines Bulk Actions

Fb Ads Leads 460 opportunities

All + List

Advanced Filters Sort (1)

Search Opportunities Manage Fields

New Lead
436 Opportunities \$0.00

David Usunobu Obazee
Opportunity Value: \$0.00

Malik
Opportunity Value: \$0.00

Mohammed Rahman
Opportunity Value: \$0.00

Harith Abdulrahman
Opportunity Value: \$0.00

Live in Mohammed H Rashid
Opportunity Value: \$0.00

Zain Hamdani

8 Week Nurture Sequence
6 Opportunities \$0.00

Sidra Basharat
Opportunity Source: (214) 779-1105
Opportunity Value: \$0.00

Aisha Dixon
Opportunity Source: (601) 320-2967
Opportunity Value: \$0.00

Anjum Naveed
Opportunity Source: (347) 282-0781
Opportunity Value: \$0.00

Lorenzo Williams
Opportunity Source: (414) 234-8151
Opportunity Value: \$0.00

Gerald McCarthy

Meeting Scheduled
4 Opportunities \$0.00

Tokir Akhmed
Opportunity Source: (224) 402-5698
Opportunity Value: \$0.00
Oct 31st, 6:30 am

Shoukat Ali
Opportunity Source: (225) 907-9905
Opportunity Value: \$0.00

Mohammed Abdella
Opportunity Source: (571) 351-8387
Opportunity Value: \$0.00

Joseph Sadiq
Opportunity Source: +234 2817727093
Opportunity Value: \$0.00
Oct 21st, 10:00 pm

No Show
3 Opportunities \$0.00

Farooq Faisal
Opportunity Value: \$0.00

Saif Ullah
Opportunity Value: \$0.00

Danny martz
Opportunity Value: \$0.00

Qualified Lead
11 Opportunities \$0.00

Teresa Alvarez - Florida Real E...
Opportunity Value: \$0.00

Jahangir Halepoto
Opportunity Value: \$0.00

Ralph Iedesma
Opportunity Value: \$0.00

Jhanzeb Khan
Opportunity Value: \$0.00

Adrian Ospina
Opportunity Value: \$0.00

Malik Subhan

Not Interested / Cold
0 Opportunities \$0.00



Step 3: Automation, CRM, and Communication Setup

To streamline the sales process, we built an end-to-end CRM automation system:

- › Auto-capture leads from Meta → GHL pipeline
- › Automated WhatsApp greeting, confirmation, and reminders
- › Email nurturing sequence for leads that didn't book right away
- › Integrated SMS & call follow-up options for sales team
- › Real-time dashboard access for full visibility

Impact: Client's team could track, contact, and manage every lead in one place, saving hours daily and increasing appointment rate.

Created Automations for Follow ups, Appointment Booking Reminders, Long and Short Email Sequence, Notify Team and alot more..

Group Malik
Park Ridge, Illin...

Search ctrl K

Onboarding

Dashboard

Conversations

Calendars

Contacts

Opportunities

Payments

AI Agents

Marketing

Automation

Sites

Memberships

Media Storage

Reputation

Settings

Automation

Workflows

Global Workflow Settings

What's New

Automation Updates

TC

Create Folder

Create Workflow

All Workflows

Needs Review (0)

Deleted

New Smart List

Advanced Filters

Search

Home

Name	Status	Total Enrolled	Active Enrolled	Last Updated	Created On	Stats
1 - Opt-in form submission	Published	19	0	Oct 16 2025, 3:25 AM	Oct 11 2025, 4:00 PM	> ⋮
2 - Call Scheduled	Published	7	0	Oct 15 2025, 4:59 PM	Oct 11 2025, 4:01 PM	> ⋮
3 - 8 Week Nurture Sequence	Published	14	6	Oct 14 2025, 1:54 PM	Oct 11 2025, 4:01 PM	> ⋮
4 - Long Nurture Sequence	Draft	0	0	Oct 11 2025, 4:01 PM	Oct 11 2025, 4:01 PM	> ⋮
Group Malik Form Fill	Published	7	0	Oct 09 2025, 4:09 PM	Oct 09 2025, 9:49 AM	> ⋮
New Workflow : 1760117509311	Draft	0	0	Oct 10 2025, 12:31 PM	Oct 10 2025, 12:31 PM	> ⋮

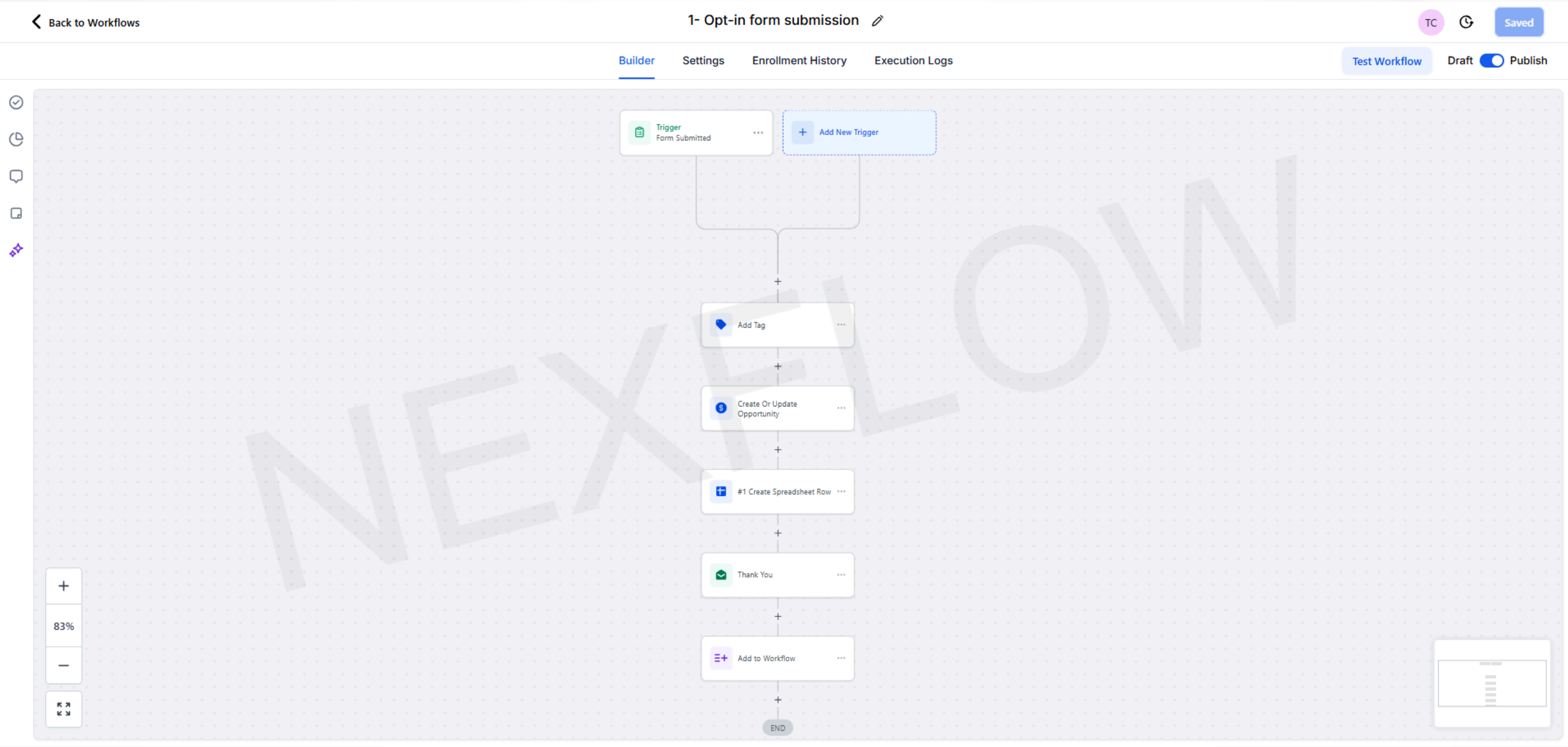
Previous

1

Next

10 / page

A Example of Workflow. (Opt-in Submission Form)



For SMS, Calls and WhatsApp, Bought USA number from GHL

The screenshot displays the GHL (GoHighLevel) Phone System interface. On the left is a sidebar with navigation options: Group Malik, Search, Go Back, Settings, Voice AI Agents, Email Services, Phone Numbers (highlighted), WhatsApp, and a section for OTHER SETTINGS including Objects, Custom Fields, Custom Values, Manage Scoring, Domains & URL Redirection, External Tracking, Integrations, Private Integrations, and Conversation Providers. The main content area is titled 'Phone System' and includes tabs for Phone Numbers, Regulatory Bundles, Messaging, Voice, Trust Center, and Additional Settings. The 'Phone Numbers' tab is active, showing a 'Manage Numbers' section with a '+ Add Number' button. Below this is a table with columns: Numbers, Friendly Name, Forwarding Number, and Call Timeout. A single number is listed: +1 888-837-7470, labeled as 'Muhammad's number'. It is marked as a 'Default Number' and 'Verification In Progress', and is 'Toll Free'. The call timeout is set to 20s. At the bottom, there is a pagination bar showing 'Page 1 of 1' with 'Previous', '1', and 'Next' buttons.

Numbers	Friendly Name	Forwarding Number	Call Timeout
+1 888-837-7470 Default Number Verification In Progress Toll Free	Muhammad's number		↓ 20s

GHL Conversations (SMS, WhatsApp and Email in one place)

Use by Sales Team for Seamless Communication with Leads

Group Malik
Park Ridge, Illin...

Search ctrl K

Onboarding

Dashboard

Conversations

Calendars

Contacts

Opportunities

Payments

AI Agents

Marketing

Automation

Sites

Memberships

Media Storage

Reputation

Settings

Conversations

Manual Actions

Snippets

Trigger Links

Unread

Recents

Starred

All

Search

11 RESULTS

Latest-All

Mohammed Abdella Oct 20
Hi Mohammed Abdella, This is a

Lorenzo Williams Oct 20
Hi Lorenzo Williams, We noticed !

Sidra Basharat Oct 20
Hi Sidra Basharat, We noticed you

Aisha Dixon Oct 20
Hi Aisha Dixon, We noticed you h

Anjum Naveed Oct 20
Hi Anjum Naveed, We noticed you

A L Oct 20
Call

Shoukat Ali Oct 20
Hi Shoukat Ali, This is a friendly r.

groupmalikbt@gmail.com Oct 18
Hi , A new appointment has been

Mohammed Abdella

Oct 20th, 2025

Group Malik Reminder: Upcoming Appointment on Monday, October 20, 2025 4:30 AM (EDT) - Hi Mohammed ...
Oct 20, 2025, 12:30 PM

Group Malik Reminder: Upcoming Appointment on Monday, October 20, 2025 4:30 AM (EDT) - Hi Mohammed ...
Oct 20, 2025, 1:20 PM

Oct 21st, 2025

Opportunity updated
Mohammed Abdella moved from stage Meetin...

SMS WhatsApp Email Internal Comment

From Name: Talha Chhipa From email: talhachhipa0310@outlook.com

To: M(mohammedhassen.mh@gmail.com (Primary) CC BCC

Subject:

Type a message

0 word Clear Send

Mohammed Abdella

Contact

Email
mohammedhassen.mh@gmail.com

Phone
(571) 351-8387

Owner (Assigned to)
Unassigned

Followers
Search followers

Tags

Active Automations

DND OFF

DND All

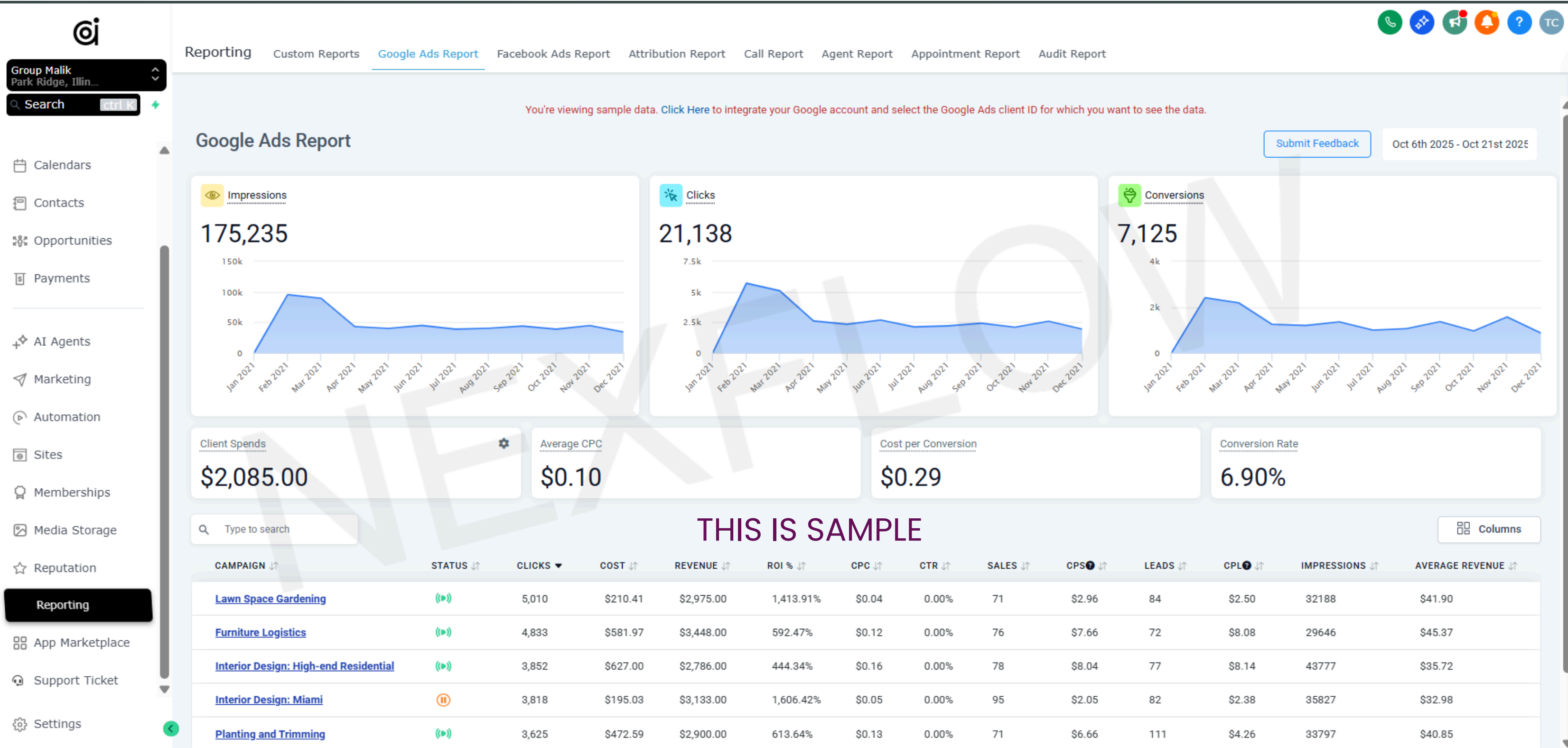
DND Calls & Voicemails

DND Text Messages

DND Emails

Ads Manager Dashboard integrated with GHL.

Client no need to open Meta Ads Manager to analytics.






The Results

Within 2 months of campaign launch, the system started delivering consistent and high-quality leads with direct bookings.

Metric	Results
Total Qualified Leads	500+
Direct Appointment Rate	40%
Conversion Rate	12%+
Revenue Generated	\$500,000+
CPL (Average)	<\$50

Impact: A fully automated lead generation ecosystem that continuously delivered verified, high-intent real estate buyers.

Proper List of All the Leads Saved in GHL with the Tags for identification



Group Malik
Park Ridge, Illin...

Search ctrl K

Onboarding

Dashboard

Conversations

Calendars

Contacts

Opportunities

Payments

AI Agents

Marketing

Automation

Sites

Memberships

Media Storage

Reputation

Settings

Contacts

Smart Lists

Bulk Actions

Restore

Tasks

Companies

Manage Smart Lists

ME

Moe Eisawy

eisawymisee32@gmail.com

Oct 20 2025
12:43 AM (CDT)

gm phase 1 leads

SB

Sidra Basharat

(214) 779-1105

sidrabasharat2018@gmail.com

Oct 18 2025
07:15 AM (CDT)

21 hours ago

opt-in

AD

Aisha Dixon

(601) 320-2967

aishdd73@yahoo.com

Oct 18 2025
12:03 AM (CDT)

21 hours ago

opt-in

TA

Tokir Akhmed

(224) 402-5698

toqeer11181@gmail.com

Oct 17 2025
11:54 PM (CDT)

2 days ago

opt-in

appointment booked

SA

Shoukat Ali

(225) 907-9905

shoukatali57@hotmail.com

Oct 17 2025
11:25 PM (CDT)

22 hours ago

opt-in

appointment booked

JS

Joseph Sadiq

+234 2817 72 7093

jsadiq@southwestservices.org

Oct 17 2025
11:24 PM (CDT)

opt-in

appointment booked

AN

Anjum Naveed

(347) 282-0781

naveedbx@gmail.com

Oct 17 2025
10:52 AM (CDT)

21 hours ago

opt-in

LW

Lorenzo Williams

(414) 234-8151

journey2abetterhealth@gmail.com

Oct 17 2025
06:48 AM (CDT)

21 hours ago

opt-in

GM

Gerald Mccarthy

(586) 202-7611

g.mccarthy57@yahoo.com

Oct 16 2025
07:41 PM (CDT)

3 days ago

opt-in

MA

Mohammed Abdella

(571) 351-8387

mohammedhassen.mh@gmail.com

Oct 16 2025
07:06 PM (CDT)

16 hours ago

opt-in

appointment booked

AD

Alexander Dial

(862) 377-4500

hawkdial5@gmail.com

Oct 16 2025
03:53 PM (CDT)

3 days ago

opt-in

G

groupmalikbt@gmail.com

Oct 15 2025
05:00 PM (CDT)

2 days ago

AL

A L

(773) 616-9942

maklodhi008@gmail.com

Oct 10 2025
03:48 PM (CDT)

21 hours ago

AK

Altaf Khan

(202) 255-7995

unicompsllc@gmail.com

Oct 10 2025
10:42 AM (CDT)

gm phase 2 leads

initial message sent

A

Andy

(609) 649-4174

andyvaidya91@gmail.com

Oct 10 2025
05:34 AM (CDT)

gm phase 2 leads

initial message sent

Total 465 records. 5 of 5 Pages

Go To First

1

2

3

4

5

Page Size: 100

Meta Ads Manager Report of Group Malik (Phase 1)

Pivot Table		Group Breakdowns		Reset Column Widths		Format		Customise			
Ad set name		Results	Reach	Frequency	Cost per result	Amount spent	Impressions	CPM (cost per 1,000 impressions)	Link clicks	CPC (cost per...	CTR (link click-through...
Target Bahria Town ...	view	119 [2] Website leads	85,450	1.29	\$20.23 [2] Website leads	\$2,406.94	110,012	\$21.88	2,788	\$0.86	2.53%
Specific Cities Adset...	view	80 [2] Website leads	78,027	1.31	\$30.02 [2] Website leads	\$2,401.23	102,117	\$23.51	2,262	\$1.06	2.22%
Targeted Adset in USA	view	164 Meta leads	65,445	1.87	\$14.64 Meta leads	\$2,400.29	122,544	\$19.59	1,239	\$1.94	1.01%
Specific Cities Adset...	view	161 Meta leads	56,938	1.98	\$14.90 Meta leads	\$2,399.14	112,675	\$21.29	1,108	\$2.17	0.98%
Target Bahria Town ...	view	67 Meta leads	34,544	1.34	\$20.02 Meta leads	\$1,341.06	46,293	\$28.97	507	\$2.65	1.10%
Specific Cities Adset...	iew or...	6 [2] Website leads	39,080	1.00	\$105.52 [2] Website leads	\$633.09	39,130	\$16.18	573	\$1.10	1.46%
Target Bahria Town ...	iew or...	2 [2] Website leads	22,531	1.06	\$230.61 [2] Website leads	\$461.21	23,807	\$19.37	322	\$1.43	1.35%
Targeted Adset in USA	iew or...	1 [2] Website lead	8,642	1.12	\$286.21 [2] Website leads	\$286.21	9,649	\$29.66	188	\$1.52	1.95%
Targeted Adset in USA	view	2 [2] Website leads	8,962	1.12	\$134.62 [2] Website leads	\$269.23	10,003	\$26.91	232	\$1.16	2.32%
Open Adset in USA	view	2 Meta leads	1,318	1.14	\$33.08 Meta leads	\$66.15	1,498	\$44.16	16	\$4.13	1.07%
Total results 10/10 rows displayed	1 setti...	— Multiple conversions	329,780 Accounts Centre accounts	1.75 Per Accounts Centre account	— Multiple conversions	\$12,664.55 Total Spent	577,728 Total	\$21.92 Per 1,000 Impressions	9,235 Total	\$1.37 Per Action	1.60% Per Impressions



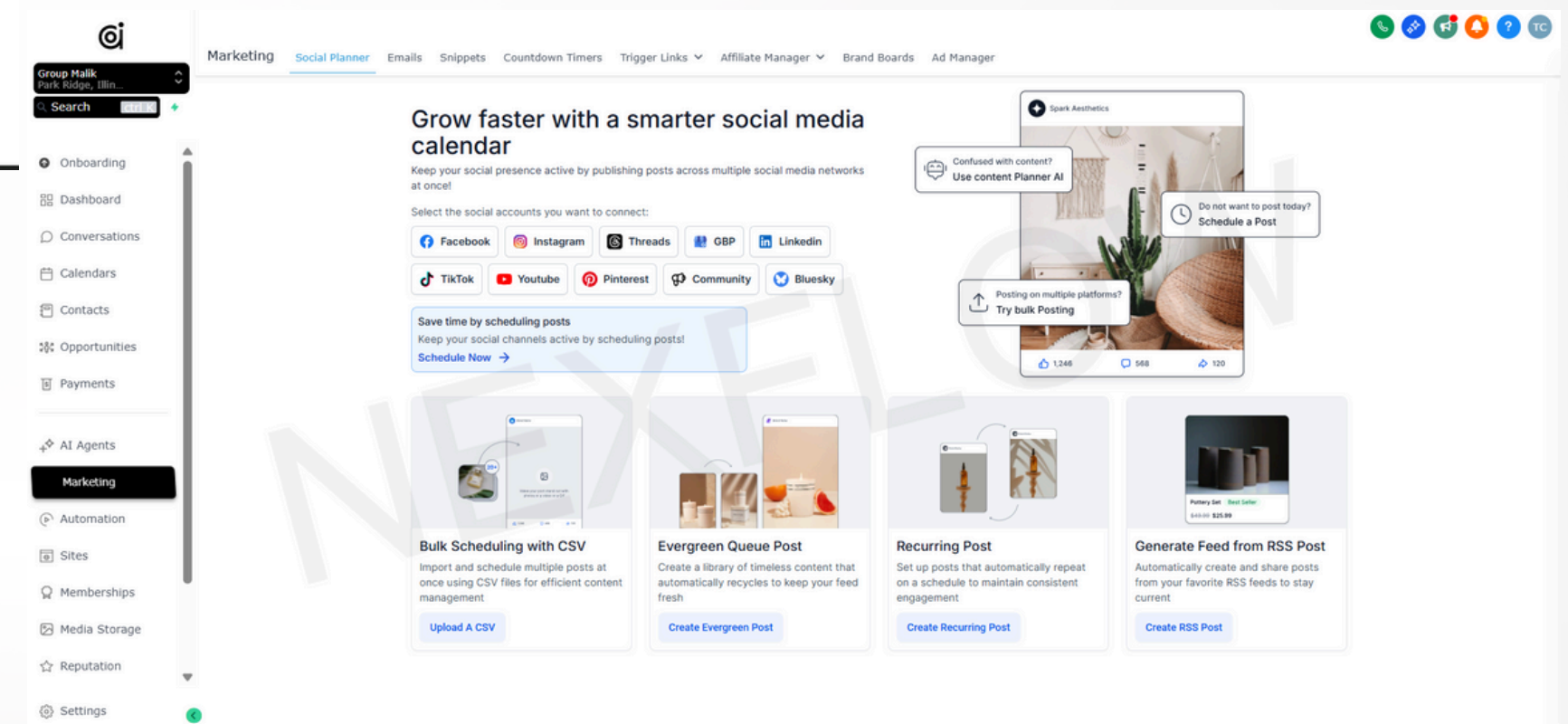
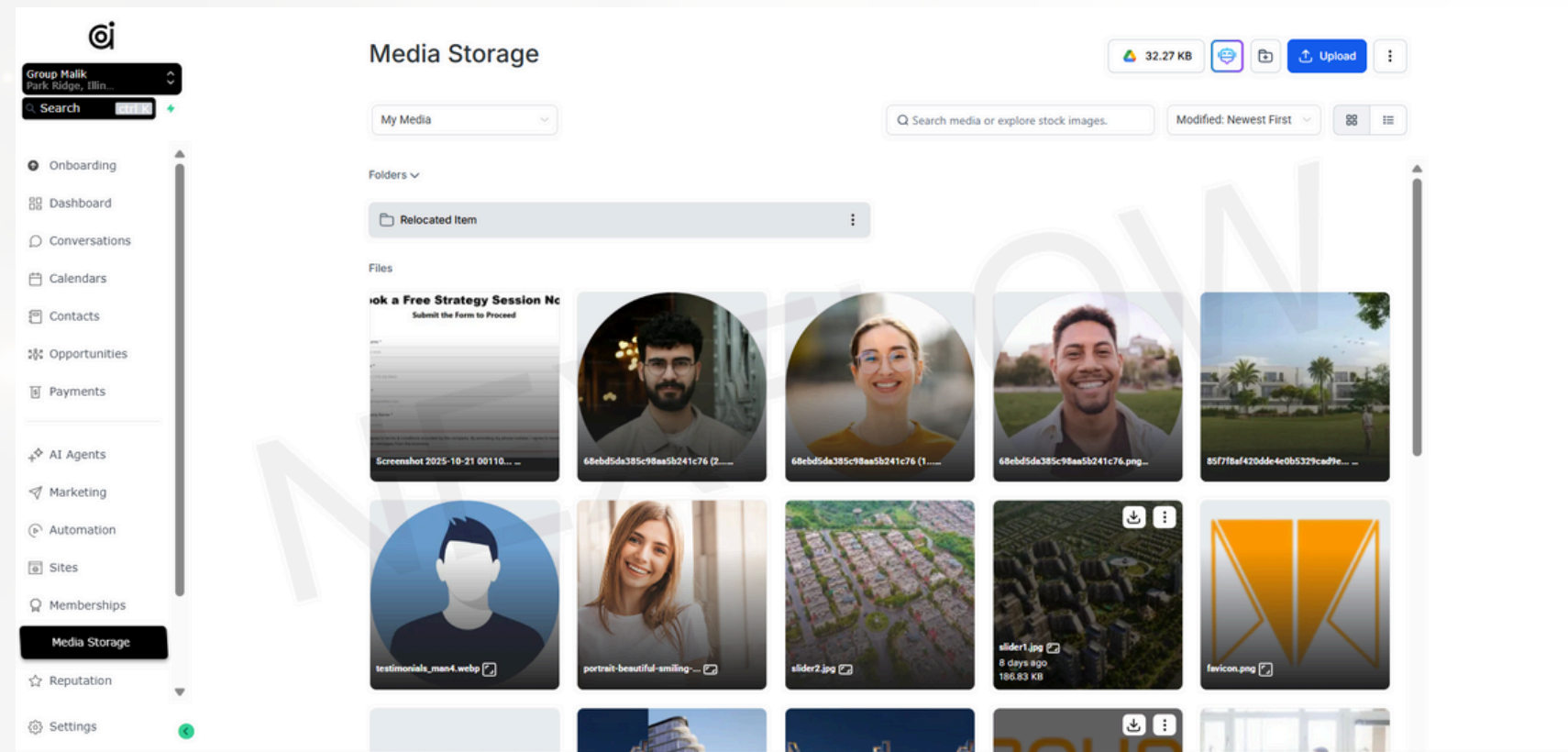
Refinement & Scaling

Once the system proved successful, we refined it further to make it scalable:

- Added custom tags and lead scoring in CRM
- Optimized email copy and follow-ups based on engagement
- Expanded the ad budget with lookalike audiences for top-performing segments
- Provided client training on CRM for in-house management and reporting

Result: The system became completely hands-off for the client — generating leads, bookings, and communication 24/7.

Additionally we have Connected Drive and Social Media Accounts in GHL for Posting and Schedling in one Place





In **Real Estate**, timing and trust decide everything.
By combining **Meta Ads** with a seamless booking system
inside GoHighLevel, we didn't just deliver leads, we delivered
qualified investors ready to meet.

From testing creatives to generating revenue in property
sales, **Group Malik's** success proved one thing,
When the system is strong, results follow effortlessly.