REAL ESTATE · INSTAGRAM LEAD GENERATION

From Listings to Leads: House Hunt's Accelerated Growth with Spur

Struggling to turn social media buzz into sales? See how real estate firm House Hunt used comment automation to convert their Instagram engagement into thousands of qualified leads.

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House Hunt
Real estate · Instagram lead generation

20k+
Comments Automated (1 mth)

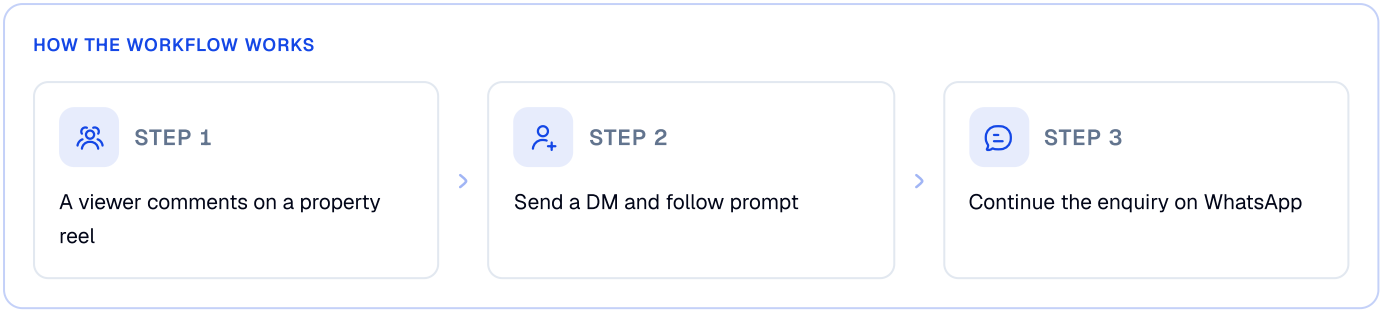
Followers Increased (1 mth)	10k+
Leads Generated	8k+

KEY TAKEAWAYS

- Turn property-reel comments into automated DMs and direct interested people to WhatsApp.
- House Hunt reported 10,000 new Instagram followers and 8,000 leads with active WhatsApp accounts.
- Around 20,000 comments were automated per month.

Ask an AI about this story ChatGPT Claude Perplexity

CHALLENGE	Property reels attracted more enquiries than the team could handle manually.
SOLUTION	Respond to comments, invite people to follow and send a WhatsApp link through DMs.
RESULTS	✓ 10,000 new followers ✓ 8,000 leads with active WhatsApp accounts ✓ Around 20,000 comments automated per month



About House Hunt: Redefining Bengaluru Rentals

House Hunt Bengaluru is a modern real estate company, committed to making the home rental journey in Bangalore fast, transparent, and worry-free. They specialize in 100% verified rental properties across Bengaluru, directly from owners, eliminating middlemen and fake listings. Known for their commitment to quality and service, they offer photo and video listings, site visit support, post-move assistance, and multi-language support. With over 3 years of experience and 1000+ happy customers, House Hunt boasts over 1,000 listings and a robust digital-first approach, cultivating a massive Instagram following.

The Challenge: Bridging Reach and Conversion

While House Hunt excelled at listing and verifying properties, their primary challenge lay in effectively scaling their communication to convert wide audience reach into tangible leads and increase their follower base. Their engaging reels about properties frequently garnered significant attention, with regular posts receiving 200-700 comments, and top-performing content pulling in 2,000-5,000+ comments. Manually handling such a high volume of inquiries and directing interested individuals to the next step (like WhatsApp for more details) was a monumental, time-consuming task, risking missed opportunities and inefficient lead capture. They needed an automated, omnichannel solution to manage this influx and drive conversions.

The Spur Solution: Automating Engagement for Accelerated Growth

House Hunt leveraged Spur's cutting-edge Instagram Automation and WhatsApp marketing tools to transform their engagement into a powerful lead generation engine.

1. **Instagram Comment Automation:** House Hunt strategically created engaging reels, asking interested viewers to comment specific keywords like "details" in both the reel and caption. Spur's Instagram Comment Automation was then configured to automatically respond to these comments. This ensured instant engagement, notifying users to check their DMs for more information.
2. **Follower-First Approach:** Before delivering the sought-after information, Spur's automation was set to encourage users to follow House Hunt's Instagram account. This clever integration directly contributed to growing their follower count while providing value.
3. **Seamless WhatsApp Redirection:** Once a user followed and engaged via DM, Spur's automation delivered a direct message containing a link to House Hunt's WhatsApp account. This streamlined the lead capture process, directing highly interested individuals to a direct, personalized communication channel where properties could be discussed further.
4. **Omni-channel Efficiency:** By integrating Instagram and WhatsApp, Spur enabled House Hunt to automate conversations across platforms, ensuring no comment went unanswered and every lead was captured efficiently. This included the ability to automatically send product links in DMs from Instagram comments, linking social posts directly to offers.
5. **Future-Proofing Lead Nurturing:** Beyond initial lead capture, Spur empowers House Hunt to further warm up leads using AI Teammate on WhatsApp and broadcast new listings via PDF brochures to their growing database of contacts.

SPUR

Keep up when a property reel takes off.

Set up comment replies and DMs so high engagement does not leave your team answering the same enquiry all day.

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Impressive Results: Driving Real Estate Velocity

From a comment to a WhatsApp lead

Comments automated each month	~20,000
Leads with an active WhatsApp account	8,000

The same reels added 10,000 Instagram followers.

Spur's comprehensive automation delivered phenomenal results for House Hunt, turning engagement into measurable growth and efficiency:

- **Follower Growth:** Spur helped House Hunt increase their Instagram followers by an impressive **10,000**.
- **Massive Lead Generation:** They successfully generated **8,000 leads** with active WhatsApp accounts.
- **Comment Automation:** Spur automated approximately **20,000 comments** per month, handling the immense volume that would have been impossible manually.
- **Accelerated Sales Cycle:** The automated process significantly **reduced the time from a property being listed to it being rented or sold**, boosting overall operational speed.

Spur vs. ManyChat: A Clear Advantage for House Hunt

House Hunt's decision to partner with Spur also brought significant cost efficiencies, a testament to Spur's value proposition compared to alternatives like ManyChat.

Cost Savings with Unlimited Contacts

Spur's base plan offers **unlimited contacts**, which directly translated into substantial savings for House Hunt.

- **Spur Cost:** House Hunt paid Spur **$59** for automating **18,000 comments** in month 1 and the same **$59** for **20,000 comments** in month 2. Checkout Spur's Pricing here.
- **ManyChat Cost (Estimated):** For the same activity, ManyChat's pricing, based on total contacts (accumulative), would have cost them approximately **$125** for 18,000 contacts in month 1 and a staggering **$195** for 38,000 contacts (Month 1 + Month 2) in month 2.

Feature-Rich Platform

Beyond cost, Spur provides a more comprehensive suite of features vital for e-commerce and lead generation. See full comparison here, but the highlights are:

- **Direct Integrations:** Spur offers dedicated integrations with Shopify, WooCommerce, and custom websites, along with payment gateways like Razorpay. ManyChat lacks public Shopify or WooCommerce apps and payment gateway integrations.
- **Advanced Tracking & Sales:** Spur features Pixel Tracking for insights into customer journeys (product views, cart additions) and dedicated sales tracking for WhatsApp and Instagram campaigns. ManyChat relies on technical Google Sheets integrations for similar data, and often lacks the ability to track purchases from Instagram/Facebook cart recovery.
- **Omnichannel Support & Automation:** Spur excels in WhatsApp chat automation, offering advanced templates (carousel, multi-product, catalog), AI template generation, and WhatsApp Catalog & Cart Checkout links. It also offers enhanced customer segmentation, COD confirmation, review collection, and shipping updates. ManyChat's WhatsApp capabilities are more basic.
- **Superior Support:** Spur provides 24/7 personalized support via WhatsApp and live chat with quick resolution, including dedicated manager options. ManyChat offers only email support.
- **Ad Comment Automation:** Spur specifically supports automating comments on ads, a crucial feature ManyChat often doesn't.

SPUR

Turn property comments into enquiries.

Reply to interested viewers automatically and guide them from Instagram DMs to your WhatsApp team.

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Conclusion: House Hunt's Continued Success with Spur

House Hunt Bengaluru's experience is a powerful demonstration of how Spur's intelligent automation tools can fundamentally transform a brand's customer engagement and lead generation strategy. By effortlessly managing high volumes of comments, automatically growing their follower base, and smoothly channeling leads to WhatsApp, House Hunt not only overcame their scaling challenges but also achieved remarkable growth and efficiency. Their story underscores Spur's ability to drive significant results, reduce operational burdens, and provide a cost-effective, feature-rich alternative for businesses aiming to convert every interaction into a meaningful connection.

Ready to simplify your lead generation and boost your brand's reach like House Hunt?

Get Started with Spur Today!

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Run one of these on your own audience.

Spur turns customer behaviour into WhatsApp and Instagram audiences and bills you per conversation delivered. It connects to Shopify if you sell there. 14-day free trial, no credit card needed.

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Meta Business Partner Shopify Partner

- 14-day free trial
- No credit card needed
- Connects to Shopify in minutes
- WhatsApp billed per delivered message