



An Analysis on the Modern Marketing Framework Strategies of Pace Global for Growth in Competitive Business in NCR

¹ Pulkit Malik, ² Dr. Nishtha Dwivedi

Galgotias University

ABSTRACT

This paper examines the evolution from conventional to contemporary marketing methods in the construction industry, using Pace Global in the National Capital Region (NCR) of India as a case study. Employing both qualitative and quantitative research techniques, the study highlights shortcomings in the company's current marketing strategy and offers practical solutions. Major conclusions underline the necessity of implementing customer relationship management (CRM) tools, digital outreach, and client-focused tactics to secure a competitive edge.

1. Introduction

The construction industry in India, particularly in NCR, is characterized by aggressive competition, swift urban development, and shifting customer demands. As a newcomer, Pace Global depends largely on outdated promotional techniques. This research evaluates how adopting modern marketing strategies can improve the firm's market visibility, client engagement, and brand positioning.

2. Literature Review

The focus of marketing in construction has transitioned from product-based to consumer-oriented approaches. Frameworks like Kotler's 4Cs, Porter's strategic models, and the use of CRM systems demonstrate the growing importance of responsiveness, relationship-building, and analytical engagement. Despite this, there is limited scholarly work tailored to Indian startup construction firms, which this paper seeks to address.

3. Research Objectives

- To analyze existing marketing initiatives at Pace Global.
- To pinpoint areas of improvement in digital outreach and CRM implementation.
- To suggest modern marketing frameworks suited to startup builders.
- To understand the competitive dynamics within the NCR region.

4. Research Methodology

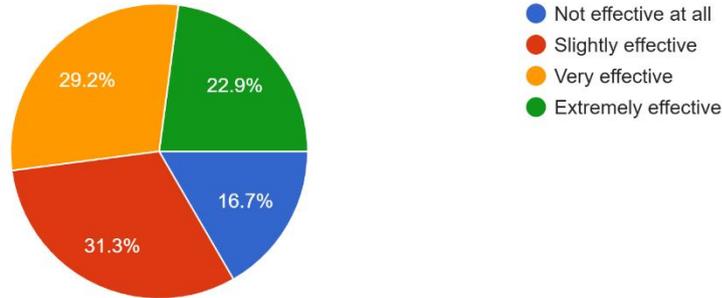
A blended research design was adopted:

- **Primary Sources:** Surveys involving 80 employees and 20 customers, and 10 in-depth interviews.
- **Secondary Sources:** Industry analysis, scholarly literature, and competitor evaluations.
- **Analytical Tools:** Statistical summaries and theme-based qualitative analysis.

5. Data analysis

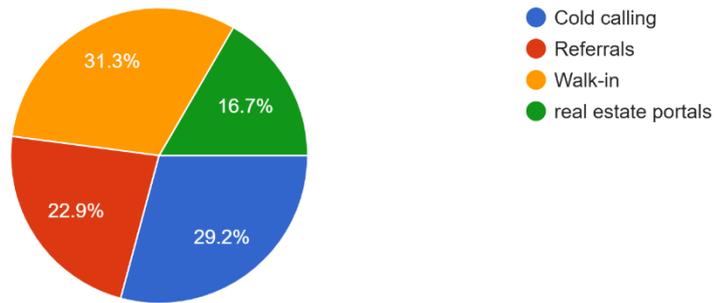
On a scale of 1 to 5 how effective do you find our current marketing strategies?

48 responses



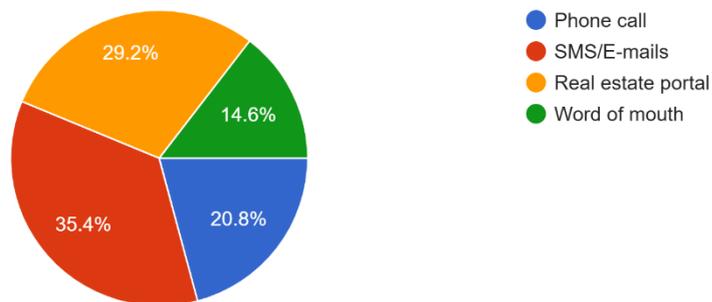
what is the primary method used for lead generation in your department?

48 responses



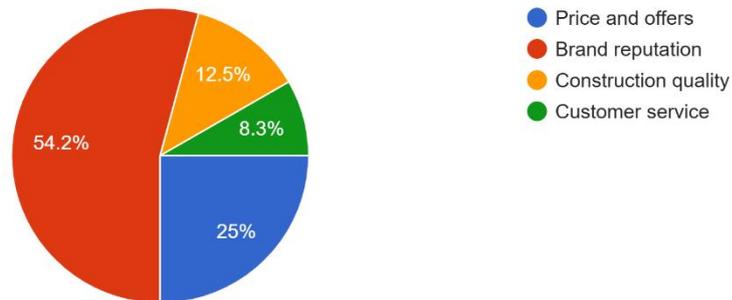
how did you first hear about pace global construction?

48 responses



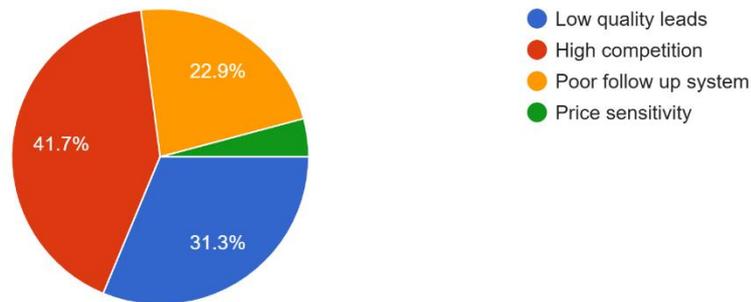
which of these factors influence your interest the most?

48 responses



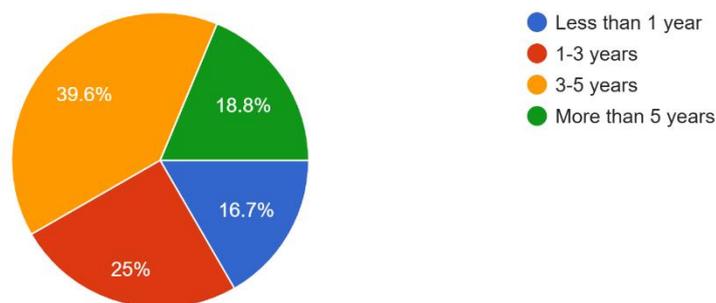
What challenges do you face in converting leads into clients?

48 responses



How long have you worked at pace global?

48 responses



6. Findings

- **Strengths:** Skilled workforce, strong service offerings, effective market segmentation.
- **Weaknesses:** Inadequate digital visibility, lack of CRM systems, subpar lead quality.
- **Opportunities:** Expanding urban areas and rising interest in smart construction technologies.
- **Threats:** Market volatility and rising digital competition.

Key observations:

- Many respondents rated current marketing efforts as below optimal.
- Traditional channels such as cold calls and property listing sites dominate lead generation.
- Clients prioritize build quality and customer service.
- Use of CRM tools is minimal.

7. Recommendations

1. Strengthen Digital Marketing:
 - Launch SEO-driven campaigns, social media ads, and influencer partnerships.
 - Leverage video platforms such as YouTube for brand storytelling.
2. Integrate CRM Tools:
 - Deploy unified CRM platforms for tracking and engaging leads.
 - Train employees in digital lead management techniques.
3. Enhance Lead Generation Quality:
 - Focus on data-driven online marketing.
 - Collaborate with major real estate websites.
4. Develop Brand Around Customer Needs:
 - Promote reliability, transparency, and eco-conscious construction.
 - Use client reviews and testimonials to build trust.
5. Optimize Communication Practices:
 - Standardize project information materials and first-contact messaging.
 - Improve sales scripts and digital follow-up processes.

8. Conclusion

The study finds that Pace Global's reliance on outdated marketing mechanisms is misaligned with present-day customer expectations. The internal consensus favors a pivot to digital tools and client-centric methodologies. Introducing CRM systems, enhancing the digital footprint, and refining communication protocols can help improve brand presence and conversion rates, making the firm more competitive within NCR's evolving landscape.