

Nové byty Čelákovice

- Complete Project Marketing
- Correct sales targeting

Assignment

The developer built a residential complex in Čelákovice, Central Bohemia, just 25 minutes by train from Prague's Masaryk Station. It consists of a total of 77 apartments with studio to three-bedroom layouts. Almost every apartment has a balcony, terrace or front garden. A parking space and cellar closet can be purchased for each apartment. There are commercial premises on the ground floor.



Aims and Strategies

We provided complete and comprehensive marketing support for the project, from developing a creative concept, marketing strategy and determining the appropriate media mix to creating a dedicated microsite.

We mainly used PPC campaigns and social networks for promotion. We promoted the project on our social networks and in newsletters sent out to our database. We supported awareness of the project with articles on Seznam.cz and paid top positions at the Sreality.cz portal.

We promoted the entire building with canvas and adhesive banners on site during construction and then after the commercial space was completed.

The result?

We started selling the project on 3 May 2018.

We sold it completely on 28 April 2021.

We benefited greatly from precise targeting of marketing. Thanks to our experience and precise knowledge of the market, we were able to clearly identify suitable target groups - locals from Čelákovice, residents of Prague for whom housing in the capital is unaffordable, and people from the surroundings of Čelákovice or looking for housing in Central Bohemia with excellent transport access to Prague.