

Rezidence Meteorologická

- Creation and implementation of a complete marketing strategy
- Acceleration of sales thanks to an internal client database

Assignment

The developer decided to build a group of seven detached houses in a quiet part of Prague 4. Three-storey terraced houses with four bedrooms, a garage integrated in the house, private garden and terrace on the top floor.

The developer invited us to cooperate on this project at the stage of the approved zoning decision. In addition to the sale of all units, it required complete online and offline marketing services.



Aims and Strategies

We proposed a strategic media plan for the project as soon as we started working together. After its approval by the developer, we handled the complete visual identity, including the logo and graphics manual. We continued to create presentations, catalogue sheets, newsletter templates and text for online advertising. We used PPC, Facebook and Instagram campaigns, as well as a newsletter in our marketing mix. The newsletter was also a very effective tool, receiving more than 30,000 relevant contacts from our internal database - we used both a regular general newsletter and two waves dedicated to this project only.

We ensured the project's placement on websites and real estate servers, including special positions. We also promoted the project in the Norton magazine, which is published quarterly with a circulation of 6,000 copies and is distributed to all LEXXUS' VIP clients and B2B partners.

The result?

We started selling the project in January 2021 and finished in June of that year. During sales, we noticed increased interest, so we increased the price twice. We sold the most expensive house for CZK 18,900,000, the cheapest for CZK 17,300,000. VAT was not included in the price in this case.

During sales, we succeeded in making optimum use of internal resources and our own communication channels. Our own database played an important role. All of this was favourably reflected in the very fast sale of all units and a reduced price for the complete marketing service.