

Sámova 12

- Comprehensive Marketing Strategy
- Highly Effective PPC Campaign

Assignment

In a quiet part of Prague's Vršovice district, the developer built a seven-storey apartment building located in close proximity to Havlíčkovy Sady park. The building's design was created by the renowned architectural studio Znamení čtyř and was inspired by the Art Deco style. 26 apartments with between one and three bedrooms overlook the well-kept garden in the courtyard. All have a balcony and one or two parking spaces.



Aims and Strategies

We developed a comprehensive marketing strategy for the developer.

We used the developer's external marketing agency, which, in accordance with our assignment, arranged a highly effective campaign using Sklik and Adwords PPC services, a campaign on social networks and the purchase of paid space at the Sreality website.

We supported the sales on-site with branding on the land and stickers.

We also reported on the project through our own media. NORTON magazine published both texts by the architects and an interview with the developer. We also reported on it regularly through newsletters sent out to our database.

Throughout the sale, we promoted the project on our Facebook and Instagram pages, with paid posts (paid for by the developer) only being used towards the end of the sale. From June 2021, we took over all communications for the project, including PPC campaigns, which further accelerated the sale of the few remaining apartments.

The result?

We started sales on 19 March 2018.

At the beginning of December 2021, all 26 apartments had been sold. By working well with an external marketing agency, we achieved a highly effective PPC campaign.

There is one commercial space left for sale, for which an advertisement on Facebook and an advertisement on Novinky.cz are already prepared.