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- Creation and implementation of a marketing strategy
- Strong sales through an effective campaign

Assignment

The developer decided to build six luxury three-bedroom villas in a village in Prague-East District. Along with sales, we were also tasked with creating complete online and offline marketing for the project.

Aims and Strategies

We created a suitable media mix, as well as a complete marketing and sales strategy for the project. We also handled the entire creative side, from the name, logo and claim to the visual concept.



In addition, we created presentations, catalogue sheets, newsletter templates and texts for online advertising. We used both PPC and social media campaigns on Facebook and Instagram in our marketing mix. We made effective use of the newsletter, which was received by more than 30,000 relevant contacts from our internal database. We also handled the project's placement on websites and real estate servers, including special positions.

The result?

We started sales on 18 June 2020, after the first wave of the COVID-19 pandemic.

The opening prices of all the villas were CZK 11,532,000, the high interest led us to increase them - the most recent villa we sold went for CZK 15,000,000. The last unsold villa 29 months after the start of the project is on offer for CZK 23,800,000.