

Bydlení Jinočany

- Exclusive sale of the project's fifth stage
- Complete turnkey marketing

Assignment

Just a few minutes from Zličín and Stodůlky metro stations is the municipality of Jinočany, where a residential project is being built in several stages. It includes both flats with studio to three-bedroom layouts, with front gardens or balconies, as well as spacious three- and four-bedroom houses. LEXXUS is selling them exclusively, after having already handled several stages of the project.



Aims and Strategies

To support sales, we prepared complete marketing support. We created our own microsite and a printed brochure for the project. We promoted it in social media posts and by issuing press releases when sales started, one stage sold out and the next one started.

We supported the project on the Sreality server. In addition, we placed it at our own websites as well as on the usual real estate servers. We provided a strategically targeted online campaign for the project in both the search and content networks. We promoted the sale of flats and houses in the Jinočany Housing project with two billboards.

The result?

Thanks to our previously successful marketing and sales strategy, we were able to build on our earlier work and sell the current stage to clients who had already expressed an interest. Given this, we were able to only work with clients from our database. At present, 12 of the 21 houses from the last project stage have already been sold.