

Zahrady Herink

- We provide a complete marketing service
- Sold 9 out of 11 houses within six months

Assignment

Residence Topolka is located in a quiet part of Prague 4, near the historic Vyšehrad. This five-storey apartment building with a total of 17 units has undergone a complete renovation, which was completed in autumn 2024. Timeless design, modern technology and wheelchair access make the project an ideal place for comfortable urban living. Thanks to the proximity to the park and excellent transport accessibility, Topolka combines a quiet environment with the hustle and bustle of the big city.

Aims and Strategies

Our main objective was to effectively sell all the units in the shortest possible time and to ensure wide awareness of the project through a comprehensive marketing campaign. The focus was on reaching out to target groups and the wider public, using a combination of offline and online channels.

The strategy included regular social media campaigns, specifically on Facebook and Instagram, targeting a wide range of people interested in modern housing. PPC ads on Google Ads and Sklik delivered a steady flow of relevant leads. Active advertising also took place on real estate portals such as Sreality.cz and reality.idnes.cz. We used billboards and CLV ads in the vicinity of the project to strengthen local awareness.

We recommended the developer to set up a model apartment, which better illustrated the possible housing in Residence Topolka to the interested parties. Events, especially the Open Days, were very successful. PR activities and press releases raised awareness of the project in the media. The whole strategy was complemented by visually attractive brochures and visualizations, which supported the buyers' decision-making process.

The result?

The sale of the apartments started in October 2023 and successfully completed in January 2025. All 17 units were sold within 15 months. The project attracted a wide range of buyers, from younger families to investors.

