

FOTOCASA

Online marketing strategy to bring the brand closer to the potential customer



The project

Client



Used services

- Design UX and UI
- Social Media
- SEO
- Online Ads
- Web Analytics

FOTOCASA, one of the leading real estate portals, found that the lack of attention paid to the company's social networks was undermining the company's overall results, as well as not being able to take advantage of a competitive advantage that was being exploited by other companies in the sector.

On the other hand, there was a need to create a digital communication strategy to show the results of their sectoral studies to reach more media and the general public.

Challenges



Create a disruptive communication line for Fotocasa that would reflect on users and traffic..



Graphically communicate sectoral data of different complexity and establish multichannel communication using social networks in order to reach their audiences.



Integrate the need to recognize the brand or " awareness " within traffic and users.



The solution

We presented a new communication plan for the different digital channels based on a study of user perceptions, customers and brand needs that included a multichannel communication strategy, placing the emphasis on the audiovisual part and with a new line of disruptive communication to communicate brand new values.

For this reason, an investment plan was established to be able to generate more traffic and visibility, and the Fotocasa Research portal was developed, the data of their studies are there published, documents for the media are produced and actions are carried out in cobranding with other sector channels of reference such as Twitter with the aim of spreading this information.

The result

The qualitative and quantitative targets proposed before the creation of a new visual line in the digital environment according to the brand image were reached, the visibility in social networks increased by about 250%, the monthly community growth increased by 5% and the traffic to social channels grew by 80% .

+250%

Increase of visibility in social networks.

+5%

Monthly growth of the community.

+80%

Increase of traffic in social channels.