

Challenge

Abalisse Investimenti is a small but highly respected Italian real estate developer, specialising in the restoration of elegant Tuscan homes. The client was looking to build his business in the UK market and had two key marketing tasks to undertake. Firstly the client was looking to establish an on-line presence to act as his shop window for his developments. Secondly he was looking to produce a suite of literature for each development that his agents could use to sell to prospective owners face-to-face.

Solution

Abalisse turned to Command D. We knew from experience that people who buy properties in Italy are passionate about 'all things Italian'. We designed and built a simple, image driven website which was easy to navigate and highly evocative. The site was built on a content managed system and has the back-end functionality to act as a powerful marketing tool.

For the literature we recommended an A3, spiral bound format – high on impact and visual appeal. Since only small quantities were required the brochures were produced digitally to keep costs reasonable. For one of the developments an A4 PDF version was produced for download off the website.

Results

The website has been very well-received and now generates steady traffic. Serious enquiries that have led to sales have been generated direct from the website. The site has allowed the client to build a database of contacts which he can nurture through on-line communication.

The A3 brochures have been equally well-received by the client's agents and additional copies requested.

