

FLAMELIX

Marketing and IT team for real estate developers and projects

We help achieve sales targets by building data-driven marketing systems. We work across all stages: from market analysis to strategy execution — through research, creating marketing materials, lead generation, CRM implementation, and end-to-end analytics setup.

Team

Rodion Angaev (Batudaev) — growth strategies, data-driven marketing, partner marketing. Builds marketing systems and manages lead generation KPIs.

Ilya Volgin — Customer Experience projects, marketplace websites, mobile apps, online real estate sales. Director of Digital Transformation Department at MR Group.

Alexander Vorobyov — branding, websites, presentations. Over 30 real estate projects. Creates sales materials: websites, presentations, and advertising creatives.

Andrey Sokolov — system and end-to-end analytics, marketing and sales automation. Builds reporting from advertising investments to closed deals in CRM.

Our Experience

MR Group (2023–2025) — managed Customer Experience projects, implemented changes to increase conversions at every stage of the customer journey. IT infrastructure transformation: CRM, electronic document management, online apartment purchases, marketplace website, mobile app.

Urban Escape, Bali (2025) — sold a villa complex in Bali in 6 months.

ENKA Flexity (2023–2025) — for international developer Enka, went from creating a flexible serviced office brand to delivering 3,500 workspaces.

Yandex (2025) — audience research and social media communication strategy for Yandex's new division.

BREIG, Bali (2025) — rebranded Bali's largest developer.

Tranio (2024) — built marketing department and managed lead generation across 5 countries.

Smartis (2020–2022) — implemented end-to-end analytics and trained TOP-20 Russian developers in data-driven marketing methodology.

Knight Frank (2018–2019) — doubled sales of residential, commercial, and international real estate in one year. Built profitable digital marketing and multiplied marketplace website conversion.

and more than 30 projects

How We Work

We form a ready-made team that takes full ownership of implementing your marketing system:

Research. Market analysis, in-depth customer interviews, internal process audits, advertising channel potential assessment.

Customer Experience. We implement a human-centered approach — learning to listen to customers. Applied to product development, strategies, IT infrastructure changes, and internal team process improvements.

Marketing Strategy. We develop and execute strategies aligned with sales targets.

Lead Generation. Scalable customer acquisition through performance advertising and integration with online and offline events.

Sales Materials. We create websites, landing pages, presentations, creatives, and advertising materials.

End-to-End Analytics. We track the journey from advertising spend to leads, funnel stages, and closed deals in CRM.

Partner Marketing. We build relationships with real estate agencies: create relationship systems, prepare partner materials, and conduct training.
