

immido

Case study:

Marketing promotion for
a real estate design agency

id Irys Design
BY IRYNA SITNIKOVA



Introduction



Project Overview and Objectives

The project was implemented for **IRYS Design Studio**, an agency specializing in design services within the real estate sector.

Goal of cooperation: to increase brand awareness, attract new clients and partners through targeted contact search, marketing activities, and presentation of the company's services.

Key objectives:



Search for **potential clients and partners** (companies and key decision-makers such as owners, top managers, and marketing directors).



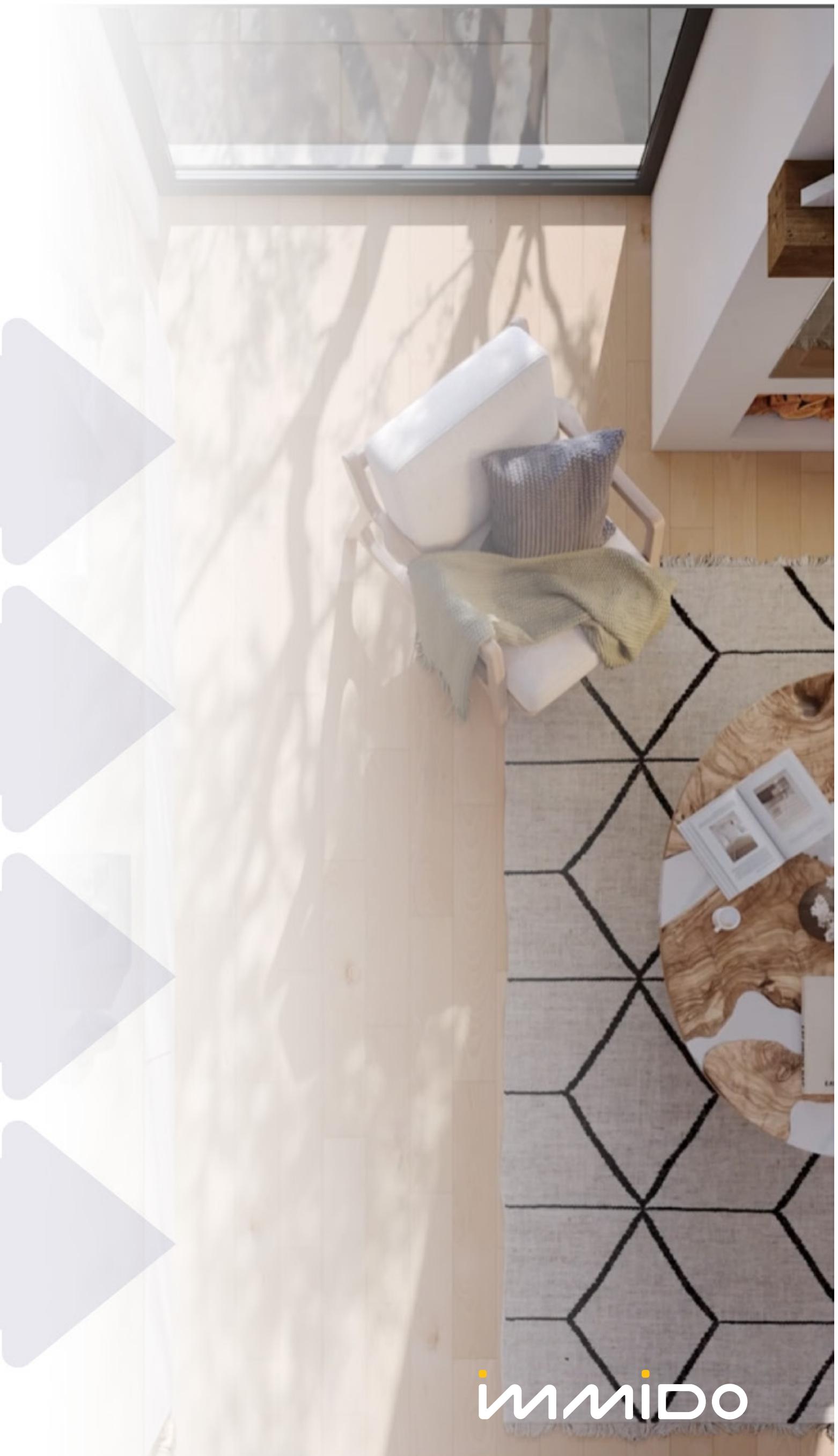
Prepare **a professional presentation** for future use.



Publish information about the company on relevant online platforms.



Conduct email and WhatsApp outreach campaigns to potential clients.



Tools and Approaches



Tools



LinkedIn Sales Navigator –

for searching and segmenting contacts (company owners, heads of real estate departments, interior designers).



Snov.io / Apollo.io –

for discovering corporate email contacts, validating and verifying their accuracy.



Hunter.io –

for confirming the correctness and activity of found email addresses.

Tools



Google Sheets / Excel –

for creating a structured contact database.



Email marketing platforms (Snov.io) –

for automated email campaigns with company presentations.



Real estate and design platforms –

for publishing company information to attract organic traffic (focus region: Spain).

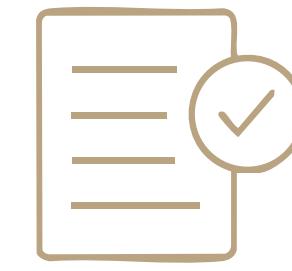


WhatsApp –

for sending presentation messages to potential clients.

Tools and Approaches

Approaches



Contact validation

data verification via Snov.io, Hunter.io, and LinkedIn.



Structured database

segmentation of contacts by region, industry, and position level.



Information distribution

posting company details on real estate and design websites.



Personalized email and WhatsApp campaigns

preparing and sending presentation materials to potential clients.



Weekly reporting

providing the client with detailed progress reports.

Results

Lead generation volume:

- Database of **333**  companies and **1286**  verified contacts meeting the set criteria (real estate and design sectors, Spain).



Contact quality:

- **100%** validated contacts, including agency owners, design studio executives, and marketing specialists.
- All records included full name, position, corporate email, personal email, and LinkedIn profile.

Information placement:

- Company information published on **68+** specialized real estate and design platforms.

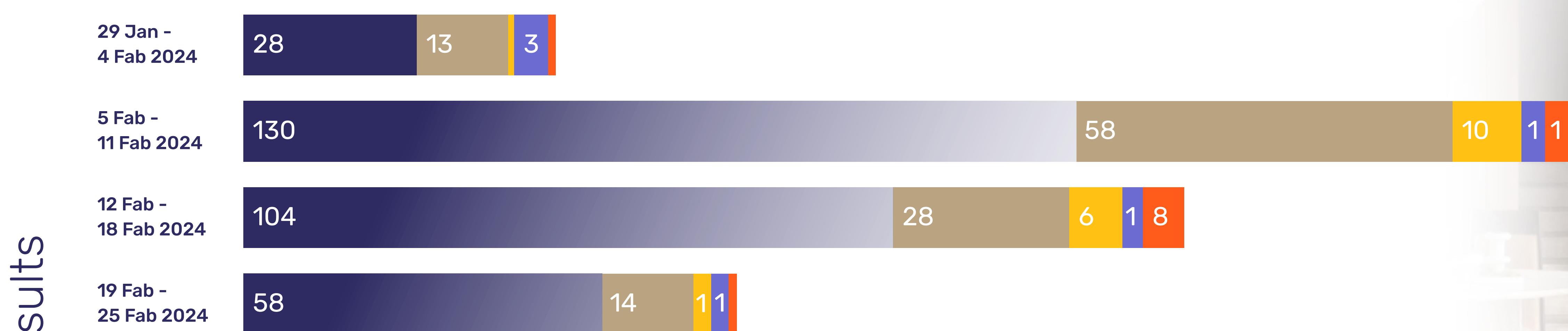
Email campaign:

- 407 emails sent,

34,55%
average open rate

1,5%
reply rate

● Sent Emails ● Email opens ● Link clicks ● Replies ● Bounces



Project timeline:

- Completed within 1 month, averaging 320 new verified contacts per week.

Conclusions

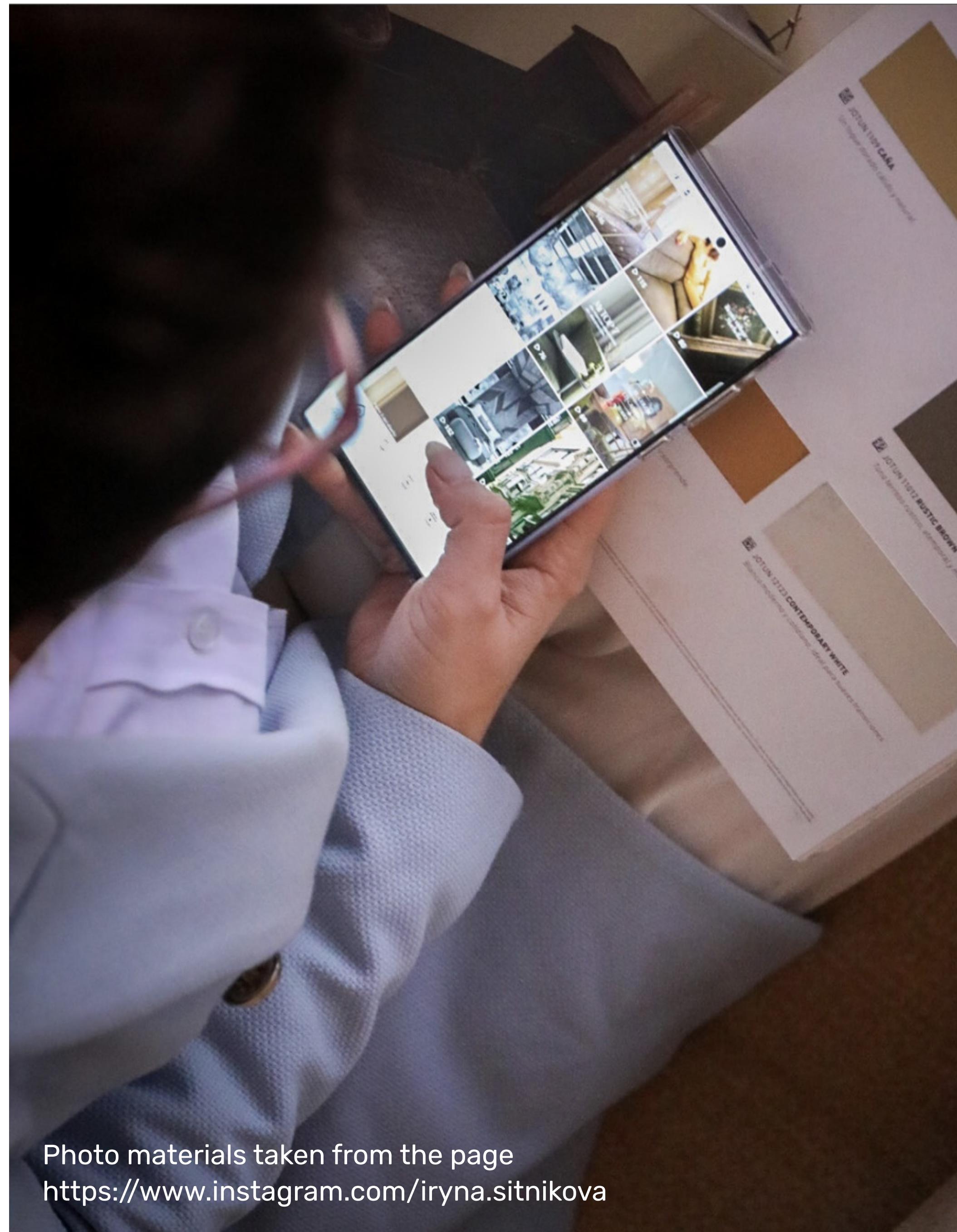


Photo materials taken from the page
<https://www.instagram.com/iryna.sitnikova>

Through effective use of tools such as **LinkedIn**, **Snov.io**, and **Hunter.io**, combined with a structured marketing approach, all project goals were successfully achieved.

The client received a relevant, verified **database of potential customers** and significantly expanded their visibility in the real estate and design sectors.

This case demonstrates that **a systematic approach to marketing promotion and lead generation** enables achieving measurable results in client acquisition and business growth.