

Case Study - Alexanders Estate Agents

BLUETOOTH PROPERTY MARKETING SUCCESS

Situation

Alexander's Estate Agent is an independently owned Estate Agent in Aberystwyth, their branch is well positioned near to the centre of the town centre and has established a good reputation in mid-Wales.

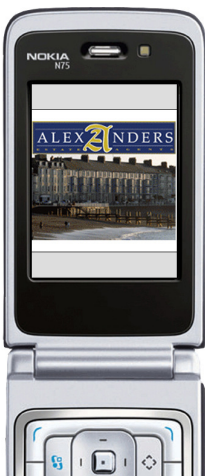
In the spring of 2008, Alexander's had a range of sea-facing luxury apartments to market and were looking at options on how they could maximise the footfall past these properties and increase enquiries in the process.

Solution

Alexander's implemented a Huetouch Bluetooth solution that would sit within the luxury apartments and beam pictures of the properties to mobile phones within a 100 metre radius. This would form the basis of their Luxury Apartment campaign on Easter Weekend when the footfall past these apartments would be at it's highest.



Alexander's designed a simple image slideshow featuring photos of the inside and outside of the apartments. The slideshow was loaded onto the device through the Huetouch web-portal and then the Bluetooth device was placed in one of the properties and left for the weekend. During the Easter weekend the Bluetooth device would contact passing mobile phones and offer the free slideshow. If the mobile phone owner ignored or denied the request they would not be contacted again, if they accepted the request they would be able to quickly download the free slideshow from the Bluetooth device from as far away as 100 metres.



Success

The Bluetooth device was in place for three days and during this time it delivered the slideshow to 1,739 mobile phones, which resulted in 50 enquiries, 20 viewings and 2 sales.

Derek Ross from Alexander's said: *"Through using the Huetouch device we were able to reach potential customers who otherwise may not have been aware that the properties near to them were for sale. The results of our Easter Weekend campaign were phenomenal and the feedback from the public was very positive, they especially liked the ease of which they were able to receive the details. Working with Huetouch was very easy, they went above and beyond the call of duty to ensure that our campaign was a success and we are now planning a longer campaign based on the success of the first one."*