

SDU



Business School

CASE: ESOF

How do we create a marketing platform for commercial real estate agencies?

BACKGROUND:

We are the brokers' preferred marketing partner and one of the world's largest suppliers of content that makes housing dreams come true.

Since year 2000, our +850 employees have worked daily to produce, edit, distribute, and activate marketing content that influences the seller to choose a broker - and the buyer to choose exactly your property.

USEFUL INFO:

ESOF is working on a strategy with several specific targets. Here are some of the initiatives:

- Assist real estate agencies
- BtB marketing
- New type of counselling
- International marketing platform

YOUR TASK:

Develop proposals to help ESOF achieve their goals while also becoming more visible.

- Discuss the different challenges
- Prioritize possible actions
- Select the best strategic project(s)
- Prototype and/or visualise the best solutions

The ambition is to create an internal team that can take better care of business customers who invest in real estate.

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