

E F F E C T I V E

MARKETING

FOR BUILDINGS

The art is not in the building, the art is in the leasing.

TABLE OF CONTENT



Introduction: Generational mismatch

- What is worth knowing about generations?

page 04



What opportunities does marketing offer for real estate promotion?

- Money doesn't bring happiness
- Marketing strategy or marketing plan?

page 06



Vacant space right now.

How to get inside the minds of tenants and agents?

- The global village - where can you meet 5 billion people?
- How to use social media to reach tenants and potential tenants?
- Marketing office property is more important than ever
- Worth knowing

Extra: Content is king

page 12



Action in practice

- Less is more
- In the building, in the neighbourhood, or on neutral ground?

page 20



From intention to completion - how to improve your online activities so that they have a measurable impact

- Seeing through the eyes of the recipient
- Steps to reach the customer
- How to help the recipient become a customer?

page 22



Why and how to increase your website's Google visibility?

- Modern business and Google
- What is web positioning?
- Other options for improving site visibility

page 28

GENERATIONAL MISMATCH

Intergenerational communication



Today, the generational mismatch represents quite a challenge for marketers the world over. Whether they work in the real estate, technology, automotive or food sectors, they face a similar problem - getting their message across effectively to generational groups that are very different from one another. In characterising generational groups, year of birth is important, since each generation grew up and entered the labour market amid different social, economic and political realities. These realities have influenced not only attitudes to work, office space, online shopping and cash payment, but also preferred forms of advertising and the regularity of use of new technologies in everyday life.

WHAT IT'S WORTH KNOWING ABOUT DIFFERENT GENERATIONS?



BABY BOOMERS

Baby boomers are the post-war generation born between 1946 and 1964.

1. value career success although they rarely change jobs,
2. value traditional forms of communication, i.e. newspapers, radio, TV,
3. are less open to the use of new technologies,
4. consider the opinion of experts; pay heed to authorities,
5. faithful to tradition.



GENERATION X

Sometimes called the „latchkey generation,” born between 1965 and 1980.

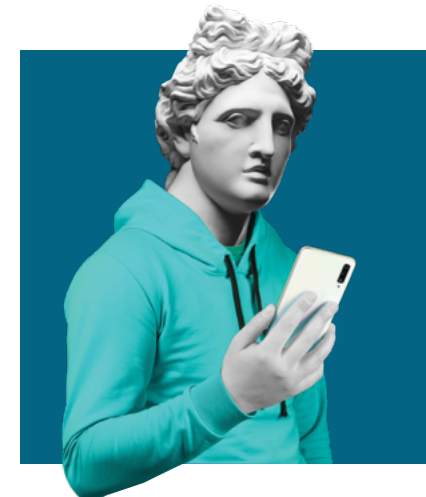
1. use technology more freely than Baby Boomers,
2. use technology mainly for work,
3. have profiles on social media,
4. like to shop online,
5. use search engines.



GENERATION Y

The so-called Millennials, born between 1981 and 1995.

1. create and search for personalised content, e.g. playlists on Spotify, videos on YouTube,
2. live in a global village with friends all over the world,
3. accustomed to receiving information quickly, e.g. Google searches, e-mails, instant messaging,
4. value ethics, environmental protection and philanthropy,
5. fail to see the value in working long years for the same employer.



GENERATION Z

The first generation recognised as a global generation, born between 1996 and 2015.

1. accustomed to receiving a large volume of advertising,
2. can use 5 screens simultaneously - TV, phone, tablet, watch, computer,
3. online games, social media and online shopping hold no mystery for them,
4. learn English from an early age (slogans in English pose no problem to them),
5. receptive to the opinions of influencers when making purchasing decisions.

Understanding the differences between each generation, their behavioural patterns and what is important to them allows marketing tools to be selected more effectively.

The tools available include social media, video marketing, landing pages, Google Ads (Google's advertising system), newsletters and more traditional methods such as brochures. These can be used very effectively in finding new tenants and fostering good relationships with companies already present in buildings. Unfortunately, there is no universally effective marketing solution that will find and retain tenants every time.

This is due to a number of factors - the available budget, the project size, the nature of the target group, and the skillset of the marketing team.

It is therefore worth conducting a thorough, detailed analysis of each individual case, to find the most optimal toolkit for the job. One of the first steps is to consider the size of the budget and to precisely identify the audience, i.e. who is being targeted with the information about the vacant space. The answers to these questions will to a large extent determine the direction taken.

Additionally, it is worth paying attention to the content of the message itself. A more formal style of communication might prove suitable for law firms, whereas a freer tone might suit start-ups.

KATARZYNA MACIERZYŃSKA
PR & Marketing Manager
KNIGHT FRANK



WHAT OPPORTUNITIES DOES MARKETING OFFER FOR REAL ESTATE PROMOTION?

Money doesn't bring happiness



Today's marketing, in an age of galloping digitalisation, offers seemingly unlimited possibilities for reaching potential customers. Marketing professionals can choose from a wide range of tools, selecting those adapted to the type of business they are running, to best exploit potential markets and achieve their objectives. Challenges arise, however, when financial limits effectively restrict the possibilities of promoting a building or service, forcing marketers to look for lower budget alternatives. Do such things exist? Reassuringly, they do.

1. THE BLOG

Content marketing is one of the best ways to promote a brand on a limited budget, and a blog is an excellent tool for use in expert positioning, increasing organic website traffic, enhancing newsletters and free audience expansion. A blog is best used to cover topics that are relevant to the customer. The blog's content should offer a solution to the customer's problems, giving at least one key conclusion. Partner companies (law firms, furniture companies, architects) can be invited to contribute to blog articles to help increase reach and broaden the topics of articles. Should you find yourself running low on content ideas, you can recycle existing ones, enhancing them with infographics, adding value with animations or short videos.

56% of marketers who use a blog as part of their strategy describe the tool as effective,

with 10% saying it generates the greatest return on investment. (HubSpot Blog Research, 2021).

Of the property owners we surveyed, only 12.5% have a blog on their website, with 37.5% considering this tool to be either of limited effect or decidedly ineffective. Only 8.3% of respondents consider it very effective.

This may help

The article should contain:

- Heading
- Lead
- Article context
- Proposed solutions or advice
- Case studies
- Subtitles
- Links



2. E-MAIL MARKETING

When planning marketing activities, one of the oldest, yet most effective, forms of communication cannot be overlooked - email marketing. With the help of a well-prepared mail, it is possible to present available space, share the latest blog article, give an invite to an event, or inform about the latest charity activities. It is important that the message is tailored to the needs and interests of the recipient, otherwise it may well be treated as spam. Audience segmentation is one of the top three tactics used by marketers in email marketing. (HubSpot State of Marketing Report, 2021)

Based on a survey of 1,000 small business owners, email marketing ranked 2nd in terms of effectiveness in building brand awareness. (Campaign Monitor, 2019)

Of the companies surveyed by Knight Frank, as many as

66% consider email marketing to be a very effective tool and 37.5%, a strongly effective tool.

3. VIDEO MARKETING



The video marketing tool is one of the fastest growing trends in marketing. It is estimated that in 2022, 82% of online content will be video (Statista). In receipt of gigabytes of data each day via various media (TV, Internet, radio), online users are looking for

precise information, delivered concisely, and addressing their problems and questions. Lack of time for reading means that when creating expert material marketers have only a few seconds to capture the viewer's interest in reading more or finishing watching an interview. The video format can make this task much easier as we are able to present a lot more content in a quicker, more digestible way.

46% of marketers who use short video formats find them effective. (HubSpot Blog Research, 2021)

Of the companies surveyed by Knight Frank, 37.5% of respondents support their activities with video marketing and 41.6% consider the tool to be very or definitely effective.

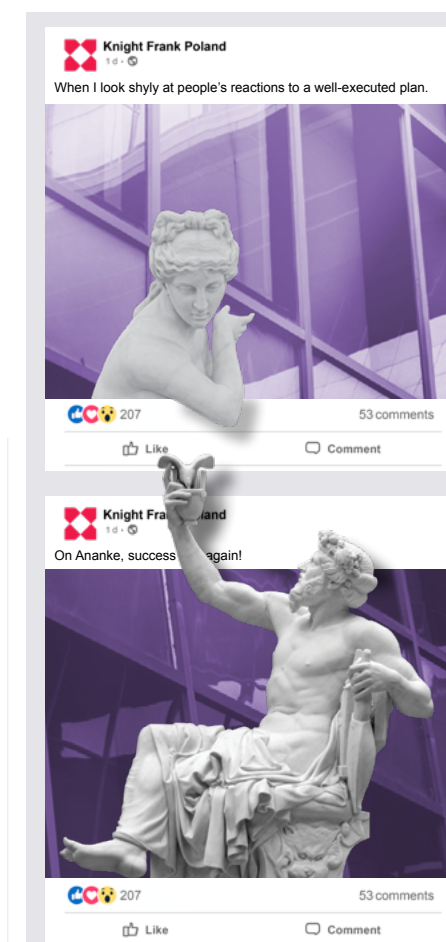
4. SOCIAL MEDIA

According to research firm Statista, the number of social media users will reach 3.43 billion in 2024. The most popular portals used by marketers remain Facebook, Instagram and Twitter. In B2B communications, it is also important to remember LinkedIn, which has 830 million users and 58 million company accounts. What is important in social media is the ability to adapt the language of the message to the profile of the recipient on any respective portal. Specific situations invite us to tailor the message via a wide range of formats - graphics, articles, videos, interviews, or Q&A sessions. We can also invite employees to promote content on our channels, with them becoming brand ambassadors (employee advocacy), adding credibility and authenticity to the content.

Marketers indicate that they publish content on company social media channels at least three or four times a week (HubSpot, 2020)

In Knight Frank's survey, only

12.5% of respondents do not use social media channels in their marketing activities, with only 8.3 per cent believing that this tool is not very effective.





5. PODCASTS

Podcasts are a low-budget tool. All you need is a microphone to record them, with free YouTube used for hosting them. Such short broadcasts represent a good opportunity for building brand awareness, sharing expertise and fine-tuning positioning. Collaborating companies can be invited to record podcasts, thus increasing reach and the pool of potential customers.

42% of respondents representing generations older than millennials say they are willing to listen to a podcast lasting 26 minutes or longer, compared to 60% of Generation Z and 52% of millennials. (EX-IQ).



7. COOPERATION

Expert-level partnerships give a good opportunity to widen reach and access a broader range of potential clients. Collaborations can involve organising joint webinars, developing reports, recording sequences of interviews, or arranging thematic workshops to supplement building viewings.

8. LEAD GENERATION

A lead is a person or company that is interested in purchasing a company's products or services and may be inclined to use the company's offer in the future. Lead generation, by way of contrast, is the process of obtaining the contact details of such a person or company. This can be done via a website contact form, by extending an offer to sign up for a newsletter or webinar, or by making use of social media lead campaigns to assist the process.

More than half (53%) of marketers surveyed say webinars are the best format to generate the most valuable leads. (Demand Gen Report, 2021)

9. SEO

Search Engine Optimisation, or search engine optimisation of a website, is a lengthy process. It is, however, one of the most cost-effective methods of increasing website traffic and visibility in search results. A well-prepared website should contain appropriately selected keywords, links and wide-ranging, updated content. Read more at page 28.

71% of marketers say that using strategic keywords was a core principle of their SEO strategy. (HubSpot State of Marketing Report, 2021)

10. PR

Press releases are tools for sharing news about new products and services. Their effectiveness depends on the information they contain. Press releases that address unusual topics or contain information that is new to the market - research results, opinions and analyses - have a greater chance of being published and noticed.

75% of office building owners surveyed by Knight Frank use PR communication activities.

70.8% are of the opinion that PR activities are very and definitely effective. At the same time, 70.8% declare that they have an in-house PR and marketing department in their organisation, while 25% outsource PR activities to external companies.

MAGDALENA MICHALAK
Director of Marketing and PR
KNIGHT FRANK



Marketing strategy or marketing plan?

The purpose of a marketing strategy is to set marketing objectives for the company, i.e. to define the steps that need to be taken for the product or service to reach the right audience. The strategy allows the sales and marketing teams to work within a defined framework, speak a common language, reach a distinct target audience, exploit competitive advantages - and all within a set budget. The strategy helps teams build a coherent narrative around these common goals. We asked 24 companies that own office properties in Poland about their preferences for their marketing initiatives. 22 companies had a marketing strategy for their properties - in other words,

91.7%
of respondents.

Of these, 18% signalled that they have more than 15 properties in their portfolio, 32% indicated a range of 9-15 properties, 36% had 4-8 properties, and 14% had 3 or less.



MARKETING STRATEGY

Regardless of the property segment in which a company specialises, a marketing strategy should be created prior to any marketing activity, as it forms the basis for all subsequent campaigns. It is a framework document, so it does not require regular updates, although it is recommended to review it and possibly revise it every few months, due to subsequent changing market realities and customer preferences.

A well-prepared strategy shows how to achieve objectives by making optimum use of the resources at hand and, as a result, reduce costs.

This may help

What a marketing strategy should include:

- Company vision and objectives
- Character, mission, brand values
- Marketing objectives
- Product or service analysis
- Competition and market analysis
- Defined target group
- Budget
- Marketing plan



MARKETING PLAN

The purpose of the marketing plan, in turn, is to determine when and with what tools the objectives defined in the marketing strategy will be achieved. Marketing plans establish a concrete schedule of activities, define the budget and communication channels, whilst allowing prioritisation based on the strategy's objectives. Key to creating marketing plans is the idea that having an organised document at later stages makes it easier to measure the effects of the activities undertaken and permits the assessment of which were more, and which were less effective.

In its purest form, a marketing plan allows you to eliminate chaos from activities and achieve consistency.

This may help

What a marketing plan should include:

- Market analysis
- Product analysis
- Campaign objectives
- Type of activities
- Schedule of activities
- Communication channels
- Budget
- Marketing objectives



WHAT IS WORTH KNOWING?

1. *Identify the USPs (unique selling points), i.e. the features that distinguish your offer from others in the market, and use them in your communication.*
2. *Monitor the effects of your campaign and modify the tools used if necessary.*
3. *Consider what resources you have at your disposal when choosing the tools to promote your property or service. Developing a maximal version of your marketing plan - one that uses as many communication channels and tools as possible - may prove less effective and will be more costly than opting for a simpler, more well thought-out plan.*

MAGDALENA MICHALAK
Director of Marketing and PR
KNIGHT FRANK



VACANT SPACE RIGHT NOW. HOW TO GET INSIDE THE MINDS OF TENANTS AND AGENTS?



The global village - where can you meet 5 billion people?



In 1962, Herbert Marshall McLuhan was the first to describe the concept of the global village in his book *The Gutenberg Galaxy*. It posited that thanks to the development of mass media, barriers of time, space and communication would be brought down. Because of this, a new global society would emerge that was very different from that raised on a print culture. The development of the Internet has given his ideas immediacy. Today, according to the Digital 2022 April Global Statshot report, more than 5 billion people worldwide use the Internet - 63% of the global population. On average, they spend 6 hours and 53 minutes a day on the Internet; in Poland, by way of comparison, this time is a little shorter - 6 hours and 39 minutes a day. Mobile phones are the most common way of connecting to sites (56.43%), while laptops account for 41.14% of connections. The survey was conducted among people aged 16-64.

The most popular social media platforms are: Facebook with almost three billion users, YouTube with two and a half billion users, and WhatsApp in third place with two billion users. This trio is followed by Instagram with almost one and a half billion users, WeChat with over one billion users and TikTok with one billion users. In terms of the most visited websites, YouTube.com takes pole position with almost 49 billion visits, Google.com follows with 39 billion visits, and Facebook.com is third with more than nine billion.

HOW IS IT IN POLAND?

According to research by DatarePortal, 32.86 million people in Poland were using the internet in January 2022. In other words, 4.91 million people were not using it - 13% of Poles were offline. As far as social media is concerned, 27.2 million people have profiles, spending an average of 1 hour and 49 minutes per day on social media activity.

WHICH SOCIAL MEDIA PLATFORMS ARE THE MOST POPULAR IN POLAND??

Source: Digital 2022: Poland, report prepared by DatarePortal.

f FACEBOOK



* According to Facebook's terms and conditions, an account on the platform can be held by a person aged 13 or over.

@ INSTAGRAM



* According to Instagram's terms and conditions, an account on the platform can be held by a person aged 13 or over.

▶ YOUTUBE



in LINKEDIN



How to use social media to reach tenants and potential tenants?



Social media have enormous potential to reach tenants and potential tenants. Through them we can build brand image and investment recognition, learn about expectations and opinions about a building, communicate with the community, and create paid advertisements that will reach the right people thanks to a high degree of personalisation.

PAID ADVERTISING CAMPAIGNS IN SOCIAL MEDIA

The effectiveness of an advertising campaign very much depends on whether we correctly define the target group and the

potential customer for the service. Inappropriate action at this stage will result in the advertisement reaching either too broad or too narrow a group. It will, as a result, be ineffective because its objectives will not be achieved and the budget, in the language of marketers, will be burned through.



This may help

Answer these questions:

- What is the purpose of the advertising? What does it want to achieve?
- Should the advertising be displayed among residents of large cities?
- Should the advertising reach people living in Poland?
- What are the ages of those interested in the advertising?
- What is the status or social position of those interested in the advertising?
- What education should they have?
- What hobbies do those interested in the advertising have?
- What is my budget?



Before deciding to run a paid campaign, we should choose appropriate platforms and understand how they work. When doing so, we should consider, among other things, the age of the users, the way they communicate on a given portal, the profile of the company, and the interests of the people present on the social network. Ads on Instagram will not work in every situation, and the same applies to LinkedIn, Facebook and others. If you want to reach executives or specific companies with a message about vacant space in a building, for example, LinkedIn may be best suited for the job. To inform about new products on offer, such as clothing, Facebook, Instagram and TikTok are decidedly better suited because of the user profile of the platforms. If we want to reach teenagers and young people with our advertising message, then TikTok might prove to be the best platform.

It is worth noting at this point that the same services and products can be successfully advertised across a variety of social media platforms - all that is needed is the adapting of the content and graphics to the social media platforms to be used to advertise products and services.

The next stage is to consider what will work best in any given situation - a single image ad, a video ad, a carousel format, an ad in stories or, perhaps, a private message. It is also worth considering the timing of a campaign. It may not always be a good idea to advertise at weekends, or before, during or just after holidays. Another important step is to determine the budget to be spent on advertising.

When making this type of decision, it is important to answer the question of how much is to be gained by renting the advertised office space. The amount spent on advertising should not be higher than the expected profit. Of course, there are exceptions to this rule, for example, in a situation where we are keen to achieve a specific goal and are able to overspend on advertising to achieve a planned effect. Such a course of action should, however, be very well thought out and have a solid business foundation.

Curiosity

Unicorn was an American start-up that produced electric scooters. It went bankrupt by spending too much of its revenue on Google and Facebook advertising. The high advertising costs only translated into 350 orders.

Finally, it remains to design graphic input that will align fully with the advertising message, the visual identity of the investment/product, and the way it communicates on the chosen portal. It is also important to keep a close track of statistics to verify the effectiveness of the paid advertising campaign.

Image building in social media

Few these days need convincing of the power that social media exercises. It is not just about the number of users, but about the possibility of building authentic relationships with them and creating engaged communities. This requires a lot of work on the part of profile managers, who sometimes have to deal with unhelpful comments and awkward questions, but it

is an activity that brings tangible benefits. Building a positive image is a time-consuming activity. Why, then, do many companies choose to do so? It is because of the broadening of the group of potential customers, along with the possibility of reaching them with a tailored, authoritative, professional message.

DECIDING TO RUN A COMPANY PROFILE OR INVESTMENT:

1. *In the first instance, answer the questions why you want to run a social media profile and what you want to achieve with it.*
2. *Think about the subject matter of posts and answer the question of whether the information being conveyed will be of interest to those on the social network.*
3. *It is advisable to maintain company profiles across several platforms, keeping in mind that users expect a different message on each of them. On LinkedIn, for example, the message will be more formal in tone than on Instagram or Facebook.*
4. *Before publishing posts, it is a good idea to check how the algorithms of the various social networks work. This is important because the posts you publish will reach more users if you understand the mechanism behind them. Note that algorithms are improving and changing.*
5. *Users will appreciate a quick response to their questions under posts and in private messages.*
6. *The systematic, planned nature of posts published is key.*
7. *It is not necessarily a good idea to advertise your service and products in an obvious way in every post. It is a good idea to be creative when producing them.*
8. *Social network users rely on the authenticity of relationships, so don't delete unfavourable posts. If you have made a mistake, apologise for it.*



Marketing office property is more important than ever

In an era of fierce competition in the office real estate market, and in the face of dynamically changing tenant expectations, a well-prepared marketing strategy is essential for the efficient leasing of owned space. Developers and property owners are no longer conduits for communicating the basic financial terms of the lease or the building's technical specifications. The generations that we know as Y and Z have had a significant impact on the changing nature of communication and marketing strategies of buildings. With the emergence of these groups, communication and sales potential have been reframed, offering a message formulated in a new way. A new market standard has been set, showcasing all the amenities available and the non-standard solutions in use, making it much easier to stand out in the market and transmit a clear message to potential tenants. It has been realised that well-planned communal spaces not only make a real improvement to the quality of an offer, but also increase the chances of effective rental. It is something worth talking about both loudly and widely.

In addition, developers and property owners have increasingly turned their focus to the idea of giving their buildings an identity - a specific, unique character, focussing on the building's singular story, paying particular attention to creating a coherent visual identity, with particular emphasis on spreading information about their properties via a wide range of distribution channels.

EFFECTIVE, OR WHAT KIND OF EFFECTIVE?

Real estate marketing draws upon a rich variety of tools to present an existing building, a building under construction, or an investment project in an attractive light. A developer or owner can make use of numerous solutions to draw customer attention to the particular qualities of their offer.

The use of modern marketing tools is an important element in the successful commercialisation of office buildings. Using the tools during the building commercialisation process is something of a necessity in today's reality.

Starting with advanced social media and the potential it offers, through building professional photo shoots, interactive brochures, multimedia presentations, visually coherent and graphically attractive promotional materials and document packages, video marketing ('call to action' video material), e-mail marketing (personalised mailing), dedicated landing pages and property websites, cyclical newsletters, through 3D surface plans and technologies allowing the creation of 3D visualizations for AR - including: virtual walks, „magic" glasses (e.g. Oculus) and applications, showrooms presenting the arrangement possibilities of offices, to Google Ads (Google's advertising system), or even more traditional methods of promotion, such as: advertising in the local press and industry portals, advertisements on classifieds websites, in office space search engines; and finally events promoting the property in question.

TRANSMEDIALITY, CREATIVITY, EFFICIENCY.

Each information channel and each marketing tool mentioned has different characteristics and, therefore, the key criterion for their selection should be the efficiency and speed with which a potential customer can access information about the property in question. With the aim of getting the communication and marketing activities just right, they should be well thought out, consistent and coherent and, furthermore, they should interweave with and complement each other. **Without effective marketing, we will not communicate changes effectively, nor will we introduce a completely new or improved offer to the market.** It is also important to remember that all inventive and distinctive solutions have great potential - both in terms of communication and sales. It is therefore extremely important to make use of a high-quality contact base and to shape creation and content that is of interest to the customer. It is key that the message is tailored to a certain type of recipient - the personalisation of the offer and message is of vital importance here. In this way, activities are more effective, and the distributed information responds to real tenant demand.

HOW DO THEY DO IT?

Probably, many a landlord has faced the question „What do they have that I don't have?". Well, in order to achieve a competitive advantage, more and more developers and property owners are opting to use the services of specialised marketing agencies or consultancy agencies providing so-called „marketing for buildings" services. Their main task is to provide comprehensive rental support through strategic advice and planning, and implementation of tailor-made marketing strategies. For office building owners with space to let, the opportunity for successful leasing therefore lies in identifying and implementing, with the help of a professional, appropriate solutions that can have a positive impact on the finding of tenants.

This may help

Relationships always included

Good relationships are worth their weight in gold and, regardless of the above, it is important to be aware that the potential tenant is not the only recipient of our marketing campaigns, nor are they the only target group for communication. **An extremely important group that also needs to be effectively reached when promoting an office building is the professional community, including, in the main, agents and consultants operating in the commercial real estate market. Maintaining appropriate communication towards them is often one of the main conditions for the success of the office space commercialisation process today.**



ANETA DANIELSKA-RODAK
Marketing & PR Manager
KNIGHT FRANK





WORTH KNOWING

When navigating the fields of marketing and PR we can sometimes feel overwhelmed by the number of opportunities and solutions that the market currently offers. We have already mentioned the concept of the global village; now we will suggest how to chart a course through the jungle of information that can obscure the bigger picture and current needs.

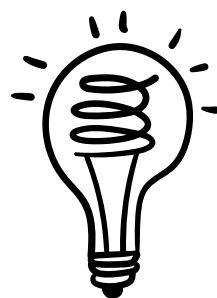
A TOOL WORTH KNOWING:

- **Canva** – a platform for self-production of visual content - graphics for social networks, Power Point presentations, posters, etc.
- **VSCO** – a mobile app that allows you to take photos and edit them using filters and editing tools. The Snapseed app has similar features.
- **Colors.co and Adobe Color** – sites that help put together matching colours and shades.

SOCIAL NETWORK MONITORING TOOL:

- **Brand24** – a platform for analysing company mentions on social networks.
- **Sotrender** – allows analysis and reporting of a company's paid and organic activities and those of its competitors.
- **NapoleonCat** – a platform bringing together multiple functions: automation, analytics, reporting, publishing, auto-moderation.
- **SpoutSocial and Hootsuite** – integrate a company's social media profiles, generate comprehensive reports and publish content. The sites offer many more options.

It is worth visiting these sites because of the knowledge base they provide, often in the form of blog posts.



WHO IS WORTH WATCHING?

- **Paweł Tkaczyk** – expert in the field of marketing and storytelling.
- **Natalia Hatałska** – writes reports on trends, technology and its impact on society.
- **Zgred** – the pseudonym of Paweł Gontarek, who writes about SEO.

HOW DO WE IMPROVE OUR E-MARKETING ACTIVITIES?

- **FreshMail / GetResponse / MailChimp / DotDigital** – these are just a few of the names of mailing systems that allow personalisation of graphics, as well as the tracking of open rates.
- **Landingi.com** – a platform for self-creation of landing pages. The tool gives you the possibility to add them to your own domain and works well for generating leads.

HOW DO YOU MEASURE RESULTS AND CONVERSIONS ON A WEBSITE?

- **GoogleAnalytics** – a web tool that collects and analyses website data, including visitation, number of users, traffic sources, country, language, time spent on a site, number of clicks on a particular button or forms submitted.

WHAT CAN HELP US WITH PR ACTIVITIES?

- **Newspoint** – a service that monitors the number of publications, audience and equivalent metrics.
- **Prowly.com** – a technological tool for PR departments to prepare e-newsrooms, send press releases and monitor their delivery and opening. Depending on the package, the platform also offers access to a database of journalists.

WHERE TO LOOK FOR INFORMATION ON CONTENT MARKETING?

- **WhitePress** – e-marketing knowledge base

JWONA MITROS
PR & Marketing Manager
KNIGHT FRANK



CONTENT IS KING



IDEAS FOR A CONTENT MARKETING



Defining what content marketing is in simple terms - it can be defined as building relationships with an audience by sharing valuable knowledge with them in an authentic and natural way. Whether it's a webinar, an interview or a blog article, the key to the success of any of these formats is to create engaging content that will lead the user to answers for their questions, whilst feeling that the company is worth trusting.

The purpose of content creation is to inform existing and potential customers about the products and services available, increase conversions on the company website, build loyalty and create a sense of community around the brand, all via valuable content.

This may help

What should a blog article consist of?

Headline

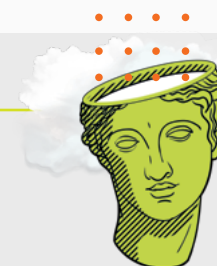
The introductory **paragraph** of the article (standfirst; lead), which contains the essence of what is later developed in the text.

Background to the article - why is it being written at a particular time? Perhaps there have been regulatory changes, new market conditions or technological advances.

Suggest smart and innovative solutions or advice. You can include key steps to help implement these solutions, five things to consider, changes to make. The most important thing is that the reader knows what benefit they will get from reading this material.

Case study, as evidence of the effectiveness of the solutions proposed in the article.

Summary of the benefits of the solutions proposed in the article. In longer articles, subheadings should be included. They make it easier to navigate the article, while minimising the impression of a long text and supporting SEO.



MAGDALENA MICHALAK
Director of Marketing and PR
KNIGHT FRANK





ACTION IN PRACTICE

Less is more



Marketing is not only needed during the construction phase of an office building, but throughout the entire lifecycle of the property - such is the conclusion that a growing number of property owners are coming to as they wake up to the significance of marketing activities.

The recent pandemic, hitherto unique and unprecedented in character, created new realities and a completely new way for the industry to approach the issue of organising property promotion events. It was not a time for grandeur or lavish balls, and meetings for a more select audience, more intimate and more efficient in terms of effective relations gained in importance. To give an example: previously holding an event to launch the construction of an office building, with a foundation stone ceremony, was an extremely popular, even indispensable, approach. The running of such an event was associated with high costs, costs that encompassed technical support - i.e. lighting, sound, technician involvement, hire of a photographer and/or videographer, ordering of refreshments in the form of catering and paying for waiters, purchase of gifts for attendees, and production of all necessary promotional materials. The expense involved was often disproportionate to the number of useful contacts made and relationships strengthened, and there was no guarantee it would produce the hoped for returns in terms of business. **The place of such events has, with great success and in an extremely natural way, been taken by a form of regular, cyclical meetings, organised for smaller groups, without the eye-watering outlays and limitless budgets.**

Such activities and meetings have a positive and warming effect on an owner's image, inspiring trust, building loyalty; enhancing reputation, increasing value and shaping a favourable company perception.

In the building, in the neighbourhood, or on neutral ground?

Building marketing professionals, together with the property owners they support and serve, often ask themselves: „How can I create a well-regarded and desirable place?“, „What will its strengths and uniqueness be?“, „How can I present the office building to the market?“, „How am I to remind people of it?“. The answers to these questions boil down to a few general guidelines:

1. *The presentation of an office building can be closely related to its target location.*

The presentation can take place on site, e.g. using the available office space to host such a meeting. Its nature can be formal or semi-formal, depending on the owner's preferences and/or disposition. It can be based on a multimedia presentation, a walk-through of the building, following a strictly

set agenda, or it can have the space for informal, behind the scenes conversations.

2. *A property can be presented in the context of its placement in the urban fabric; its relationship to the history and traditions of the place or neighbourhood.*

A good solution, one not necessarily involving large financial outlay, is for the owner to cooperate with, for example, the city or district authorities, or cultural and educational institutions (such as a city museum or Academy of Fine Arts). It may then be much simpler to organise a jointly-themed exhibition in an urban space, to plan a series of guided tours in the vicinity of the building - by the city's chief historian, for example, or to organise an exhibition of the work of young artists in publicly accessible spaces in the building.

3. *An event to promote a property can be planned and successfully organised entirely beyond the perimeter of the office building.*

It is not necessary to talk about the building only in the building. Such a meeting or series of meetings can be held on neutral ground, in a more relaxed atmosphere, and still prove a hit. Care should be taken

to identify such events consistently with the investment or building logo and, in line with the landlord's preferences, have a consistent narrative and maintain an appropriate visual identity. A further option is for the property owner to participate, along with potential customers, in sporting events, take part in culinary workshops („cooking classes“), or even, for example, a series of sessions as part of a safe driving academy. The message is simple - there are many possibilities; it all depends on preferences and the budget allocated for such activities.

4. *Dedicated marketing campaigns should target not only potential tenants but also the industry community.*

When planning a campaign to buy and distribute small building gifts, inspiration can be drawn from a calendar of unusual holidays (nationaldaycalendar.com online calendar). These can also be twice yearly campaigns centred around Christmas, with a message that they are not just for holidays. The type of gifts may also be closely related to the slogans adopted for the building, or they may reflect its character, e.g. an ecological property may suggest gifts in an appropriate spirit. For larger budgets, such campaigns speaking of the building itself can be conducted more frequently, carried out four times a year for example, referring to quarter of the current season, and part of a chosen thematic cycle.

5. *In pursuit of new contacts, we must not forget the individuals and companies who already use our facilities.*

The best brand ambassador is a satisfied customer, and the strength and uniqueness of our property will also be determined by whom it is talked about and in what manner.

Whisper marketing, also known as gossip marketing, is an opportunity for office building owners, as it positively influences their image in a non-intrusive and natural way.

In addition, this form of direct advertising and promotion does not require the spending of significant amounts of money. Great emphasis should therefore be placed on **partnership and on-going communication** with the tenants already present in the building.

They should be contacted to find out about their needs and concerns. If they are able to continually count on the landlord's support and advice, this will pay off, with the relationship becoming even stronger. Any measures taken by the landlord for the benefit of employees to improve their quality of life, their performance in the building, and their maintenance of a healthy work-life balance, as well as the facilitating of effective CSR (Corporate Social Responsibility) measures, will also pay off. Such initiatives can include, for example: setting up an apiary on the roof of the building or in its surroundings, establishing herb meadows and planting fruit bushes near the building, fruit or coffee mornings in the building lobby, blood donation campaigns, spring bicycle or winter ski equipment inspections, canoe trips with river clean-ups, educational or recreational family outings, employee volunteering, language training and courses, sports training for employees, yoga classes, car-free day celebrations, setting up of fan zones during sports events, involvement in charity events (e.g. an elevator-free day), organising Christmas markets, book fairs or setting up a building choir made up of tenants' employees. CSR has many facets, **from investing in human resources to environmental protection and community relations**, and built into a company's DNA, it is a good development strategy for the company and an effective way to manage responsibly.



FROM INTENTION TO COMPLETION - HOW TO IMPROVE YOUR ONLINE ACTIVITIES SO THAT THEY HAVE A MEASURABLE IMPACT

Seeing through the eyes of the recipient



The path to a purchase decision is a long one - and with the development of new technologies, it is a path that becomes even longer and more complicated. It will hardly come as a surprise when we recognize that the purchase intention is formed much earlier than the decision to buy and rent itself. This is especially true in the real estate sector, where clients invest considerable sums of money, with the aim of finding a space that will serve their business for several years to come.

The process leading to a purchase decision starts much earlier than the potential customer themselves realises. It is an appreciation of a certain location - the office of a contractor, partner or client. It's browsing specific websites or social media pages. It's ordinary, everyday observations and expectations. Over time, all these elements become less and less haphazard. The potential customer begins to recognise their need, and their actions take a specific direction.

It is important to identify a potential customer at the earliest possible point on their path, and then attract and retain them. How do we do this?

The key idea is presence - presence in those channels through which potential customers go during the whole decision-making process.

HOW TO TARGET AND WHO WE ARE TARGETING?

Before any journey, we create a plan for it - choosing the form of transport, the route, planning breaks, packing provisions. Similarly, the groundwork for a marketing strategy begins with a good plan of action.

This may help

If we have already conducted any activities, it is worth collating the results and observations:

Who have we reached?

Which forms of advertising brought the most enquiries? Which the least?

What were our objectives, and did we achieve them? If yes, what made them a success? If not, what was the reason for failure?



I mentioned earlier the importance of being present in the right channels.

The channel here will be both where and how we reach the potential audience for our communications.

It is worth asking ourselves where people - our future customers - can get their knowledge of the services from. Will it be industry expert portals or social media? Lifestyle articles or YouTube vlogs? At this stage of planning, there is a temptation to tailor the strategy to our own expectations. We imagine that our audience uses vlogs on YouTube when looking for similar services, so we will invest some of the budget in this channel. But how do we arrive at the conclusion that this medium can benefit us? Is this course of action purely based on our hopes and wishes, or do we have hard data to back it up - as a result of analysis of past activities or other market research?

The choice of communication channels is shaped by another extremely important issue: the audience.

By knowing our target group - those potentially interested in our services - we can better adapt both the locations and methods of advertising.

HERE, A NUMBER OF IMPORTANT QUESTIONS ARE OUTLINED:

1. *Who is the recipient of our offer - how does the statistical customer behave?*
2. *Is the decision to buy an extended or quick process for them?*
3. *Will they compare multiple offers before buying, or will they make a decision after reading a well-written social media ad?*
4. *How do our customers search for information about the services offered?*
5. *Is it possible to identify interest groups common to our target audience?*



WHY IS THIS IMPORTANT?

Firstly, because even the best-designed activities are of limited use if they fail to reach the people who are interested in our offer. Secondly, by knowing our audience, we can divide them up and combine them into smaller groups, allowing us to better tailor communication to them. Owners of small and medium-sized companies will be interested in different features of the offer, representatives of corporations in other features.

Once we have defined the group of people we want to reach (ideally based on the data we have previously obtained about who our customers are), we can refine the subsequent elements: the place and form of communication, along with the advertising objectives at each step along the purchase path. Let us then take a look at how we can divide up the process, guiding the audience towards the decision to engage with us - and what to pay attention to at each stage along the way.

ONE MODEL FOR ACTION STRATEGY PLANNING USING THE SALES FUNNEL IDEA IS THE RACE MODEL, DEVELOPED BY DAVE CHAFFEY:

R: REACH

- the upper part of the sales funnel, where people who are loosely interested in the offer, at the so-called exploratory stage of their purchase path, are located.

To them we target:

- building coverage
- increasing brand awareness

We target this audience quite broadly, following broadly defined segments of age, interests, parental status and professional profile.

What do we want to achieve? To attract the customer's interest - to display an advertisement to them, and, ultimately, to bring them to our website, to create an opportunity for them to come into contact with our offer.



A: ACT

- the middle part of the funnel where we want to have interaction with our audience.

We extend to them more information about our company, our offer, our specific products and services.

This is the stage where a decision is shaped - will they find what they are looking for with us at the exploration stage? Will they decide to meet their aims with us?

We want our audience to take specific action: to click on a link, to follow a simple path, to spend an extended period of time on the site, to sign up to a newsletter. **Our goal will therefore be:**

- increasing the number of clicks
- increasing conversions

In PPC (pay per click) activities, an important performance parameter for this stage is the CTR - the click-through rate - showing the percentage of people who have clicked on an ad (or performed another interaction) among those to whom our material was displayed.

C: CONVERT

- the lower part of the funnel: the purchase stage - the moment when the purchase decision is taken and the ad recipient and user of our site becomes a customer of the company:

In obtaining a conversion, **remarketing** (i.e. adverts targeted at users from the previous stage of the path, who visited the site, interacted, but did not reach conversion), has a supporting action. We want to remind them, encourage them to return and maybe even tempt them with some individually tailored offer.

Our target will be:

- increase in conversion/value
- ROAS/transactions, if we are able to calculate the value of sales



IS THAT THE END OF THE PROCESS?

The client has been converted, the advertising has had a tangible effect in the form of a signed contract. This would appear to be the final step on the path - but it is not. We can, and should, aim to go one stage further:

E: ENGAGE

- at this stage we look to build lasting relationships with existing clients.

We aim for the client to return to us and maybe even encourage others to work with us in the process. Depending on the type of service, this is more achievable or less achievable, but it is also worth taking care of this part - it is **here that trust is built**, here that the possibility of cross-selling or upselling can come to life, and opportunities are created to build the company's image, if only by obtaining recommendations from satisfied customers.

With recommendations, we improve the brand image, taking us back, suitably fortified, to the beginning of the path. All of these stages can be treated separately; but it is worth remembering that each is working towards the same end - improving performance.

Thus, we have the different stages at which our potential customer is - from a very loose interest in a subject, to an increasingly in-depth search, to the realisation of a goal. Are any of these stages more important? Can any be overlooked in setting out our plans?

We may well be tempted to target our audience with an immediate sales message, but it should be borne in mind that there is an extremely important stage between initial interest and decision making.

¹ Dave Chaffey, Introducing The RACE Framework: A practical framework to improve your digital marketing, <https://www.smartinsights.com/digital-marketing-strategy/race-a-practical-framework-to-improve-your-digital-marketing/> (accessed 27 July 2022)



Steps to reach the customer

We already know our customers; we have an outline picture of the audience - the people we want to reach with our advertising. We have also chosen the places and environments in which we will communicate. The fact that there is often a long path to the decision to buy or conclude a contract is suggested by our own experience as consumers - and we are one and all consumers.

Depending on an individual's preferences, expectations and experiences, they will spend more or less time choosing a hair conditioner, new trekking boots, a bicycle or a private school for their child. Yet another key will guide us when choosing B2B services, where we care less about individual benefit, and more about the benefit to the whole or part of the company. Our audiences act no differently. Their various stages of search are characterised by different user behaviour - our strategy needs to be tailored to them. It is worth drawing upon the concept of sales funnels here.

The metaphor of the funnel captures well the process of clarifying both the target audience and communication with the audience at each level of the funnel - those who are interested, those actively seeking, those determined to buy, those committed and loyal.

How to help the recipient become a customer?

Let's take a moment to look at the middle part of the sales funnel, i.e. the stage at which we have already managed to attract an audience to the offer – for example, a click from a paid ad and a click-through to our website. A common mistake is to assume that it is enough to attract an audience – to build traffic through SEO activities, to get a host of clicks from PPC activities or to increase the number of views of a video or other creatives – for a sale to occur. In this very important middle stage of the way, it is tempting to rest on our proverbial laurels: since we have acquired an audience, the rest will duly follow. This flawed approach can cost us a lot.

It is worth making sure that we have the target group targeting right. Maybe the targeting is too broad and we need to sift out some of the users who are reaching us - losing traffic volume in the process, but gaining an influx of more valuable users. This is a vital element in optimising the effectiveness of ads.

Another element worth checking is the **advertising itself**. Are we presenting the offer too broadly? Are we promising too much? Some of the 'false' traffic cannot be eliminated – many people, seeing offers of luxury, expensive, unusual or plain interesting services and products, click on ads out of curiosity. This is a certain margin of error that must be accepted, but if we are getting very few clicks with a very high number of impressions, it is worth investigating what lies behind it. Maybe we have chosen the

keywords used in the adverts too broadly? Maybe our communication is too generic?

Finally: **the offer itself and where the conversion will take place**. When it comes to the offer, it is worth ensuring that it is clear, transparent, and understandable. If not, we risk losing audiences who are unable to understand what we are offering them.

In presenting an offer, the **website** is crucial and is often the place where conversions take place – in our case it could be making an appointment with an adviser, filling in a form, or making a phone call. If, despite excellent advertising, the website is not delivering conversions, it is worth checking whether this is down to something in the website itself.

This may help

How are we to tell if there is something wrong with our strategy at this stage?

Purchased advertising activities produce good results in terms of numbers (impressions, clicks, simple interactions), which do not, however, translate into sales/conversions.

We are seeing a very large increase in traffic to the site, but user time spent on the site is very short.

The increase in the site's search engine visibility is not reflected in search queries.



What does all this prove? That our advertising only works well at the first stage of the funnel: it attracts audiences, while failing to convert them into active users. What could be the reason for this?

WHAT IS WORTH PAYING ATTENTION TO?

First of all, we need to step into the shoes of our recipient. They have arrived at the website – so what next? Where do we want to take them next? The user needs a clear direction from us.

WHAT MISTAKES ARE EASY TO OVERLOOK?

1. A WEBSITE THAT IS TOO COMPLEX:

copious sub-pages, complicated menus, multiple filters, categories and sub-categories – navigating through a convoluted platform structure does not allow the user to easily find what they are looking for.

2. LACK OF GOOD NAVIGATION:

a well-structured site menu is of paramount importance. Many sites need a certain degree of complexity, so the menu has to perform in a way that allows the user to find their way around easily. This is also helped by the so-called crumb menu, which shows the viewer where they are on the page.

3. SPECIFIC GOALS:

if we desire a specific action (a click on a button that leads to a form or calls), we need to ensure the user doesn't miss it. An overabundance of interactive buttons (the user won't know what we expect of them, so they may get distracted by other, less relevant actions), or an overabundance of calls to action are unhelpful. Let's also make sure that our key buttons actually work!

4. NO PATH TO CONVERSION:

the website should be built to guide the user along a specific path towards the goal. Avoid the viewer taking steps back to earlier stages. An illustrative mistake is when the user is taken from the offer page to an FAQ-type page. If we already have the recipient on a specific offer page, let's make sure that the necessary information is there, and from there, for example, the user can go forwards to the contact form.

5. UNVERIFIED DATA

a simple but regrettably common mistake is outdated information – a seemingly minor thing that can deprive us of valuable conversions for such trivial reasons as a typo in an email or outdated items in an offer.

In addition, let's ensure that the website is pleasing on the eye, consistent, easy to navigate and, above all, well prepared for users of mobile devices. How can we check? Simple! All we need to do is access our website on a mobile device and check that we are able to navigate it smoothly and comfortably.



SUMMARY

Preparing a marketing strategy involves many elements. All of them are designed with a single goal in mind: to ensure our effectiveness.

We want to reach the right people, guide them through the decision-making process and keep them with us as loyal customers. To do this, we need to get to know them, and understand and anticipate their behaviour.

We also need a well-crafted offer, effectively presented on a website. The website should be built in such a way that rather than interfering with the sales process, it helps to streamline it.

ALEKSANDRA KOWALSKA
PPC Specialist
ARTEFAKT





WHY AND HOW TO INCREASE YOUR WEBSITE'S GOOGLE VISIBILITY?

Modern business and Google



Modern business poses many challenges. If you want to establish yourself on a significant scale, it is not enough to have a wonderful product and excellent service. What else determines the success of a given company? The way it reaches its audience - potential customers and Internet users. This is where Internet marketing comes in.

SEO

(Search Engine Optimisation) is an important form of online marketing that focuses on website positioning and optimisation - both through on-page and off-page activities. What then can entrepreneurs gain by opting for this element of e-marketing? The benefits are many: SEO helps to build search engine visibility for websites, increases the chances of generating traffic within a site, and it has a positive impact on conversion rates. Combined, these benefits lead to business growth. Building trust amongst your audience, increased revenue and better brand recognition are other gains associated with website optimisation.

It all sounds attractive, even encouraging, but what lies behind the terms search engine optimisation and SEO? Why should you pay close attention and tailor your website to the requirements of a search engine?

WHAT IS WEB POSITIONING?

Web positioning is a series of actions leading to an increase in the visibility of a website in response to user queries. In other words, it is used to make a website appear higher in the search engine results, in organic (free) results for specific phrases.

Every day, Google processes more than

3.5 billion

queries.

In addition, it places first in almost all popularity rankings - by reach to internet users, as well as in break downs into device usage (mobile or desktop).

What steps are worth taking to establish yourself at the level you want to be at?



1. APPROPRIATE SELECTION OF KEYWORDS

One of the most important actions taken when adapting a website to the requirements of a search engine is the selection of key phrases. These are phrases that address the needs of users. They should match their intentions. Used correctly, they can help increase traffic to a website. There are many ways to select keywords. One of the most effective is to put yourself in the shoes of the customer and ask yourself questions:

„What does the customer actually need?“

What wording do they use when they looking for what my business offers?

In this way, we are able to precisely determine what those interested in our offer need, and select the phrases that will draw users, like moths to a flame, to our offer.

We may also check the business profile of our competitors. What phrases do they use to draw in their audiences? Do they use certain phrases more often than others?

This provides a sizeable hint. We also have at our disposal dedicated tools such as Ahrefs, Semuto, Semstorm or Semrush when it comes to aiding keyword selection.

2. ATTRACTIVE PAGE TITLE (META TITLE)

The page title should encourage users to visit the page. It is also an effective place to include a keyword. What then should you have in mind when creating your page title? The Meta Title tag gives direction to the content. It should provide a clue as to what the user will find in a particular section of the site. **When creating the title, the idea of uniqueness should be kept in mind.** Situations where tags are duplicated on the site should be avoided. Google does not like this. Length also plays an important role - it should not exceed 600 pixels on desktop devices.

3. APPROPRIATE TEXT STRUCTURE

The headings in the page content establish a typographical hierarchy - they organise the text not only for users but also for the search engine. Appropriate paragraph markers organise the text into levels of importance. There are many advantages to doing this; readers find it easier to follow content and also search for topics of interest.

Headings are a good place to use keywords. H1 - H6 level tags indicate a hierarchy in the text. It is recommended that there should be one H1 level heading on each subpage.

There can be more levels of embedding. It is important that they organise the subject matter and provide an understandable structure.

4. QUALITY OF PUBLISHED CONTENT

Engaging, good quality content can turn a user into a customer. What should you do when creating meaningful texts? Help comes in the form of content marketing, which is growing in popularity year by year. This is extremely important because, in the age of growing e-marketing, the Internet is saturated with adverts. For internet users who install yet another programme to block paid banners, content that conveys a message is already of great value in itself. Content marketing has many benefits. First and foremost, it increases brand awareness, helps establish a position as an expert in a particular field, and significantly influences customer engagement. **Effective activities in this area allow you to deliver content that responds to the needs of the audience.**

5. LINKING FROM RELEVANT SITES

Gaining links to our site is an important part of an off-site SEO strategy. Link acquisition should be thought of in the context of 'recommendations' of our services, products, or business in general.

Receiving recommendations sends a strong signal to search engines that our website is trustworthy and worth recommending in organic search results.

When assessing backlinks, it is important to bear in mind their quality. They should lead to our site from sources that are thematically related and trusted by our audience.



Other options for improving site visibility

1. LOCAL SEO

A properly managed SEO strategy helps to reach a wider audience. What are the characteristics of local SEO? It is a form of marketing that focuses mainly on services provided in a specific geographical area, e.g. Wrocław, Lower Silesia or the Polish coast. The area is most commonly determined by specifying an exact location, or tracking the location of the device being used.

One of the most important activities to focus on when creating a local positioning strategy is the creation of a Google Business Profile (Google Moja Firma). This allows us to appear on the Google map, which is often displayed above organic results. In addition, links to the website should be sourced from local websites.

2. CORE WEB VITALS

In a nutshell, Core Web Vitals are signals about the quality of web pages, as well as their performance and speed. The role of CWV has increased significantly since the algorithm update of mid-2021.

Page speed is impacted by a number of factors, from a lack of optimised graphics to overloading the site with plugins to inappropriately chosen hosting.

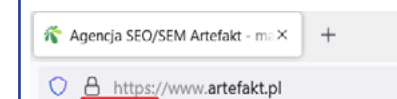
What factors need addressing to ensure that the quality and performance of the site are what we want them to be? Search engine results are influenced by

- SSL security certificate and confidentiality
- web page loading
- visual stabilisation
- non-intrusive advertising
- adaptation of websites for mobile



The SSL certificate (Secure Socket Layer)

The SSL certificate confirms the security of data encryption between the web browser and the server. It guarantees the security of data transmission. This is important when paying on the Internet, logging into websites, or using commercial sites. A page with a certificate in the address bar has a closed padlock and https.



3. IMAGES AND GRAPHICS

Images are an important element of websites as they complement the content. They are important for both users and Google bots. In the jungle of beautiful graphics, however, we must remember one thing - optimisation. How do we ensure that graphics do not work against visibility?

When adding graphics to a website, the following guidance should be kept in mind: choose an appropriate graphic format in terms of resolution and compression level, name the file itself suitably; use alternative descriptions and adjust the size of graphics for their place on the page. Above all, remember that images must come from legitimate sources.



SUMMARY

Internet marketing these days is not merely a luxury - it is more and more often a necessity. In the age of the omnipresent Internet, building website visibility is extremely important. To rank higher in organic search results, careful attention should be given to SEO strategy. A well-developed strategy, founded on three pillars - high-quality content, link-building activities and technical optimisation - offers certain reward and desired results.

ANNA ŚWIATŁOWSKA
SEO Specialist
ARTEFAKT



LET'S TALK ABOUT MARKETING!



CONTACT IN POLAND:

+48 22 596 50 50
www.KnightFrank.com.pl

MAGDALENA MICHALAK

Director of Marketing and PR
magdalena.michalak@pl.knightfrank.com



IWONA MITROS

PR & Marketing Manager
iwona.mitros@pl.knightfrank.com



ANETA DANIELSKA-RODAK

Marketing & PR Manager
aneta.danielska@pl.knightfrank.com



GRAPHIC DESIGN:

MATYŁDA SMOLIŃSKA

Art Director
matylda.smolinska@pl.knightfrank.com



KATARZYNA MACIERZYŃSKA

PR & Marketing Manager
katarzyna.macierzynska@pl.knightfrank.com



COMMERCIAL AGENCY - OFFICE L-REP

Monika Sułdecka-Karaś
monika.suldecka@pl.knightfrank.com

T-REP: WARSAW, ŁÓDŹ I POZNAŃ

Piotr Borowski
piotr.borowski@pl.knightfrank.com

T-REP: KRAKÓW, KATOWICE I WROCŁAW

Aleksandra Markiewicz
aleksandra.markiewicz@pl.knightfrank.com

T-REP: TRICITY

Maciej Kandybowicz
maciej.kandybowicz@pl.knightfrank.com

CAPITAL MARKETS

Krzysztof Cipiur
krzysztof.cipiur@pl.knightfrank.com

VALUATION

Małgorzata Krzystek
malgorzata.krzystek@pl.knightfrank.com

STRATEGIC CONSULTING EMEA

Marta Sobieszczak
marta.sobieszczak@pl.knightfrank.com

INDUSTRIAL AGENCY

Michał Kozdrój
michal.kozdroj@pl.knightfrank.com

RESEARCH

Elżbieta Czerpak
elzbieta.czerpak@pl.knightfrank.com

PARTNER OF THE PUBLICATION:



ARTEFAKT SP. Z O.O. SP. K.

ul. Powstańców Śląskich 5
53-332 Wrocław

+48 882 530 801
firma@artefakt.pl

ALEKSANDRA KOWAŁSKA

PPC Specialist
aleksandra.kowalska@artefakt.pl



ANNA ŚWIATŁOWSKA

SEO Specialist
anna.swiatlowska@artefakt.pl



© Knight Frank Sp. z o.o. 2023

Knight Frank is not responsible for any damages incurred as a result of actions taken on the basis of the content of this publication. Despite conducting detailed research and exercising due diligence, Knight Frank does not guarantee or warrant that the information contained therein in the publication are true or have not been updated. Reproduction of part or all of the elaboration only with the consent of Knight Frank.