

## **Abstract**

This bachelor's thesis focuses on the analysis of marketing communication of two significant real estate agencies, Orionis and Knight Frank. The aim of the thesis is to compare the approaches and strategies of both companies, identify their strengths and weaknesses, and propose possible improvements. The thesis is divided into theoretical and practical parts. The theoretical part provides a basic overview of marketing strategies, including the marketing mix, holistic marketing, and the specifics of marketing communication in the real estate sector. The practical part focuses on the specific application of these strategies in the companies Orionis and Knight Frank, including the analysis of their marketing campaigns, communication channels, and the effectiveness of these activities. The results of the analysis show that effective marketing communication must be tailored to the specific needs and conditions of the market in which the company operates. The thesis also presents suggestions for improving the marketing strategies of both companies, which could lead to their further growth and success in the real estate market.