



360° Agency - Consulting - Public Relations - Social Media



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360° AGENCY

Our customers benefit from a 360° strategy that encompasses both digital and analogue media. This holistic approach forms the basis of our range of services and makes us a partner for our customers in all matters.

PUBLIC RELATIONS

Whether it's a press release or a specialist article, we guide you through the media jungle!

SOCIAL MEDIA

From strategic consulting to media planning – we are here for you!

CONSULTING

With a precise target group analysis, your messages will hit the mark!

MARKETING

Google Ads or online banners? There are many possibilities. We make it happen!



CONSULTING



TARGET GROUP ANALYSIS

We discuss with you: Who are your target groups? What are their interests? Which platforms do they use?

MEDIA TRAINING

From crisis management to press relations in times of success. We coach you and your team.

SOCIAL MEDIA CONSULTING

Which platforms make sense for your company and which strategy will help you achieve your goals?

CONTENT STRATEGY

Whether it's a technical article, white paper or LinkedIn campaign, we work with you to develop content that really interests your target audience.

ANALYSIS & MONITORING

We examine how you are currently perceived by the public and in which areas there is still room for improvement.

AGENDA SETTING

We analyse current news and proactively develop topics for you on this basis.

PUBLIC RELATIONS

PRESS RELEASES

We convey your messages to the relevant media!

TECHNICAL ARTICLES

We skilfully showcase your expertise with guest contributions in renowned trade media.

ANALYSIS

We examine which media you are already represented in and how we can expand your presence.

GHOSTWRITING

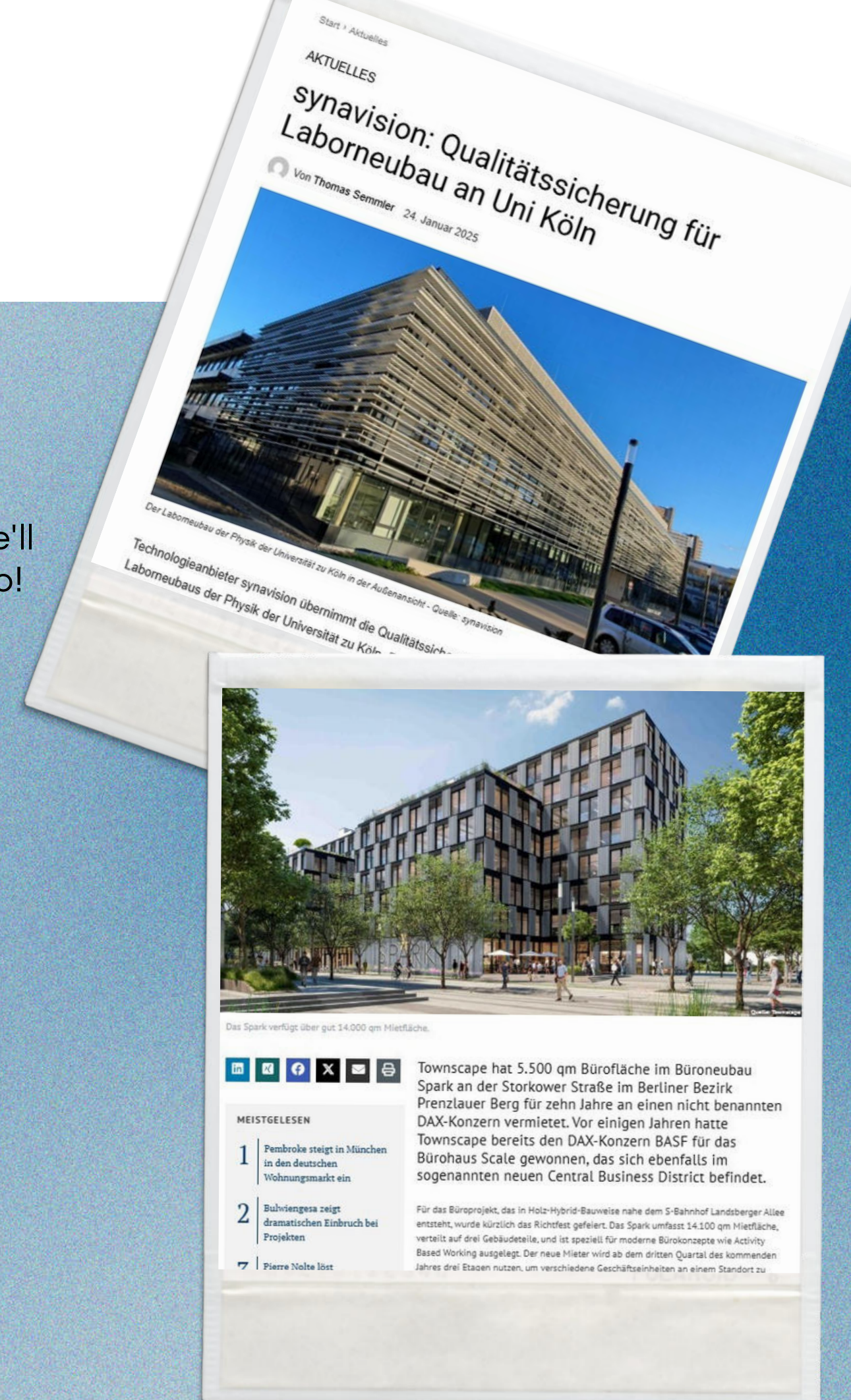
Got the topic sorted, but no time to write? We'll take care of that and handle the dispatch too!

MEDIA RELATIONS

Whether you need trade fair support, interviews or event planning – we are here for you!

MONITORING

We regularly analyse competitors and trends in the industry using our tools, such as Meltwater.



FIGURES 2024

7 Employees
2 Teams
PR, Social Media and Marketing

PRESS RELEASE

Approx. 1.800 articles
published in business media

STRATEGY CONSULTING

200+

Consultation meetings

SOCIAL MEDIA

400+ Content
(Post, Reel, Story)

TECHNICAL ARTICLES / INTERVIEWS

10

**Technical articles
(ghostwriting) / 8 interviews
arranged + accompanied**

EVENTS

17 Events accompanied

ONLINE MARKETING CAMPAIGNS

26

**Campaigns developed,
implemented and continuously
monitored**

BEST CASES

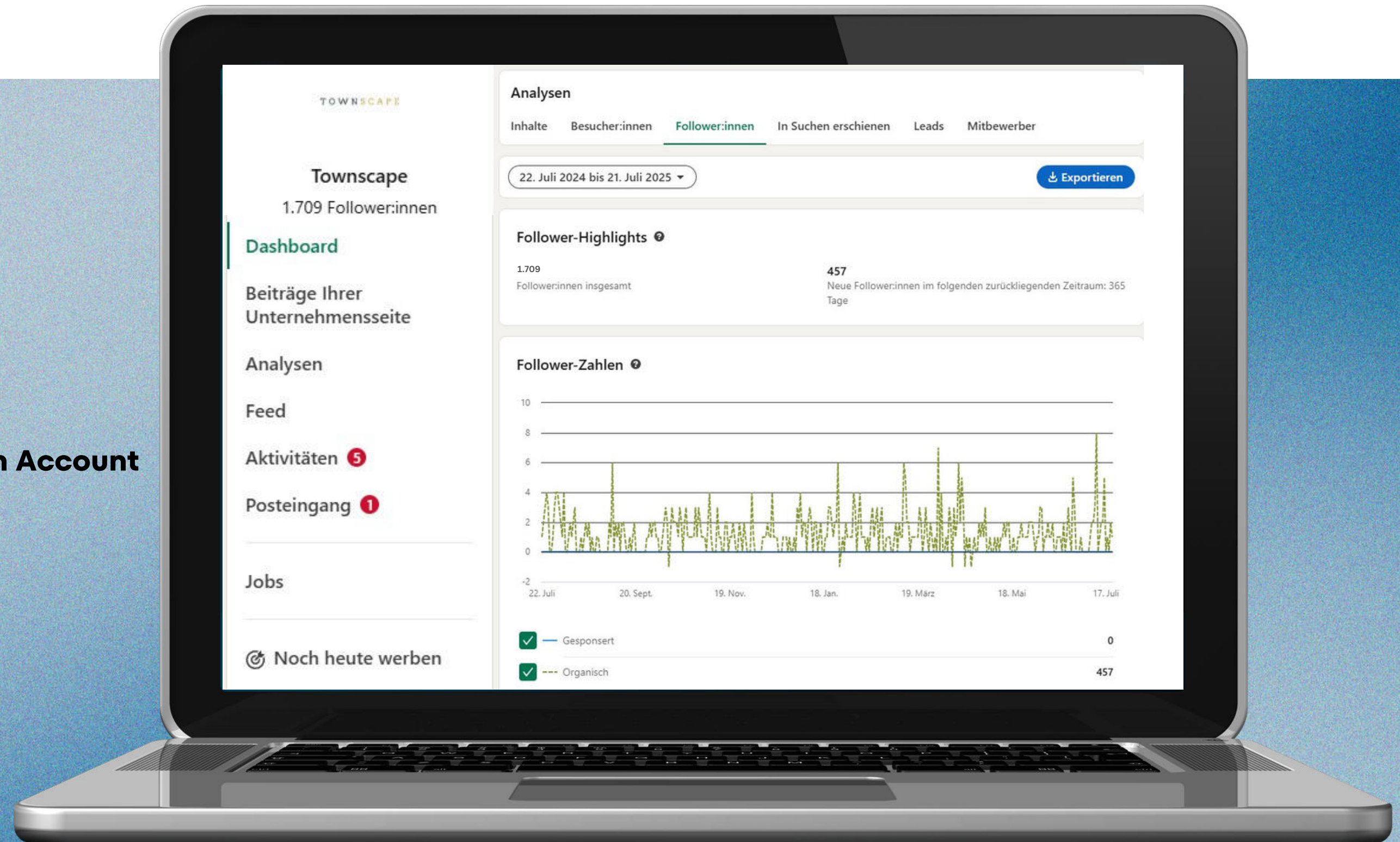
TOWNSCAPE

Project developer and service developer

Management of the **Corporate LinkedIn Account**

+ 2.340 %

follower growth



BEST CASES

POLIS

Family Office



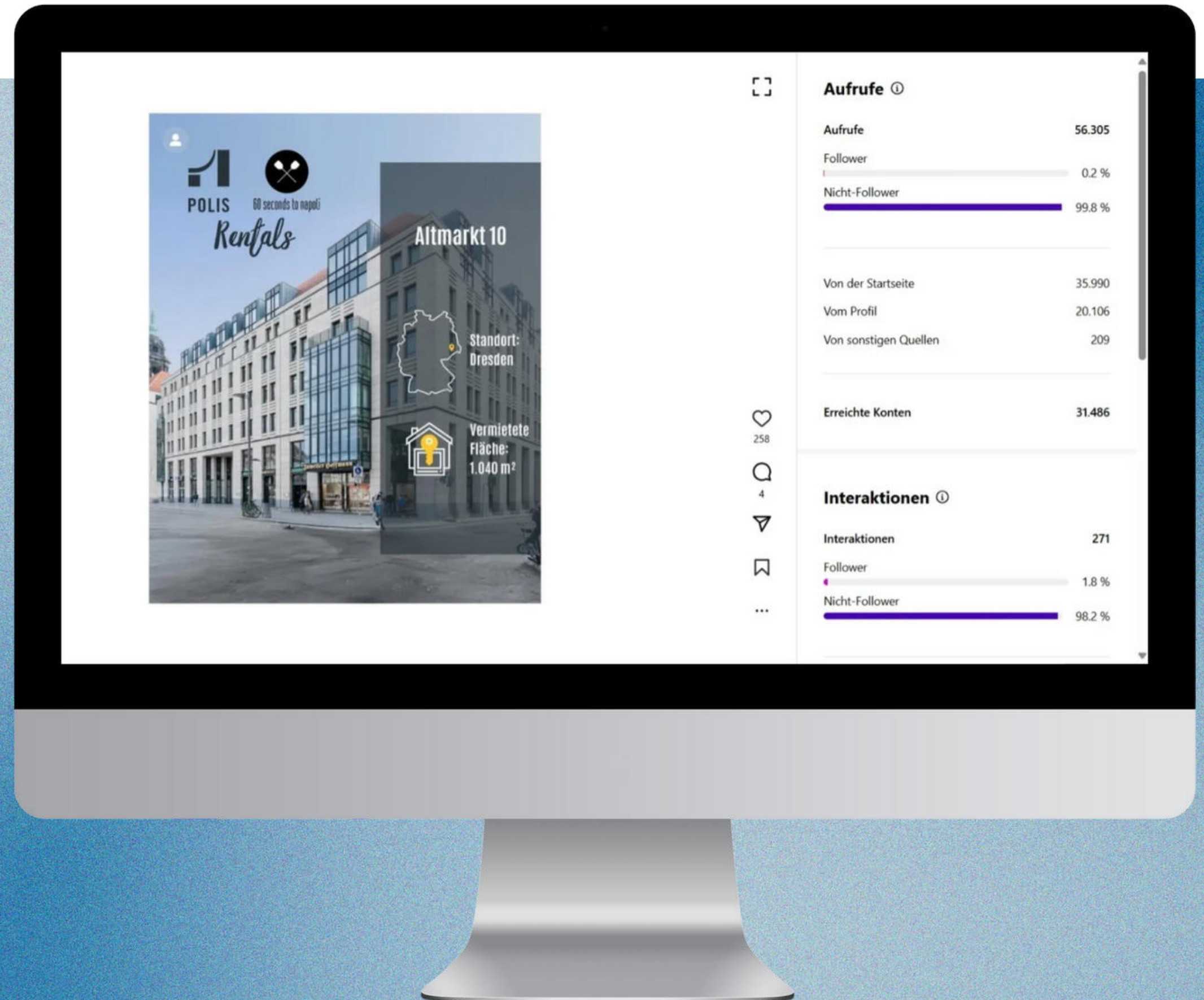
**60 SECONDS TO
NAPOLI**

Restaurant

Social Media Cooperation POLIS + 60 Seconds to Napoli

+ 56 thousand views

258 likes



BEST CASES

PROBIS

PropTech - Startup

75

Publications per year

1.13 Mio.

reached potential readers

Press releases, technical articles,
advertorials, market studies



BEST CASES

DERECO

Multi Family Office

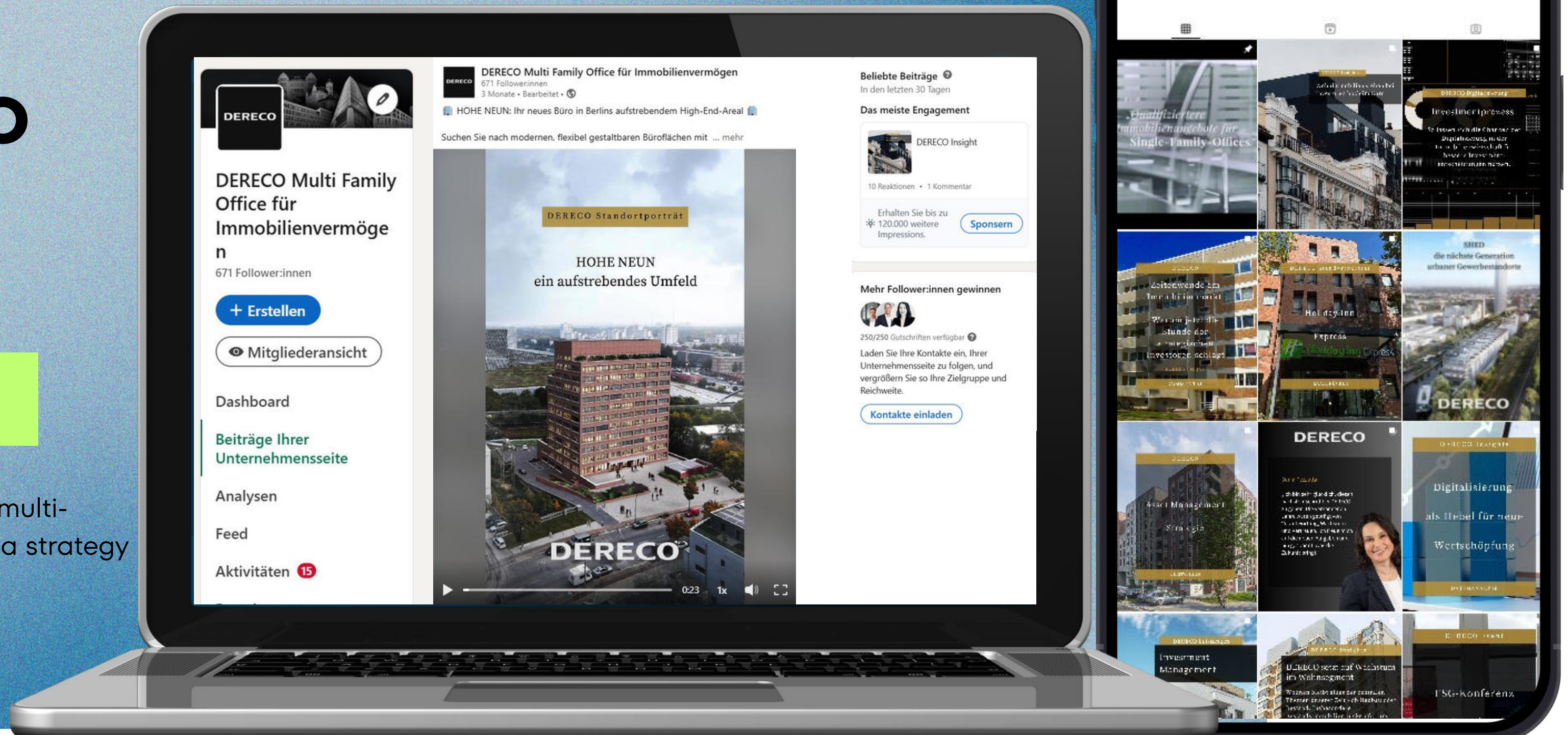
100+

Contents

41 %

follower growth

Concept + setup of multi-channel social media strategy



SOCIAL MEDIA

COMMUNITY

Digital channel strategy

Target group-based selection and alignment of channels

Editorial planning

Topics, formats and schedules for all platforms

Content creation

Development of text, image and video content

Photo/Video/Reel production

Concept, filming and editing for high-quality social content

Community management

Moderation, dialogue & community management

STRATEGY & CONSULTING

Target group analysis

Buyer persona development & understanding user behaviour

Peerg group analysis

Benchmarking & differentiation in the market

Plattform trends & innovation

Identification of new features and viral formats



MEDIA & PERFORMANCE

Media strategy

Selection of channels, formats & budget allocation

Paid social booking

Campaign launch incl. targeting & budget control

Impact measurement

KPIs, target achievement & conversion evaluation

Dashboarding / reporting

Real-time analysis & regular performance reports

REPUTATION & CRISIS MANAGEMENT

Monitoring & sentiment analysis

Observation of brand perception

Crisis communication

Response strategies for shitstorms & critical issues

AI

AI Image & Video Generation

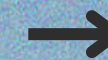
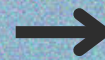
Generate visual content with AI tools

WHAT WE MAKE POSSIBLE

Whether it's an Insta story or a print folder, a branding template or a snappy reel – we create, design, edit and deliver.

Ready to go.

Ready to impress.



AI

The project has already been planned, but the images are not yet available? No problem: we support you with the help of AI and formulate specific prompts, on the basis of which we create both images and videos.



VIDEO RECORDINGS AND PHOTO SHOOTS

We work closely with external media companies and photographers who have been successfully active in the market for over 15 years. They are among our permanent partners – and we know that with them, your projects are in the best hands.

Do you need a promotional film, an interior photo shoot, team photos or a video for your facility or product?
Then you've come to the right place.

Whether you need social media content, reports, event coverage, drone footage, recruitment campaigns or brand portraits – we will connect you with the right professionals from our network of photographers, camera teams and post-production companies.

Get in touch – we will bring your message to life.



REFERENCES



FIO

CORPUS SIREO
REAL ESTATE



HERECON
STRATEGISCHER PARTNER FÜR IMMOBILIENPROJEKTE

NORSK

spotahome

ASSETPROFILER



CUSHMAN &
WAKEFIELD



Immo
Scout24

NUTZUNGSDAUER.COM
Sachverständigenurteilen zur wirtschaftlichen Restnutzungsdauer von Gebäuden

STADLER

bethge | immobilienanwälte.
steuerberater. notar.



DIE
DEUTSCHE IMMOBILIEN
ENTWICKLUNGS AG



TERRAGON
Immobilien für Generationen



emproc

ENGEL & VÖLKERS
CAPITAL



JOHN TAYLOR
LUXURY REAL ESTATE SINCE 1884

PANDION
Partner für Lebensräume

THAMM Immobilien®
mit Tradition und Zukunft



evoreal
PROJEKTENTWICKLUNG



L3
LABORGH
INVESTMENT

PROBIS

TOWNSCAPE

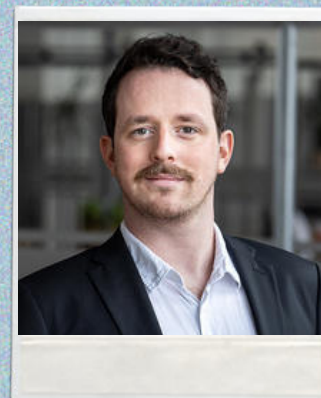
TEAM

The agency was named the best agency for real estate marketing by the magazine "immobilienmanager".



ROBERT UMMEN
CEO

After decades of working as a journalist, most recently as head of the economics, finance and real estate department at WELT, Robert founded the Ummen Communications agency in 2009 to support companies with professional communications.



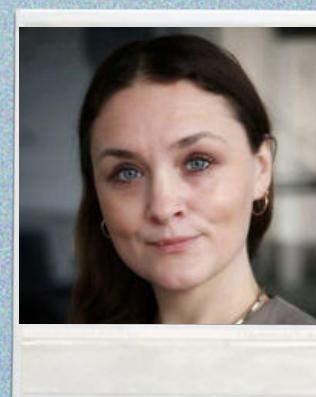
MAXIMILIAN MÜLLER
PUBLIC RELATIONS CONSULTANT

Max studied German language and literature and communication science in Greifswald until 2020. Since completing his master's degree in organisational communication, he has been working at Ummen Communications.



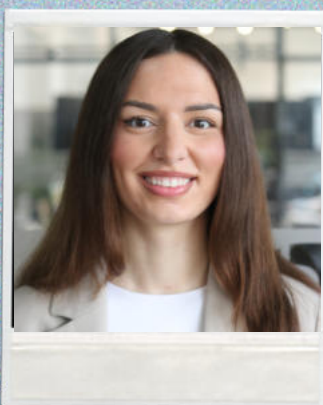
DR. TILMAN PRADT
CCO

Studied political science and earned a doctorate in strategic communication at the Free University of Berlin, followed by diverse experience in media and public relations. Since 2016, Tilman has been with Ummen Communications as operations manager, serving clients and acting as the central interface between the team and clients.



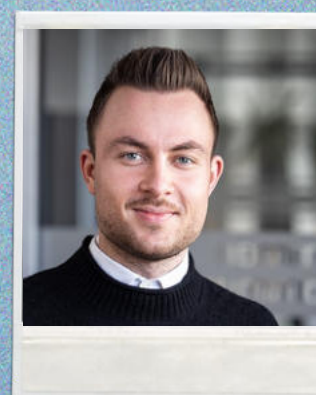
MAGDALENA HANDEREK
DIGITAL MARKETING MANAGER

Magdalena studied marketing and fashion design and gained international experience in film, advertising and start-ups. Since 2025, she has been developing strategies for digital marketing and social media at Ummen Communications.



HYRIE VORFAJ
CONTENT CREATOR

Hyrie has been studying for a Bachelor of Education degree at the Technical University of Berlin since 2021. During an internship as a content creator, she gained her first practical experience and enriched the company's social media presence with creative content.



RICARDO ALESSIO WOLF
DUAL STUDENT

After graduating from high school, Ricardo-Alessio completed an apprenticeship as a real estate agent and worked during this time in a property management company and a real estate agency in Berlin. Since 2022, he has been studying communication and PR at IU as part of a dual degree programme.

COOPERATION

1. Initial meeting / briefing

- Face-to-face or virtual meeting
- Presentation of the company, brand and previous PR activities
- Expectations, target groups, communication goals
- Overview of existing content, channels, internal contacts

2. Kickoff-Meeting

- Joint definition of the communication strategy
- Set schedule & project phases
- Internal & external role allocation (who does what?)
- Topic planning for the coming months (topic and editorial plan)

3. Analysis phase

- SWOT analysis (strengths, weaknesses, opportunities, threats)
- Media response analysis (if PR has already been done)
- Competitor analysis: Which topics, channels, tones?
- Social media audit (existing channels, content, engagement)

4. Strategic planning

- Development of a tailor-made PR strategy
- Defining communication channels: press relations, online media, social media, etc.
- Selection of relevant media and journalists
- Planning of potential PR events: product launches, events, studies, awards

5. Social media concept

- Selection of suitable platforms (Instagram, LinkedIn, TikTok, etc.)
- Target group-oriented content strategy
- Define content formats: posts, reels, stories, carousels
- Create frequency & editorial plan
- Community management rules

6. Implementation & ongoing support

- Creation of press releases, blog articles, posts
- Distribution to media outlets, relationship building with editors
- Monitoring of publications (clippings)
- Monthly reporting & performance review
- Feedback loops & optimisation

7. Evaluation & Outlook

- Reporting on KPIs: reach, engagement, media publications, leads, etc.
- Review of the collaboration: what went well, what could be improved?
- Further development of the strategy



CONTACT


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Personal conversations are the best basis for a trusting
working relationship.

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