



# MARKETING & PR FOR ESTATE AGENTS



# ABOUT ME



## JENNIFER THOMAS

### MARKETING & PR CONSULTANT

For the past 16 years, I have worked in Marketing & PR. During this time I have helped businesses create, promote and grow their brand presence to enable them to achieve their business goals.

A member of the Chartered Institute of Marketing (CIM), I have worked as a marketer, both as a freelancer and in-house. Experienced in property marketing, I have worked as a Marketing Manager for a leading estate agent and as Digital Marketing Customer Success Manager in the Prop-tech sector, enabling businesses to grow using traditional and digital marketing techniques.

Whether it's a marketing strategy, brand repositioning, PR campaign, social media or simply getting to grips with digital marketing, I can guide you through best practices to manage your campaigns.

I have used my experience in the property sector to help me build three packages to help estate agents succeed with their marketing & PR, each package is designed to suit a different level of business needs and to fit with a busy schedule. Take a look and please book a chat with me.

Best wishes

A handwritten signature in black ink, appearing to read 'Jen Thomas', written on a white background.



# SERVICES FOR ESTATE AGENTS

*Marketing for estate agents is not easy, with two very distinctly different demographics to consider, both buyers and vendors and it can be a fine balance to ensure you get the marketing focus on point to help you find success and drive both leads and sales. Property marketing and vendor lead generation has taken a full digital revolution and while the more traditional methods remain, the power to drive success through the digital marketplace undoubtedly gives agents a better insight to reach their potential customers.*

With so many options setting up even a basic digital strategy can be a difficult task, my packages can help you understand and implement the best marketing practices to help you succeed and drive more business.

## PACKAGES

### **Estate Agent Marketing Strategy SOS**

Designed for agents who already have a marketing plan in place but want a little guidance. Our SOS will look at what you already do and how to maximise the benefits, as well as help you make your marketing work harder.

- Full marketing audit, including digital marketing
- Social media and digital marketing review
- 3hr Basic staff digital marketing training, including, social media planning, meta-tagging and GA4 Google analytics overview
- Marketing review document with recommendations to improve strategy.

### **Marketing & PR Support (Bespoke)**

We understand that not every agent has an in-house marketing team and finding time to keep up with additional marketing functions such as social media, website updates, blogs and press releases can be difficult. Our bespoke Marketing & PR Support package is here to help. Think of it like a remote marketing assistant, helping you plan and deliver some of the more time-intensive marketing functions, meaning you and your team can focus on the job at hand.

Every agent is unique and for that reason, each package will be bespoke to suit your needs and budget, each package is booked for a minimum of 2 months and includes a monthly breakdown and overview to track performance,

### **Digital Marketing Basics // 3 hr virtual staff training session**

Suitable for both experienced agents and those starting up, the Digital Marketing Basics session is tailored to your business and will cover;

- Social media planning and tailored overview
- Introduction to meta tagging
- GA4 understanding of Google Analytics introduction

Delivered virtually via Zoom your team can join the training from wherever suits them, avoiding the dreaded diary clash. Invite as many staff members as you need this session is aimed to get your team ready to succeed in the digital marketplace.