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pursuit of ExCelleNce

// DO YOU KNOW WHO I AM?

Hello! This is who we are...



Colleen Babcock

Rightmove



Amanda O'Brien

Content For
Estate Agents



Natalie Barton

Propertymark



Jon Milligan

Propertymark



Got any questions?

Simply ask in the Propertymark One app :-)



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// UNDERSTAND YOUR DATA

Brand marketing

Builds your reputation and community

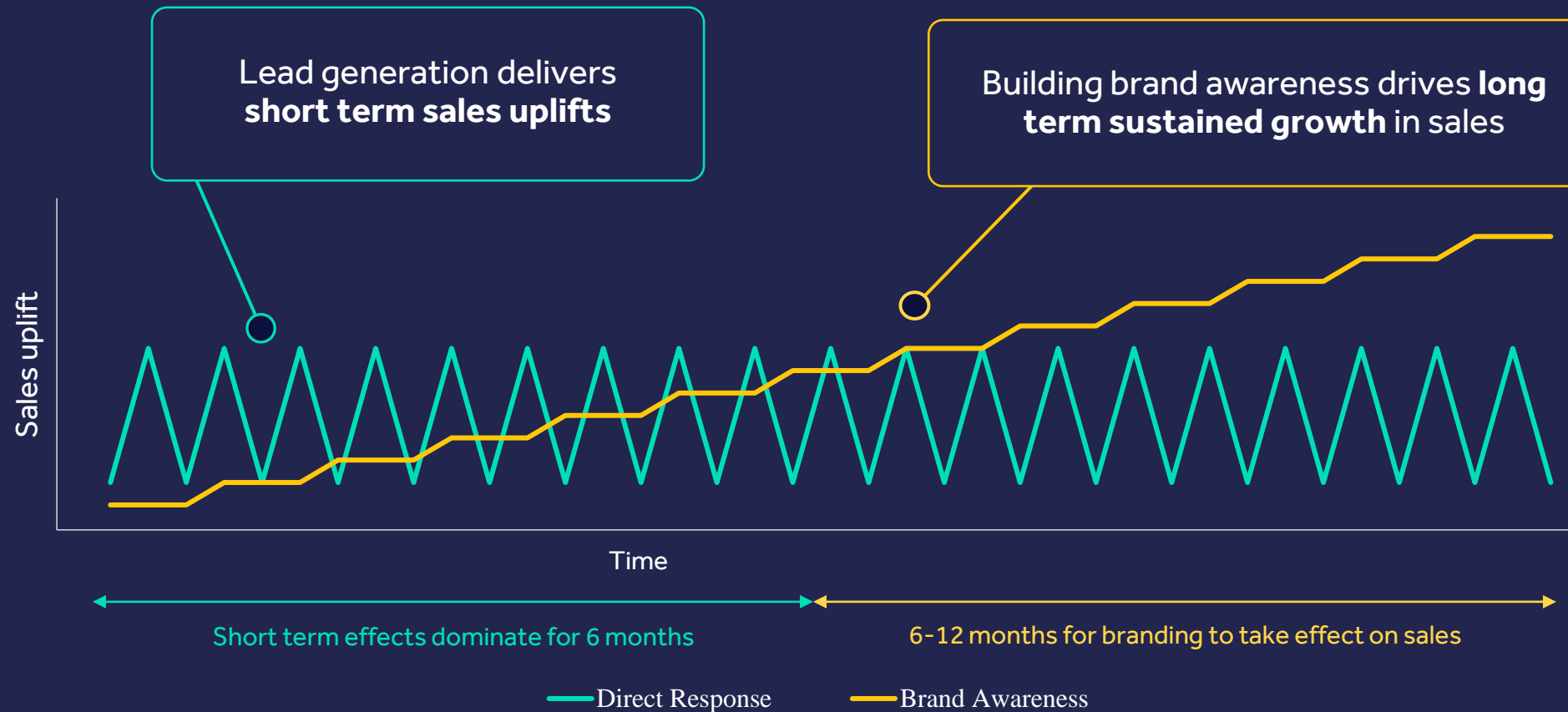
Makes magic...

Lead generation

Creates an action to buy your services

Makes the phone ring...

Combining **lead generation** and **brand marketing** helps you grow your sales long-term



Grow your
market share
with increased
brand visibility
online



Research agency

Millward Brown

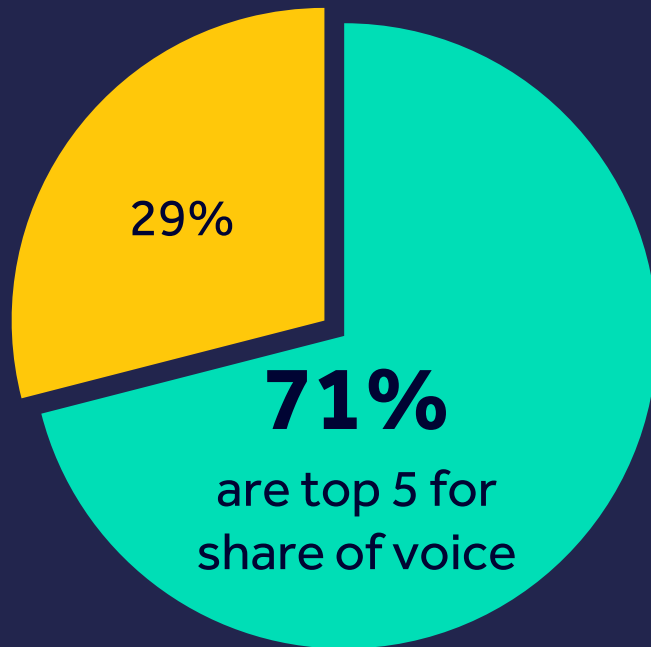
studied **4,000** brands worldwide

Brands who invest in their
digital share of voice

are more likely to
grow their market
share over time

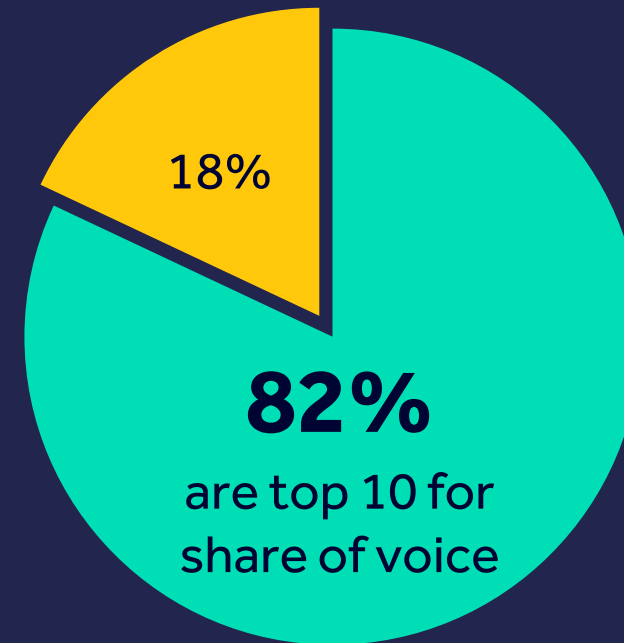
Does this apply to estate agents?

Branches in Top 5 for Market Share



71% of branches ranked in the Top 5 for Market Share are in the Top 5 for Share of Voice

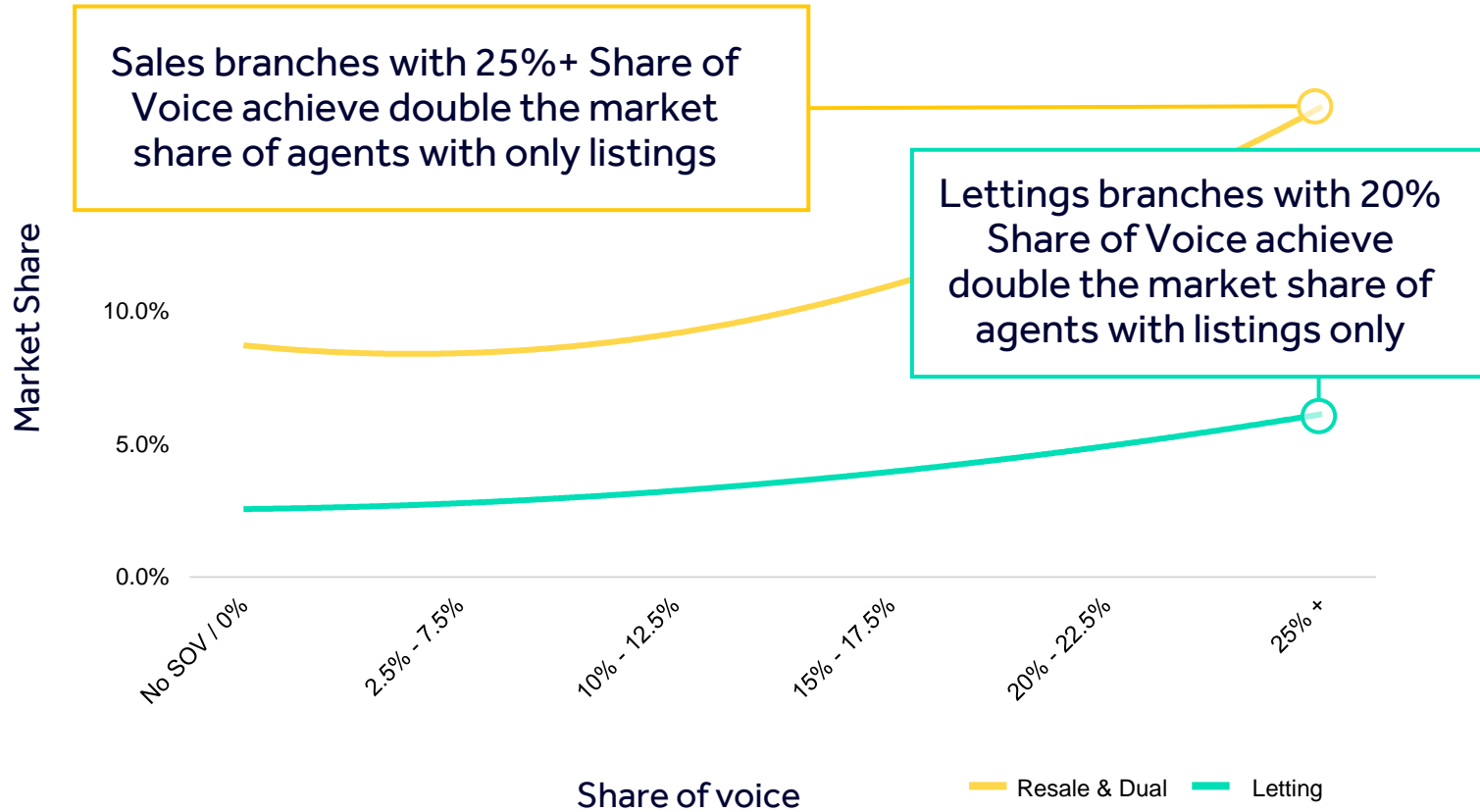
Branches in Top 10 for market share



82% of branches in the Top 10 for Market Share are in the Top 10 for Share of Voice

Building share of voice builds market share

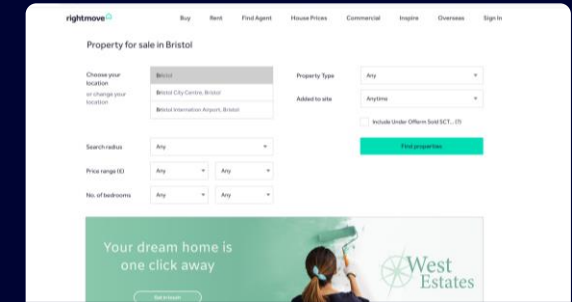
Rightmove SOV vs Avg Market share



Independent resale and dual agents active on 1st March 2023. Share of voice and market share data based on 01/08/22 to 31/03/23. Share of voice based on brand exposure in-patch from Local Homepage, Native Search Adverts, Featured Agent and Sold By Me. Market share based on share of new instructions in customer's defined patch. Excludes patches with very low/very high new listings or active branches. Excludes branches who did not list new instruction in the time period.

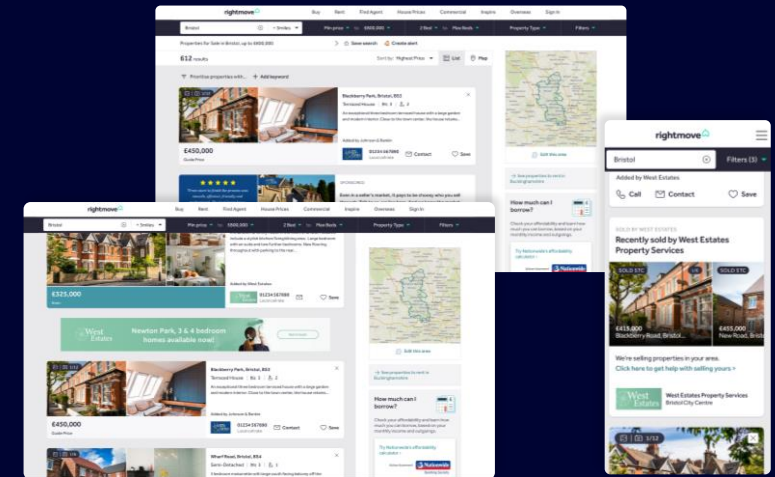
We looked at the impact of these products

Filters page – Local Homepage



Search results page

Native Search Ads

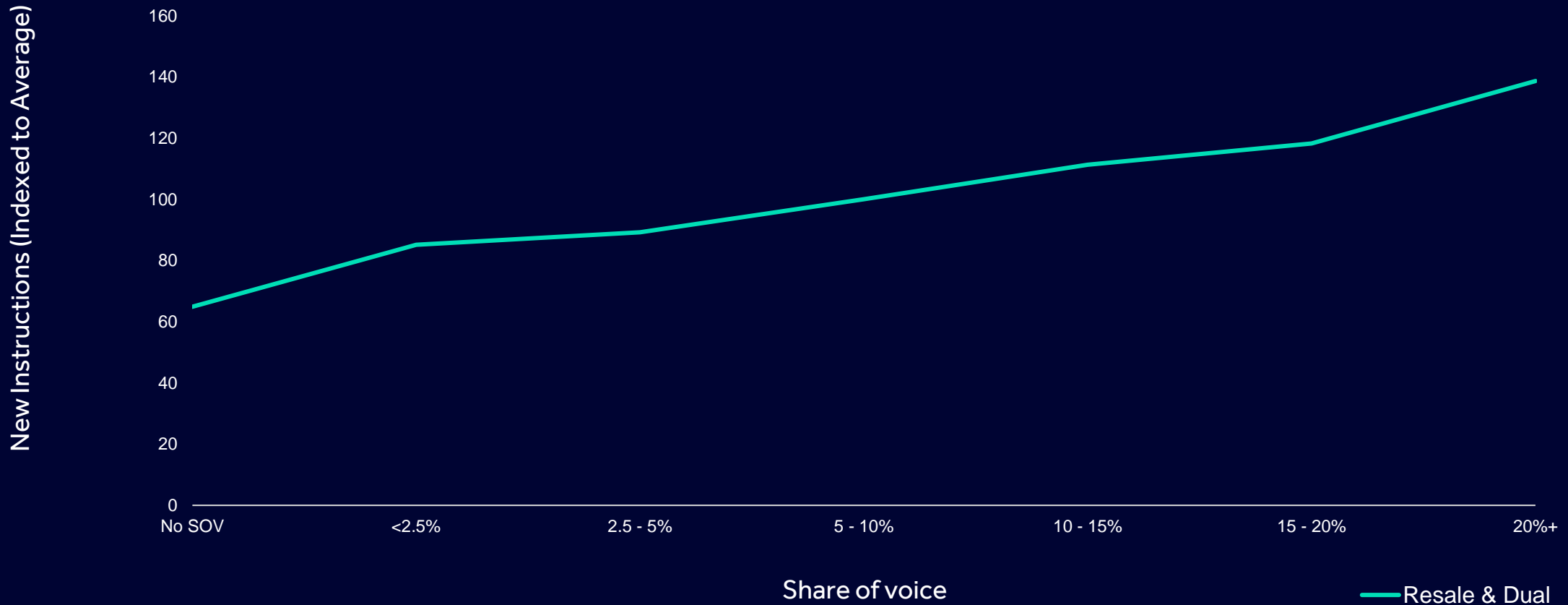


Featured Agent

Sold By Me

Share of voice helps build your stock levels

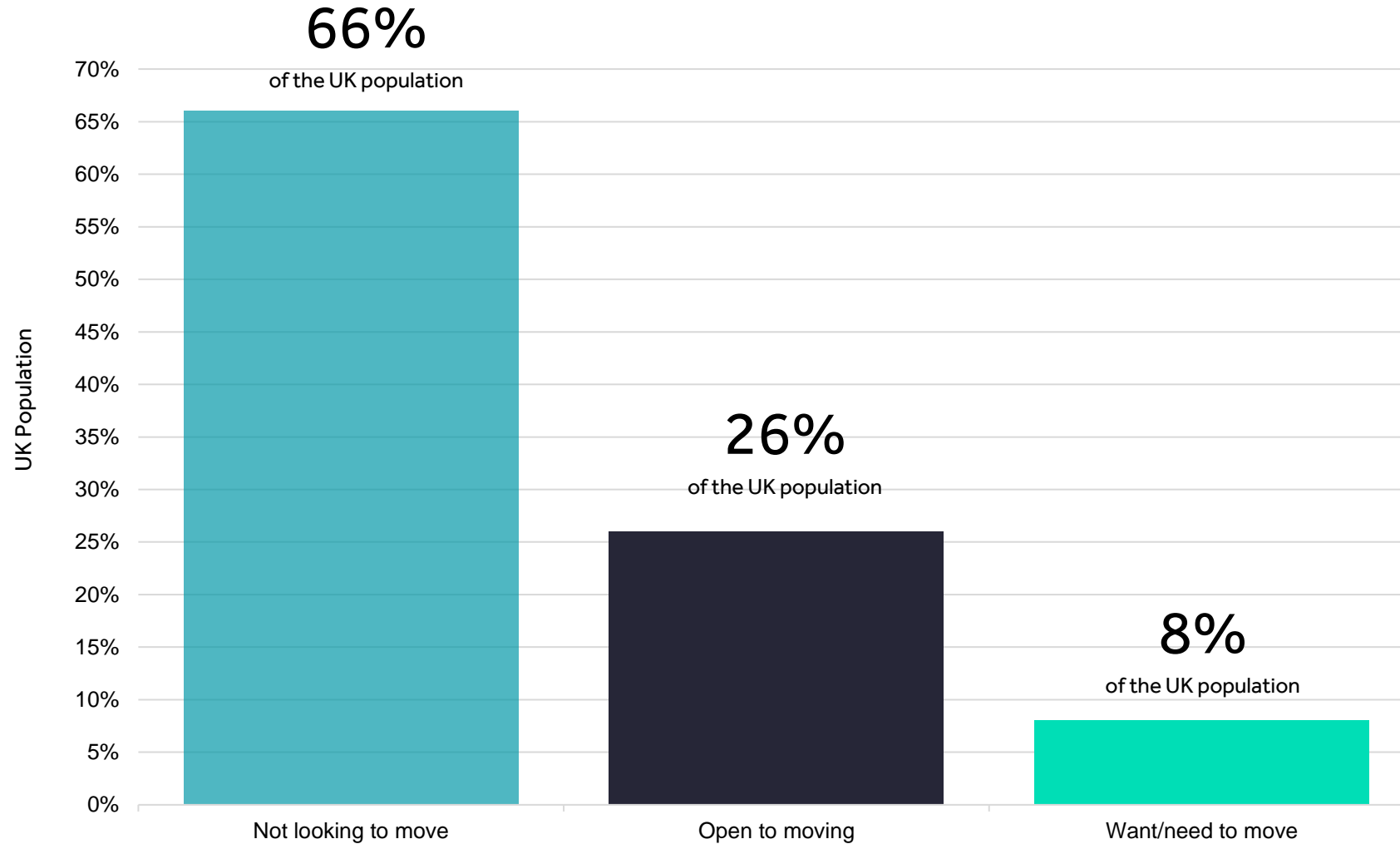
Increase in Share of Voice on Rightmove compared to New Instructions



Independent resale and dual agents active on 1st Mar 2023 and paid Rightmove member between 01/08/22 to 31/03/23. Share of voice and new listings data based on 01/10/22 to 31/05/22. Share of voice based on brand exposure in-patch from Local Homepage, Native Search Adverts, Featured Agent and Sold By Me. New instructions in customer's defined patch only. Excludes patches with very low/very high new listings or active branches. Excludes branches who did not list new instruction in the time period.

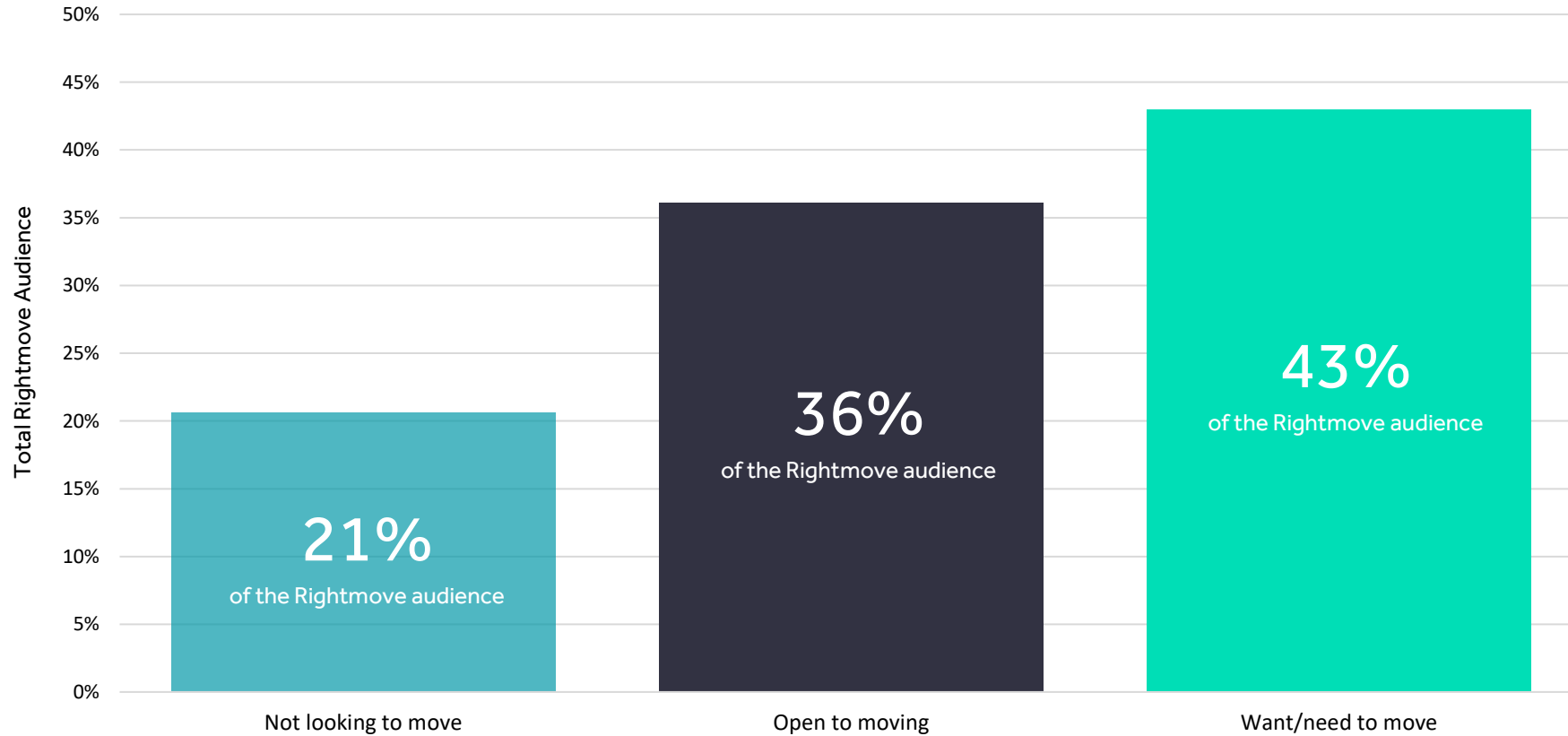


Mindset of the general UK population



Source: Rightmove Spring Survey, April 2023, Sample: 2016

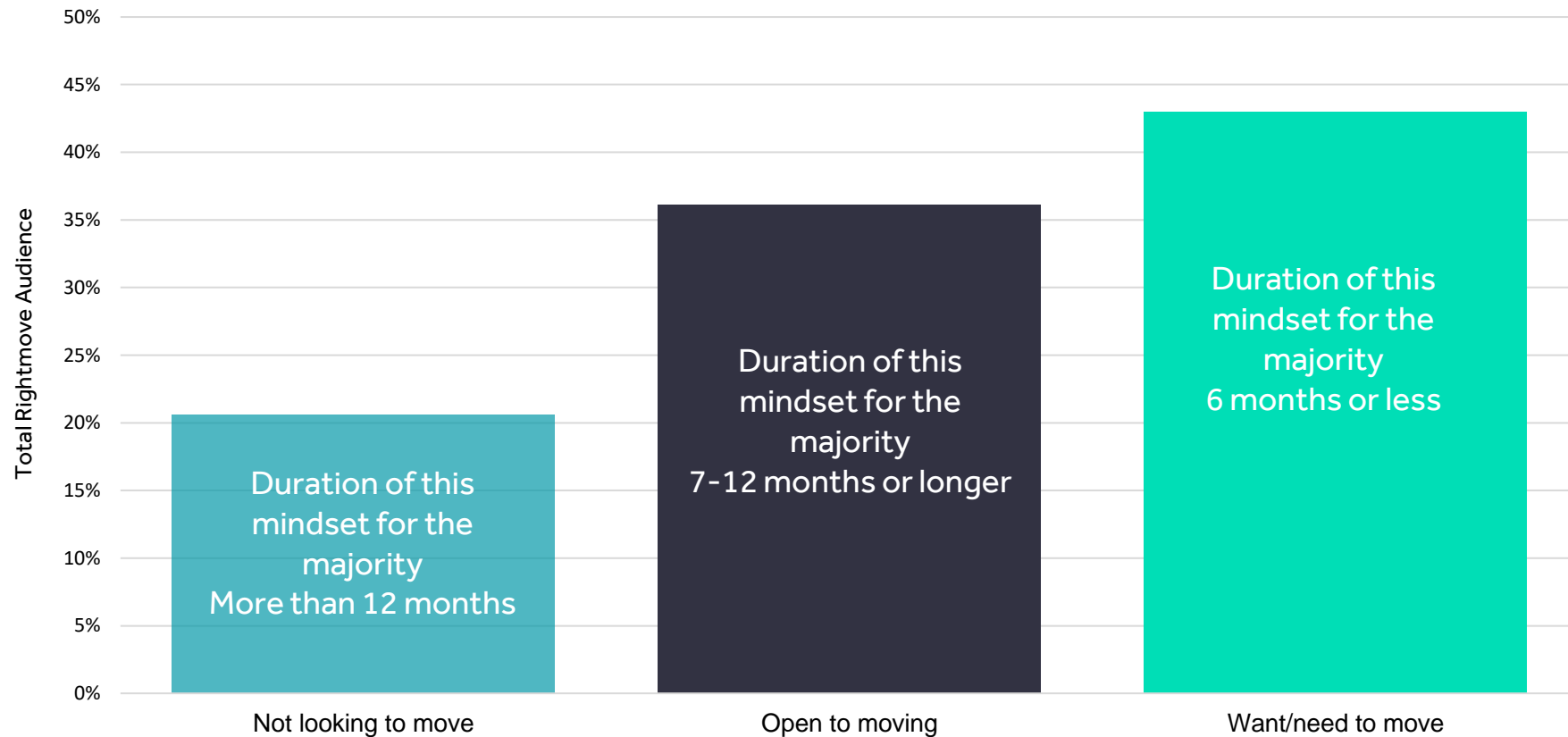
Mindset of the Rightmove audience



Source: Rightmove Spring Survey, April 2023, Sample: 5943

Influence people at the “Open to moving” stage

So they’re more likely to choose you at the “Wanting to move” stage



85% of sellers say

**being knowledgeable
about the local market**

is a very or extremely important factor when choosing an agent

Source: ¹Rightmove Spring Survey 2022, when deciding on an agent to sell your property, how important are the following factors. Please select one answer per statement, asked of all respondents who plan to sell a property in the next 12 months, 2,823 respondents

Empowering you with insight

Let the data drive your decisions

Rightmove can provide insight into your own share of voice – in your local patch

Milton Keynes: Jul-21 to Jan-22

Brand exposure (views)	3.8m	Share of voice	16.7%
			Rank: 2

Brand exposure FA & LHP Sold By Me Share of voice

Personalise Settings

Brand	Branch	Rank	Share of Voice
West Estates	Milton Keynes	1	21.4%
Halwood Homes	Milton Keynes	2	16.7%
Johnson and Rankin Development	Milton Keynes	3	9.3%
Roscoe & Nel	Milton Keynes	4	8.7%
North Estates Development	Newport Pagnell	5	3.4%
Hollyhill Homes	Milton Keynes	6	3.0%
Greysons Property	Milton Keynes	7	2.9%
Dean and Sons	Northampton	8	2.5%
Lawrence Estate Agents	Milton Keynes	9	2.4%
Halls Property Services	Stony Stratford	10	2.4%



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// STANDOUT BLOG CONTENT



Why are you ignoring a huge audience of **potential clients?**

Perhaps you think it's not worth wooing this audience?



*Brand awareness =
top up visibility pipeline*

Start influencing people who are 'open to moving' and
'not looking to move'

7-12 months 'open to moving' mindset

7-12 months of influencing time!



**HELP
PLEASE!**

01

Have questions // problems

02

Looking for inspiration

03

Want to be educated

Need info on property, home and lifestyle topics.

Who's got the answers?

You and **your blog!**



Ready to move audience want

01

New property listings

05

Home staging information

02

Conveyancing information

06

Interior design tips

03

Moving timeline & checklist

07

How to guides

04

Packing tips



Open to moving audience want

01

Area information

02

Choosing an agent

03

Property jargon explained

04

Moving pros and cons topics

05

Choosing a conveyancer

06

Adding value to property

07

Deposits / tenancies info



Not looking to move audience want

01

Solutions to problems

02

Answers to questions

03

Inspiration

04

Gardening

05

Interior styling

06

Flooring options

07

DIY questions solved

08

Lifestyle topics



Would you class
yourself as
knowledgeable?

Why aren't you sharing?



Tell people what you know

01

Centre of your community

02

Power to be 'go to' expert

03

Woo your audience



Publish quality, consistent, blog content

Benefits?

01

Show industry knowledge

04

Become memorable

02

Boost online visibility

05

Increase brand awareness

03

Increase search ranking

06

Be the local expert





Brand awareness starts with your blog - It's the hub!

Repurpose blog content:

// Newsletters

// PR

// Email Campaigns

// Guides

// Social Media

Reach people subconsciously! Cement your brand!



www.contentfor.co.uk

contentfor
estateagents



Start publishing educational blog content on your agency website today

01

Scan the QR code

02

Enter your email address

03

Download five free articles

04

Copy them to your website



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// SOCIAL MEDIA

Take on the doomscroll without losing your mind

01

Look at the **bigger picture** in a smaller area.

02

Pay attention to your **metrics**, but don't get hung up on them

03

Individual support can mean more than going viral

04

Be **strategic** and plan in advance as much as possible

// SOCIAL MEDIA

Get the **balance** right

Don't just sell, be part of your **community**



Fostering active
social media
communities
drives
engagement and
loyalty.

Hubspot Global Social Media Trends Report, 2024.

Use your team

They are your USP

01

Only your agency has your people in it – **show them off.**

02

Creating **familiarity** with the whole team builds greater trust in your brand.

03

Sharing the workload highlights expertise, creates accountability and **encourages creativity** and an exchange of ideas.

Case study

LOCATION  LOCATION™

01

High quality house tours with Anna

02

Expert knowledge demonstrated across the team

03

Local area guides including collaboration with other local businesses

04

Community and charity projects

How to support your team

01

Have a Social
Media **policy**

02

Create **professional profiles** separate from
personal accounts

03

Establish **roles**
based on skillset
and interest/
enthusiasm

04

Make **time** for it –
from **planning**
meetings to time to
action tasks

It's not about *you*

01

Don't post and run.
Respond to comments and
DMs

02

Engage with others'
content – they're more
likely to reciprocate with
yours

03

Use **questions** to fuel
future content

04

Support; don't sell

A hand is shown in profile, holding a glowing, golden orb of light. The orb is surrounded by a cloud of small, bright particles, some of which are floating upwards. The background is dark, making the light elements stand out. The overall mood is one of magic, wonder, and hope.

It's not wizardry

It's **commitment**, collaboration and **consistency**



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// MEDIA AND PR

Be the **expert** and how to use your **personality**.

01

What makes a person an **expert** in their field?

02

How can your knowledge and **personality** generate media coverage?

03

Be the best at **something, not everything** – know when to say yes and no to media involvement.

04

How to **promote** yourself

How to get noticed and **promote** yourself.

01

The importance of
being a **loud voice**
in your field.

02

How to get started
with **building media**
relationships.

03

Maintaining a good
level of **media**
rapport

04

Pitching your
message at the
right level and
understanding

Create an emotional connection.

Being **trustworthy, factual, realistic,** and consistent.

The importance of avoiding all **'industry speak'**.

01

Understanding your audience.

02

03

Ensuring your output is of the **very highest standard.**

04

How to deal with the media

01

Being bold in your stance, showing empathy where needed and accepting your view is open to challenge.

03

Act quickly as not to miss the opportunity but remain calm and composed.

02

Understanding media codes of conduct and law

04

Respect data, copyright, and intellectual property.



Monitoring and progression

01

Keep check on your competitors and aim to outsmart.

02

Be bold and read/view/listen to your coverage.

03

Take on board feedback and be self-positive (not self-critical)

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GOT A QUESTION?
#JUSTASK



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