



Search Smartly

Social Media & Marketing Associate

www.searchsmartly.co

July 2021





| Introduction



BRAND MESSAGES

Search Smartly:

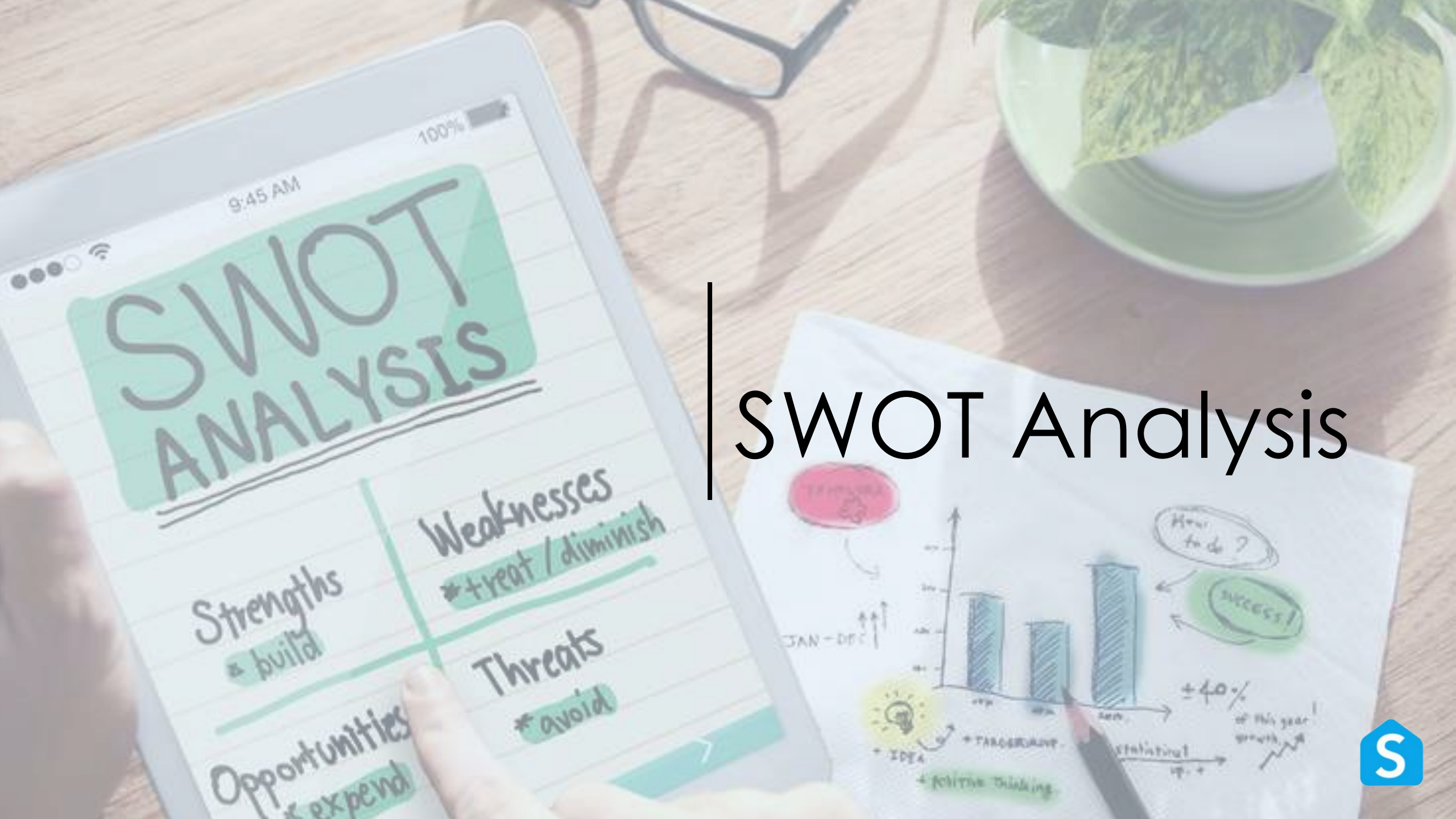
- A **Real Agency** that helps you find your ideal home/flat in London and the UK
- Focuses on **simplicity** and **easy to use website** (providing description and pictures and many details/filters)
- Focuses on **client interest/matters** by using **3 steps platform** - Search Smarter for best score results, to suits customer's needs.
- Provides a **professional team**, available to help and support customers anytime (by email/chat)
- Gives the opportunity to **book free viewings** respecting customer's needs and time
- Communicates the importance **of saving time, stress and money**, giving an **outstanding experience**
- Has **social media connections** with advise and places to explore



TARGET AUDIENCE:

- ✓ Everyone (Women and Men)
- ✓ Aged 21 - 60
- ✓ Middle/high range income





| SWOT Analysis

STRENGTHS:

- Rent and Buy service
- Operates in all London area and the UK, promoting the best and well-kept homes and flats
- Focuses on customer needs and interests
- Great platform provided (3 easy steps)
- Stress-free viewings and free move-in concierge
- 24/7 professional customer support at every step
- Flat/Home photos and description in details
- Website easy to use and accessible to everyone
- Linked with other social media
- High positive feedback (Trustpilot)

WEAKNESSES:

- Middle-known market
- Small sphere of influence
- Positive feedback not sufficiently valued



OPPORTUNITIES:

- Community connections and Social media interactions
- Engaging Properties Events and Open house viewings

THREATS:

(external factors)

- Real agents competitors (e.g. Zoopla, Rightmove)



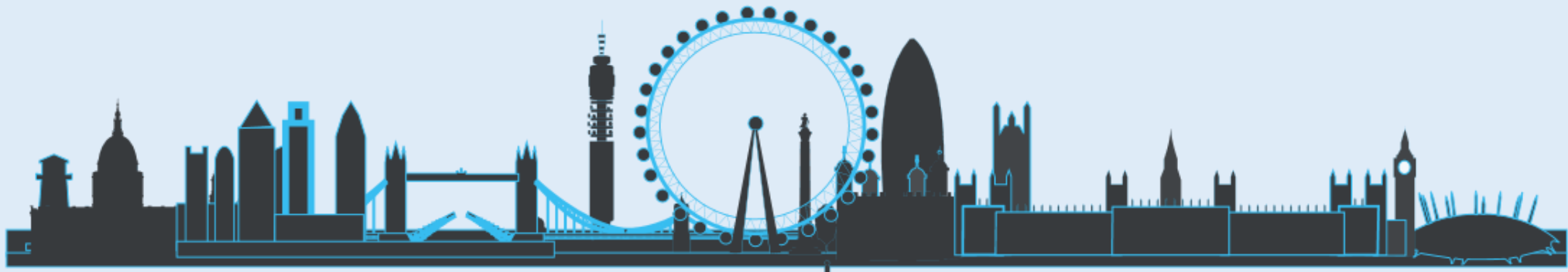
A top-down view of a modern workspace. In the center is a silver laptop with a black keyboard. To its left is a tablet and a vintage-style camera. To its right is a smartphone and a white keyboard. Further right is a white mouse and a cup of coffee on a saucer. Several papers with charts and graphs are scattered around. A person's hands are visible at the top, one holding a pen over a document. A small potted plant is in the bottom left corner.

Business plan



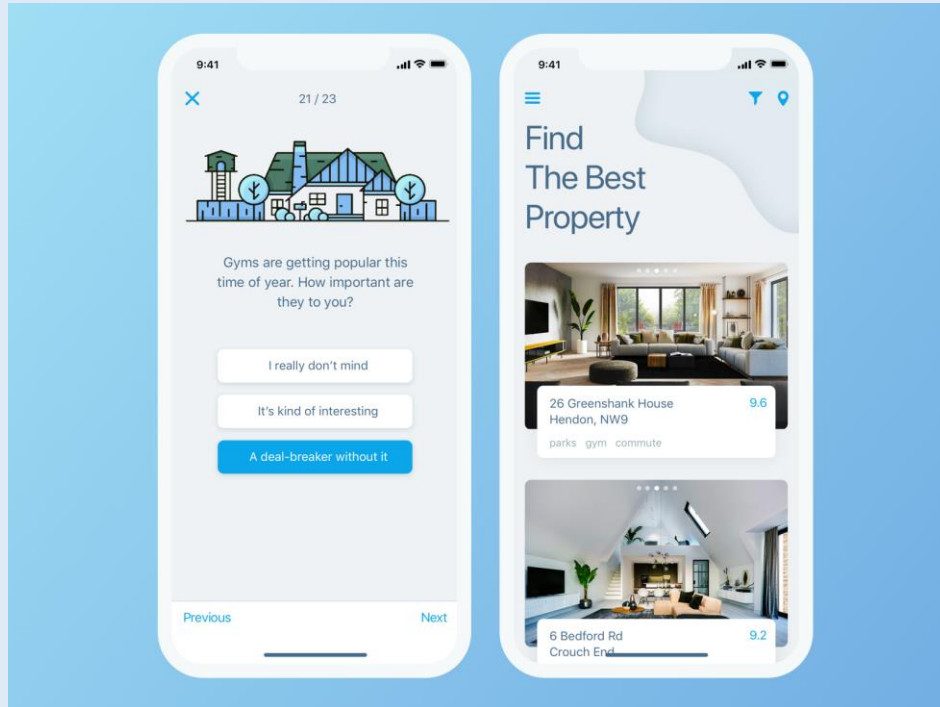
OBJECTIVES:

- Expanding the market
- Increasing customer loyalty, brand awareness and recognition
- Bringing new customers to the company website and gaining new social media followers
- Transmitting trust, efficiency, professionalism and quality of service to customers



STRATEGIES:

- Gaining customers' loyalty by providing **quality service**
- A clear focus on the **successes of the company**, shedding light on the **positive customer experiences and feedback**
- Promoting the **company in a friendly way** in order to humanise it and connect it with the customers in a personal way; (giving advice on amenities, restaurants and shops across London)
- Developing and enhancing specific **communication strategies**:
 - **Branding**: Building up a strong brand identity;
 - **Emotional content**: touch the customer (storytelling);
 - **Friendly communities**: Sharing London areas experiences and advices
 - **Digital support**: Website, apps and social media;
 - **Press and Public Relations**: Magazines, Brand ambassador, Bloggers and Influencers;
 - **WOM** (Word of mouth)



SearchSmartly is rated
Excellent

Based on 20 reviews



★ Trustpilot



ACTIONS:

- Running campaigns and social media ads by using creative testing
- Property Trade press
- House Video Tours
- Providing Intern design Ideas and solutions for little spaces or small houses (advice from professionals and curiosities to share)
- Promote Customer positive feedback
- Open House viewings (+ events tailored to the customer)
- Competitions
- Giveaway
- Bloggers' a/o influencers' invitations (e.g. dinner gift in the area) for a review/feedback/post of the area - mentioning the Brand @SearchSmartly)
- Sponsorship and active participation in property industry events (e.g. LFA – London Festival of Architecture)
- Creative video tours about the area (to discover the main restaurants, points of interest, amenities and services of the area)
- Property Magazines ads
- Blog post
- Outdoor billboard & media display ads
- WOM
- Bespoke digital banners and buttons
- Working strategically on Social media networking (e.g. daily posting; adding on property pages or groups; writing comments; suggesting areas where running events or festivals)
- Providing a professional customer service on the website and all social networks





Social Media, Marketing and PR



#1 Instagram Post:



Visit Ally Pally and escape from the ever-expanding industrial city!
Alexandra Palace is one of the most famous buildings in North London. Situated within Alexandra Park, the building is one of the UK's most enduring venues right from its opening in 1873.



#ldn #london #londoner #Londoners #londonlife #londonliving #uk #unitedkingdom #londonhome #homeinlondon #property #propertymanagement #proptech #realestate #estateagent #rent #rental #rentalproperty #searchsmartly #londonist #alexandrapark #allypally #park #haringey #londonpark



#2 Instagram Post:



Have a stunning view of London!
Muswell Hill is one of these places only locals know about and keep it as a secret. It is located in a quiet residential area in zone 3 in North London.



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#3 Instagram activity:



GIVEAWAY
WIN a great upside-down experience!
Enter now for a chance to WIN #2 Upside down house tickets in Brighton.
We welcome the summer by giving you the opportunity to visit a unique and fun museum of illusions attraction based on the Brighton Sea Front in between the 1360 and Brighton Beach Club!
A great way to spend good family time and have a great upside-down summer experience!
Here is how to enter to WIN our #HelloSummer giveaway:
1) Like the Post
2) Follow @searchsmartly
3) Tag a friend in the comments below who is looking for a flat
4) For extra points share on your story, too
Giveaway ends Sunday 6th of June at 4pm. The lucky winner will be alerted in their DM's come the following week.
Rules: Entrants must be over 18 and live in the UK to apply
What are you waiting for?
Be different, be fun, be topsy turvy!
Good Luck!



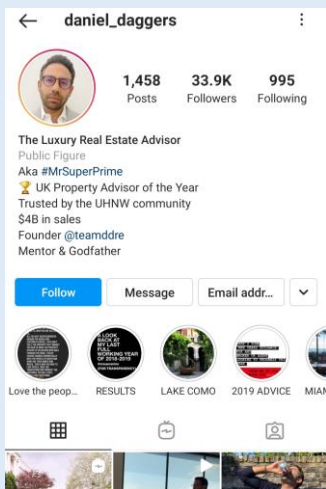
SOCIAL MEDIA

- **Posting schedule** – posting across Instagram and Facebook must be consistent and concise
- **Engagement** – using relevant hashtags; liking relevant accounts and engaging with them
- **Design** – Canva design will be used to create posts, stories and animated social media
- **Linking to company website** – to build sales and brand awareness
- **Giveaways** – to increase followers and engage them by running competitions

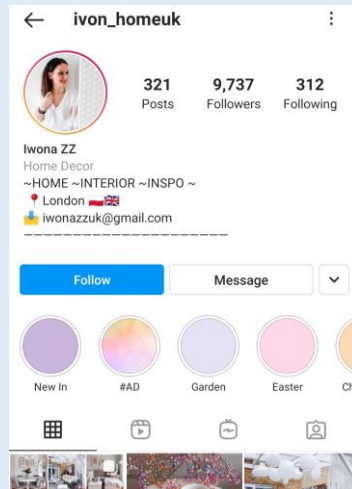


MEDIA RELATIONS

- **Press office management:** liaison with journalists, distribution of press releases (customers & trade) and daily responses to relevant press requests from UK-wide PR & journalist network, including *print and digital magazines, bloggers, micro influencers and newspapers.*

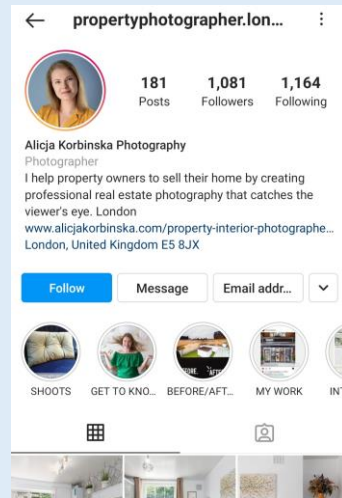


Micro Influencer:
Daniel Daggers
(@daniel_daggers)
Real estate agent
- Instagram -
33.9k followers



Nano Influencers:
Iwona zz (@ivona_homeuk)
-Instagram- 9,737 followers

Alicja Korbinska
(@propertyphotographer.london)
-Instagram- 1,081 followers



Blog - www.machedavvero.it/en - Chiara Cecilia Santamaria



Vanessa
Warwick
@4_walls
- Twitter



Monthly circulation: 193k

Blogger loved by families and mums (she writes about travel, food and London areas)





PRIDE MONTH • JUNE 2021



AD CAMPAIGN*: #PrideMonth2021

The campaign will be successful in that:

- It respects the **brand awareness**
- It yields **positive Ads ROI**
- It delivers a **touchable and sensitive message**
- It is **direct** and **low cost**
- It **enhances the reputation** of the brand
- It **increases and strengthens customer retention**

**The campaign is made up from @FedericaRabbaglietti*





Thank you

Federica Rabbaglietti

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