

The Marketing Guide

JOHN D WOOD & CO.

London, Country & International Property

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Introduction

As the prime brand of Countrywide, the largest estate agency group in the UK, John D Wood & Co. has an innovative and proactive Marketing & PR team. As well as national, lead generating and brand building campaign activity, we are dedicated to providing our network with further tools and resources.

We recognise that every local market place has specific and differing needs, and as such our branches have quite a great deal of autonomy. With that comes responsibility, and this Marketing Guide has been put together to help you to make the most of the resources available to you.

Every fortnight, all branches receive the Marketing & PR Update, which provides information on the latest campaigns and the actions that need to be taken. Please read it. The update is a valuable information source and tells you everything your branch needs to know about upcoming campaigns, sponsorship and news.

The John D Wood & Co. Marketing Team



Canvassing

Three types of canvassing,
from the most effective (hot) to the least (cold):

Hot Canvassing

For clients who have requested a market appraisal or have instructed another agent. They are serious about selling or letting their property.

Example: Other Agents Boards via BOT and past MA's.

Targeted canvassing and therefore most effective; must be done consistently and intelligently.

'Warm Canvassing'

This is when you are dropping a message that has some direct relevance to the households receiving that message.

Example: A property has sold/let in their road or a buyer/tenant has specifically requested a property in that street. Warm canvassing helps us maintain/grow market share in areas where we have brand presence.

Response tends to be good but needs monitoring.

Cold Canvassing

Only use for prospecting in roads or areas where you have no idea whether the home-owners are looking to move or not.

Most cold canvassing is organised centrally at certain times of the year and for a very specific reason i.e. Office Opening.

Speculative and response is not good VS cost.



Canvassing: Flyers

PremCom - Direct Mail

- Each branch has log-in details and a monthly budget, which if not used rolls over to the following month.
- The site allows you to view a variety of flyers:
 - **Standard** (Sold or Let in your Road) or, **Campaign driven** (Brand Campaign or Move in time for Christmas).
- The flyers are sent via Royal Mail to the addresses that you choose from the postcode sectors available.
- There are three 'search options' available to you depending on what you are sending and the number you wish to send.
- Use the criteria available on the system to reduce the number of households you are targeting i.e. include only the ones that are likely to be most relevant.
- If you run out of budget or need additional areas added to your site, email your Regional Director and Lorena Vallerius.
- On the top right of the home page on the site there is a User Guide – if you have a query, refer to this first.

PremCom

This is the other section of the same company site which provides a number of different services, including:

1. Canvassing door drops,
2. Window cards
3. Property details etc

- Every branch has log-in details and a monthly budget assigned for canvassing.
- Canvassing ordered through this section of the site will arrive in branch for you to arrange for onward distribution.
- For suggested distribution companies contact the Marketing team.

Measurement

- You must hold a canvassing log and include the canvassing activity and responses you receive.
- Also record all instructions and MA's gained from canvassing on RPS/Propco.
- Your regional director will check the branch canvassing log at their discretion, so please update it every week.



FLYERS

Canvassing: Email

PremLive Email Tool – Customisable Template

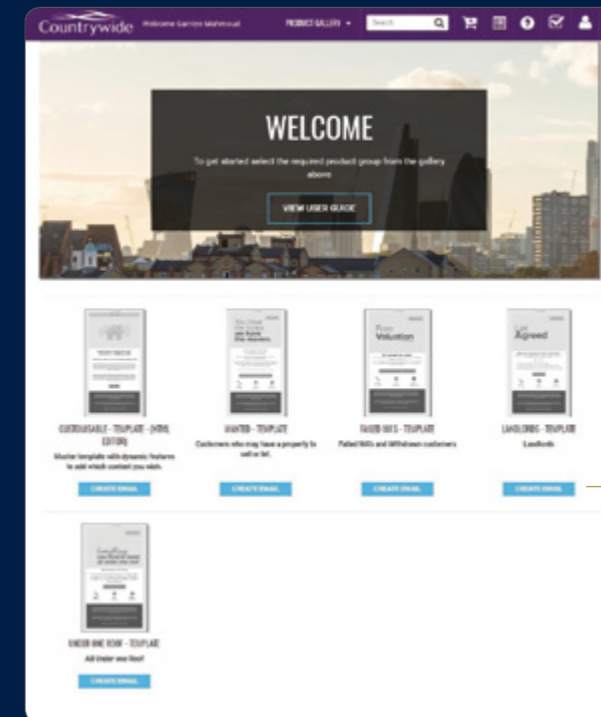
- The Customisable Template is for use for mailers where standard templates do not apply, e.g. Local Market Update type emails.
- Any material being sent using the customisable template must be sent to your RD for approval before creating your mailer.
- Recommendation: simply email the text to your RD in a Word doc for approval before uploading into the Customisable template.

How to use the Customisable Template

- Once content has been approved, login to the Prem Live Email tool using the login details supplied to each Admin previously.
- Go to 'Product Gallery' and select 'John D Wood & Co.'
- You will see the 'Customisable Template' on this screen.
- Please select this option by clicking on the 'Create Email' button.
- Click 'Continue' button on the next screen.

How to create your email using PremLive

1. **Add a subject line:** Try to not make this too long or ambiguous and do not add special characters as this is more likely to result in your email being marked as spam.
2. **Add a header image:** You can either choose one the images saved in the template or upload your own image.
3. **Add your main title:** This should be relevant to the email content, similarly to the email subject, keep it brief.
4. **Adding the body content:** Draft the full email in Word, paying special attention to spelling and grammar, and send the content on for approval. Copy the approved wording and format the text to appear correctly. NB: It is not possible to add images here.
5. **Adding the 'Call to Action':** This should be short and precise. We would recommend 'Get in touch today' or 'Contact us'.
6. **Check the proof:** Test the links, check the spelling and formatting, and send yourself or a colleague a proof by clicking the proof button at the top left of the screen.



SELECT A TEMPLATE



CREATE YOUR EMAIL



Canvassing: Letters

Make it targeted - always

- Think about your target audience for each mailing – who are you trying to reach? What is likely to resonate with sellers and landlords? What typically motivates your clients?
- The more specific and relevant your message, the more believable it will be, and therefore more likely to stimulate a positive response.

Think about the customer

- Always use concise wording. Short sentences are easier to read and digest. Do not confuse your target audience with too many messages.
- Use the templates available, but within these personalise/localise where you can.
- Tell them what is in it for them – the benefits.

Always include a ‘Call to Action’

Ensure that this is strong and clear – tell them what we want them to do.

Watch what you say / what you send / who you’re sending to:

- Only use templates for flyers and letters that have been approved and provided to you by the Marketing Department.
- Using your own material will not be on brand, may not be compliant and could result in legal action.
- If you have been asked not to canvas a specific address – **you must not canvas that address.**
- All canvassing must now be addressed to ‘The Homeowner’ or similar, and **not to a named individual.**
- Take your time to read through the text to ensure what you’re saying makes sense. Check your spelling and grammar.
- Suggestion: Get another person to double check the text and spelling before sending.

Measure your Results

Always make sure you measure the success of each and every Direct Mail campaign: ask why an MA has been requested and record the response on Propco/RPS.

Canvassing: Compliance

- All items **MUST** include the following disclaimer if relevant:
‘Please dial in full. If you have already appointed another agent you may be subject to a restrictive contract’.
- If you include reference to any stats, those stats must be true and credible sourced from your own branch data or centrally from the Research team.
An example of the use of a stat is:
‘We have registered 10% more applicants this year’
- All stats must be accompanied by a disclaimer. After reference to the stat place an asterisk ‘*’
- At the bottom of the text add the source of that stat i.e.:
**Source: Countrywide data Jan-June 2018 or
*Source: John D Wood & Co. Belgravia
Jan-June 2018 Reapit Data*
- If you only look at a certain part of the market to obtain your stat, that detail must also be included i.e.:
**Source: John D Wood & Co. Oxford
Jan-June 2018. Reapit Data over £1million*
- If you are challenged on the use of a stat, you must be able to provide the source and proof.
- Do not use stats over one year old and ideally use stats that are no more than 6 months ‘old’.
- Do not download images or logos randomly from the internet – you will be breaking copyright laws.
- Do not use comparative claims as these would illicit complaints from our competitors.

John D Wood & Co. (Residential & Agricultural) Ltd.
501 Battersea Park Road, London SW11 4LW
Sales: 020 7228 0174 Lettings: 020 7223 8848
Email battersea@johndwood.co.uk

The Homeowner
Property address
Property Address 2
Property Address 3

Date

We want to reward your loyalty by giving you 50% off our standard fees*.

More than half of our clients come through recommendation**, and we always ensure we deliver a personal and bespoke service. We want to reward your loyalty and trust in us, so if you instruct us to let and/or manage any other property on your behalf by 9th April 2019, we will charge you only 50% of our standard fee for any of our lettings services, for the first 12 months following our instruction.

Simply contact your local John D Wood & Co. office and quote this letter.

Our Landlord Benefits:

- Maximum Online Exposure: We understand the need for total exposure. Research shows that tenants tend to be loyal to a specific website when searching. We ensure that your property appears on Rightmove, Zoopla, Prime Location and other property websites - many agents are unable to offer this coverage.
- Corporate Tenants: Our in-house Corporate & Relocation department will fast-track your property to high calibre employees. We work with blue-chip companies, High Commissions and embassies to help find their employees the perfect home. One of these properties could be yours. Last year, 6,630 employees used our Corporate & Relocation services***.
- Full Property Management Service: We provide our landlords with a property management service that protects their interests during a tenancy, ensuring they get the most out of their investment.
- We have extensive industry experience for more than 145 years and offer local, national and international coverage.

If you're considering letting your other property and would like to discuss this in more detail, please contact me to arrange a complimentary, no obligation market appraisal.
I look forward to hearing from you.

Yours sincerely,

[Name]
[Branch name]
[Telephone]
johndwood.co.uk

*Offer available for a limited time only from 9th October 2018 to 9th April 2019. After the first 12 months following the date of our instruction the fee will automatically revert to our standard fee for the service level you have selected. Offer available to existing customers only, limited to one property per customer. The offer is only available in respect of new properties which you have not previously instructed us to let and/or manage. Please visit www.johndwood.co.uk/50offlettingforexistinglandlords or refer to our Terms of Business for fees and further details.

** Source: John D Wood & Co. data 2017

*** Source: Countrywide Corporate & Relocation Services data 2017

London, Country & International Property Sales, Lettings, International Sales, Corporate & Relocation Services, Short Lets, Property Management, Sales Service & Interior Design, Mortgages & Protection, Chartered Surveys, Lease Extensions & Enfranchisement, Private Conveyancing, Land & New Homes, Property Auctions. Established 1872
John D Wood & Co. (Residential & Agricultural) Ltd. is registered in England No. 2474822. Registered Office: 7th Floor United Kingdom House, 90-92 Cabot Street, London, United Kingdom, W1D 5HN and is a subsidiary of Countrywide Estate Agents. John D Wood & Co. Lettings is a trading name of Countrywide Residential Lettings Limited, registered in England No. 0995204. Registered Office: County House, 100 New London Road, Chesham, Essex, CM8 0PL, which is an agent and subsidiary of Countrywide Estate Agents, registered in England No. 786476. Registered Office: County House, 100 New London Road, Chesham, Essex, CM8 0PL, VAT Registration No. 2555710. Countrywide Residential Lettings Limited is regulated by FCA. Countrywide Estate Agents is an appointed representative of Countrywide Principal Services Limited which is authorised and regulated by the Financial Conduct Authority.

CANVAS LETTER

Window Cards

Windows provide customers with the very first impression of your branch and can entice them to walk in. Take pride in their appearance and consider how to make them more appealing to passers-by.

What should be displayed?

1 – Available Stock

To Let/For Sale/Under Offer etc.

- The best time to update windows is the day after 'Vendor Management'. These window cards can be ordered through PremCom.
- Recommendation: for those offices which have an Admin Hub, please tell them exactly what you require two days prior to updating the windows.

2 – National Campaigns

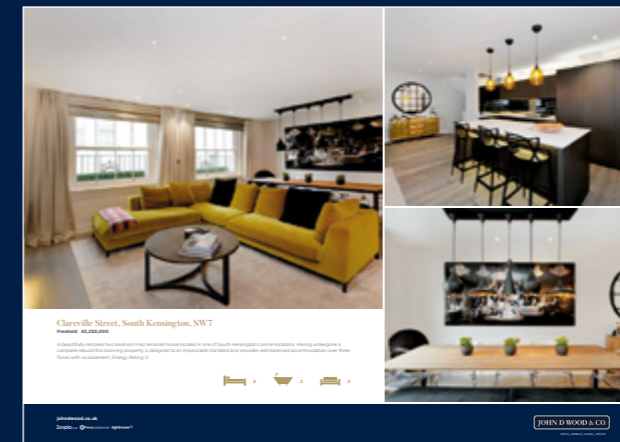
Brand Campaign

- Campaigns are regularly circulated by the Marketing Team and window cards sent to your office.
- This will be communicated to you in the Marketing & PR Update (please make sure you read it).
- Recommendation: the Manager is responsible for following the campaign updates and instructions.

3 – Standard Messages

Required/ CPF Services etc.

- Available to order from Prem Com. Agreed delivery time for window cards is max 48 hours (no daily cut-off time).



WINDOW CARDS

Window Cards

TOP TIPS:

How to make the most of this valuable marketing toolkit!

1. Keep an eye on lighting and report/address any issues quickly!
2. Prominently display properties – that you have demand for and illustrating the type of properties you want more of, e.g. if you are trying to gain a presence in a new area.
3. All current campaigns must be strongly represented in your branch window.
4. Remove out-of-date window cards i.e. properties where there has been a price change, withdrawn properties or campaigns that have been and gone.
5. Review your windows at least once a week: is it a good representation of your branch and John D Wood & Co.?
6. Consider displaying a selection of stock from other branches to visibly reinforce our network.
7. Think about having a full takeover of your window space for a campaign/season/event/message – this is a brilliant way to attract attention on the high street.
8. A full takeover should last no more than a few days – a week at most. Ideal time is over a weekend (Friday – Monday).
9. **Absolutely no DIY window cards.** Always check with the Marketing Team.



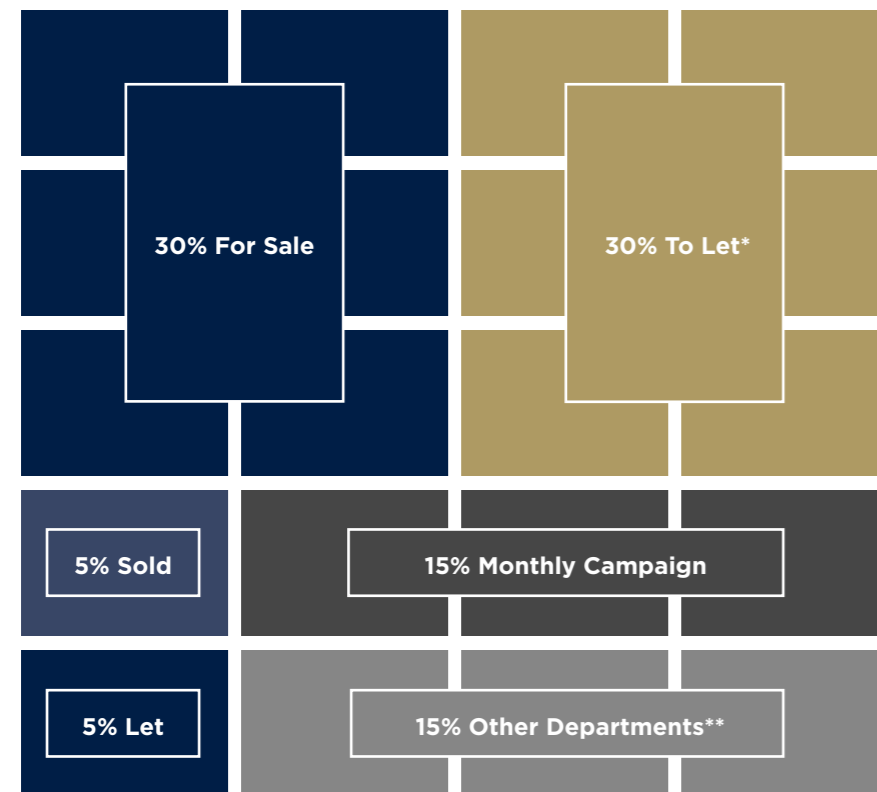
MESSAGING WINDOW CARDS



Window Cards

What % of your external facing window space should be dedicated to each message or discipline?

We know people want to see our available stock, therefore properties need to make up the majority of your window space. As a guide:



*(if no sales / lettings in branch, ask your closest branch for some window cards and reduce the % dedicated to sales / lettings)

**International Properties, Prime Property, CPF, Corporate & Relocation, etc.

In a selfie snapping, like-seeking world, there are still those who commission portraits

Rather good estate agents

JOHN D WOOD & CO

London, Country & International Property



CAMPAIGN WINDOW CARD

Property Brochure

Property Brochures (particulars) are a great marketing tool to be used as hard copies, on our website and the portals.

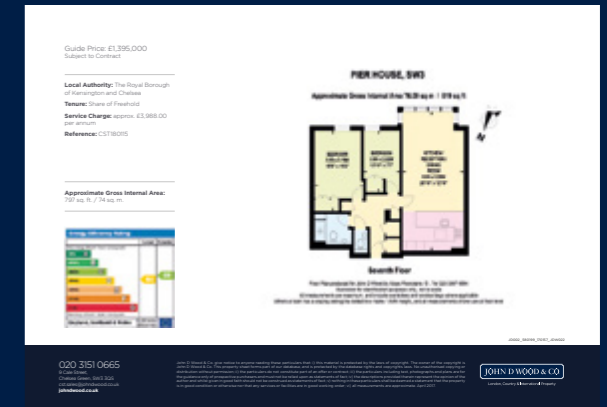
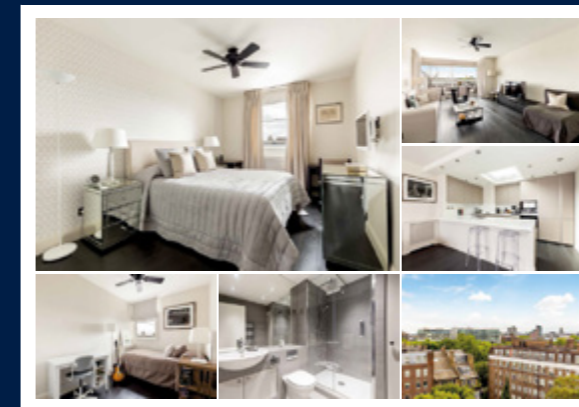
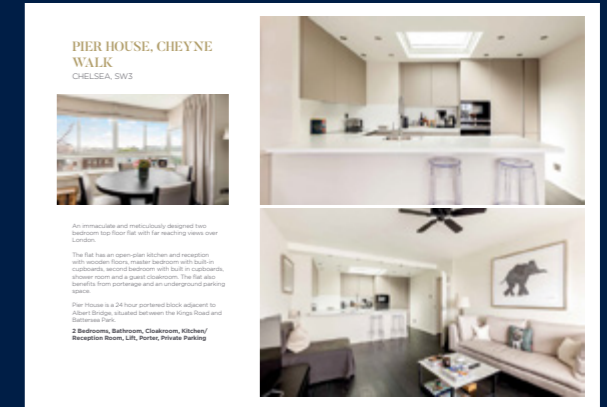
Brochures for Sales:

Generated through PremCom: Once the description has been inputted on RPS, as well as the accommodation details (i.e. location, local amenities and transport links, outside space, directions and additional service charge info etc.), you can use one of the many templates available on PremCom to generate a brochure. For full details, please see the user guide which gives step by step directions on creating a brochure.

When the brochure is approved by the vendor, tick the 'Details Approved box'. Hard copies can also be ordered from our printers PremCom.



AVAILABLE BROCHURES ON PREMCOM



SALES BROCHURE

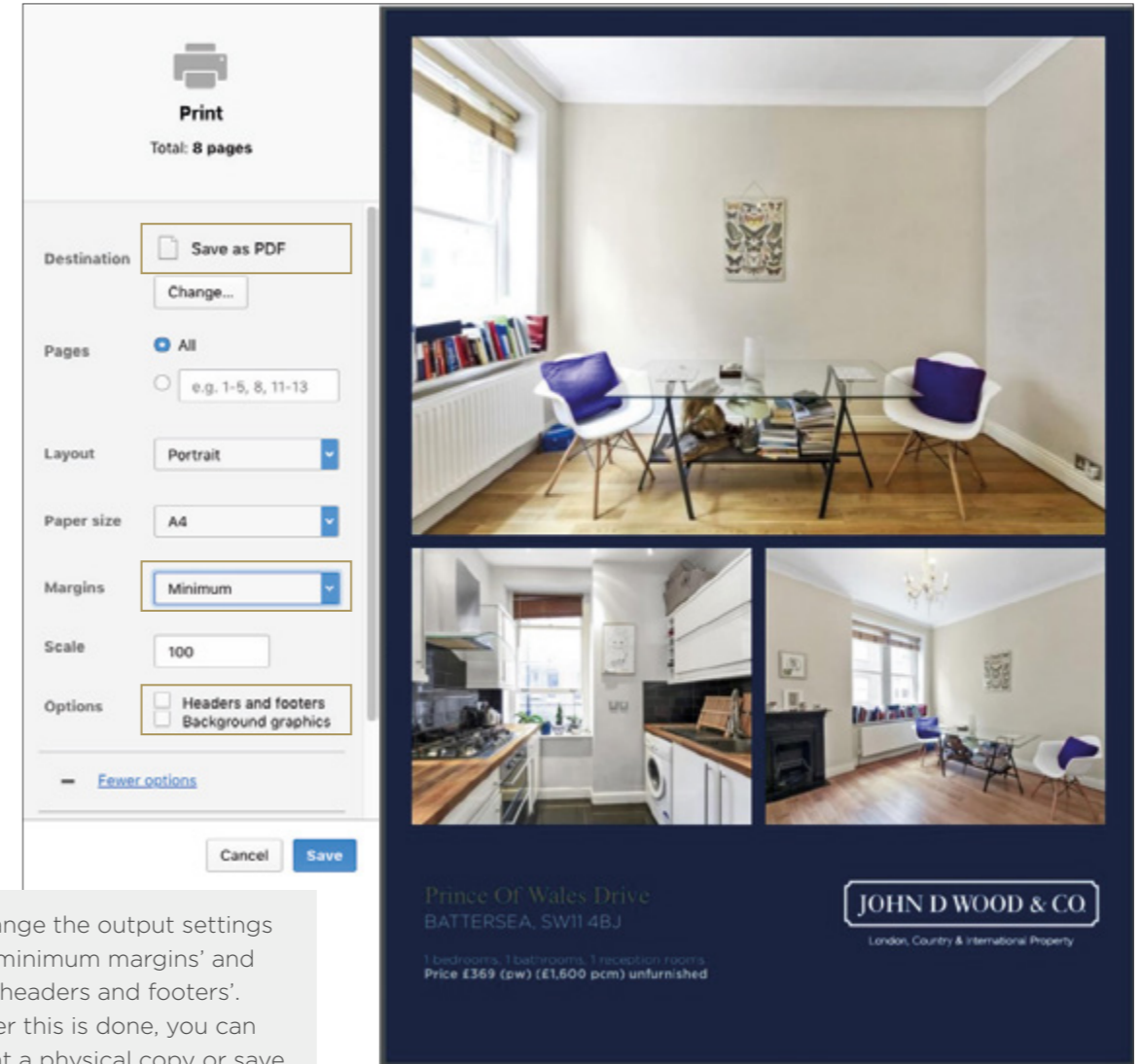
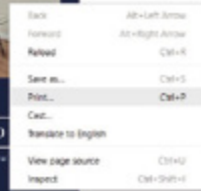
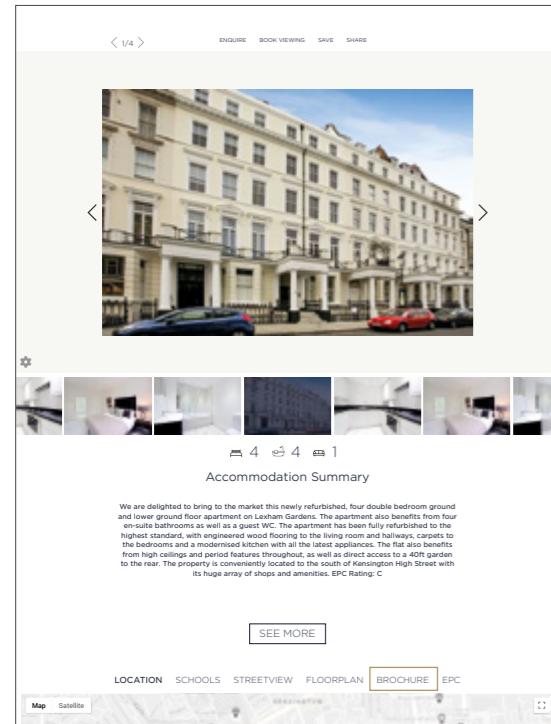
Property Brochure

Property Brochures (particulars) are a great marketing tool to be used as hard copies, on our website and the portals.

Brochures for Lettings:

Generated on johndwood.co.uk – go to the specific property, and scroll down to where it says 'brochure'. Click this link and a new tab will open which shows the e-brochure.

Open your print options using the keyboard shortcut ctrl-P or by using the File-Print menu, and select 'save as PDF'.



Change the output settings to 'minimum margins' and 'no headers and footers'. After this is done, you can print a physical copy or save the brochure as a PDF.

MA Brochure

TOP TIPS:

How to make the most of this essential marketing tool!

Our aim:

Provide customers with a succinct amount of information, highlight our services and communicate our brand values and USPs that are used consistently across the business.

Main Elements:

1. The MA brochure;
2. Pocket with slots on the front to fit your business card. This has been designed to hold the following:
 - a. Comparable property brochures
 - b. Rightmove reports.
 - c. A5 Market Insight.
 - d. Sporting calendar.
 - e. 'Meet The team' A5 flyer
 - f. If relevant to your area, a current campaign flyer i.e. Move in time for Christmas, a local sponsored event e.g. The Royal Chelsea Hospital etc.
 - g. The Bragging Booklet.

Please note:

The MA Brochure does not go into the A4 sized folder, which has been designed for any other documents you may have (e.g. move in documents).



No 'free styling' please:
Always check ideas with the Marketing Team if you require further information

MA Brochure

MA BROCHURE



MA BROCHURE POCKET WITH CONTENTS (BACK OF BROCHURE)



JOHN D WOOD & CO. FOLDER



This A4 sized folder has been designed for any other documents you may have (e.g. Move in documents), not the MA brochure.

Email Signatures

It is a requirement that all Email Signatures comply with the Company branding and rules. Please check your email signature to make sure it is correct.

Important info

- There should only be **one** banner on any email signature at any time. When there is a banner, the logo should not be shown
- If no logo, then the John D Wood & Co. brand name should appear between the title and address lines.
- All privacy/disclaimer text etc is automatically added to outgoing emails, so no other text will be needed.
- Email signature artwork – only add if instructed and provided by Marketing.
- Only place the Twitter bird where your office has an active Twitter account.

Please note:

Please remember to update your signature on your mobile phone (instead of 'sent from my iPhone').

EMAIL SIGNATURES

Forename Surname

Job Title | Branch

John D Wood & Co.

Street Address, Town, POSTCODE | 020 XXXX XXXX | 07XXX XXX XXX



Arial 10pt Bold
RGB: 31, 73, 125

'|' is a vertical bar
(shift+ \ | key)
this should also be
Arial 10pt Bold.
RGB: 31, 73, 125

Forename Surname

Job Title | Branch

Street Address, Town, POSTCODE | 020 XXXX XXXX | 07XXX XXX XXX

JOHN D WOOD & CO.

London, Country & International Property

H: 1.41cm W: 5.4cm
Link to: johndwood.co.uk

Arial 10pt Normal
RGB: 128, 128, 128



Sponsorship

Why do we engage in sponsorship?

- Opportunity to promote John D Wood & Co. locally and nationally.
- To gain measureable business results – ‘actual’ instructions, sales and lets.
- Brand exposure through banners, use of our logo on materials, sponsors websites, social media audiences.
- To achieve positive PR and improve our reputation in the industry.
- To gain access to data that is otherwise inaccessible e.g. parents at a local school.
- To get to know local decision-makers on another level, face-to-face conversations.
- To support a local charity and the local community, and enhance our reputation as a caring business.

To propose a new sponsorship opportunity:

- Collate all the information about the sponsorship, including all associated costs and potential gains, the level of exposure and interaction we could achieve.
- Pass the idea to your Regional Director for approval.
- If agreed, complete a ‘Sponsorship Agreement Form’ and send to Lorena Vallerius, Regional Marketing Manager with any further explanations/comments.

Only when approved by the Marketing Manager and Lorena (ref. budget available) can you confirm our sponsorship with the organisers.

Sponsorship

Key Guidelines

Be cautious when approached to sponsor anything – weigh-up the ‘pros and cons’ and make sure that the limited funds available are used effectively.

Some things to consider:

1. If another estate agent is also involved in the same sponsorship area, make sure John D Wood & Co. has equal or more branding. Ideally John D Wood & Co. should be the only estate agent involved in the sponsorship.
2. Plan what you are going to do and use all the tools available to get the most out of the sponsorship. Give yourself and any additional departments i.e. Marketing, enough time to make the most of the opportunity.

3. How can we measure the results of the sponsorship – what is our expected ‘Return on Investment’?
4. After the event, review the activity and honestly assess how positive the outcome has been. If you are keen to repeat the sponsorship again, while it is still fresh in your mind brainstorm what could make it even better
5. After each event or after each business quarter, review the sponsorship and record what exactly you have got out of it.
6. A full review with the financials is required after each event/year.

What you get out of a sponsorship arrangement is directly related to the effort you put into the relationship.

What can we offer as part of a sponsorship (which could thereby reduce our monetary contribution)?

• It is essential that we attend the event:

Networking is key and will have the greatest impact.

• Publicity for the event or organisation using all of our marketing channels:

Window cards, advert in the local paper, board slips, PR, adverts on the portals, social media etc. Although there are associated costs, we do have these marketing tools at our disposal.

• Printing:

You might be able to get a better deal through our printers. Again – if you offer to pay, include in agreed costs.

• Items such as gazebos/banners/chairs:

Offer these to the organisers if needed. Ensure logistics are organised in good time with the Marketing Department.

Ideas to consider to enhance your sponsorship arrangement:

- Make sure you know about everything – including associated events, so that you can be involved.
- Remember to ask if you can have a banner (or two) at the event – in the car park or entrance. Offer to put these up.
- Ask if it is beneficial to the organisers to publicise the event using board slips on our branded boards (N.B. you will need permission from the school’s associates to place them in key locations).
- Offer a raffle prize – ideally something John D Wood & Co. branded.
- Wherever possible, ask to be present at the event giving out collateral, research materials (i.e. Market Insight) invitations to value and a fun drawing competition (excellent for data capture), hold a ‘Guess the Price’ competition, or provide a face-painter to attract children and therefore, parents.
- Consider placing an advert in the programme to promote John D Wood & Co. and our support of the school/event.

Social Media

Remember:

These are business profiles to promote your branch and John D Wood & Co.

All posts should fit with our overall business strategy: **To generate instructions and build brand awareness.**

- Tone: be polite but avoid sounding too formal – think of it as if you are having a friendly conversation.
- Keep an eye on your competitors: what are other agents posting about? What are other John D Wood & Co. branches posting about?
- Don't focus solely on property: Think lifestyle, inspiration and aspiration – when posting a new instruction, is there anything unique or interesting about the property?
- Look out for company posts and research updates to like/share.

Images:

Quality over quantity – avoid low res or blurry photos. Use images that our photographers have taken. 'Property Porn' is addictive!

Get Active:

Engage with your audience by liking/sharing/commenting on their posts – they will reciprocate.

Frequency:

Important for all social media channels or your audience will lose interest.

Help is available...

majidullah@cwllondon.co.uk



Social Media: Facebook

This is a centrally managed account and the focus for 2019 is building a strong presence.

Why?

- Potential size of audience – most people are on Facebook.
- Customer feedback option.
- Unlimited number of characters, include photos, videos, links to our website and hash tags.
- Targeting opportunities (paid social – managed by central Online team).

Please can you ensure that you follow and like our posts to maximise their exposure.

What to send us?

- Relevant content only, that reflects the John D Wood & Co. business and what people care about. Below are some ideas:
- Professional photos of beautiful properties.
 - New instructions, sponsorships, events, charity activities - keep it varied.
 - Research updates - helps to build our profile as property experts.

Please send to:
majidullah@cwlonon.co.uk



Social Media: Instagram

What?

- Photography based platform that creates engagement and trust - over 300 million active users.
- Currently drives more engaged traffic than other visual social platforms (i.e. Pinterest, Tumblr, YouTube).
- However, no option to include links so harder to drive traffic to our website.
- Less opportunity to interact with local businesses and customers.

Why?

- Good channel to sell a lifestyle and promote the best properties John D Wood & Co. has ('Property Porn').
- Opportunity to learn what our audience likes and reach new audiences.
- Include hashtags, photos and videos.

Who to Follow/Like:

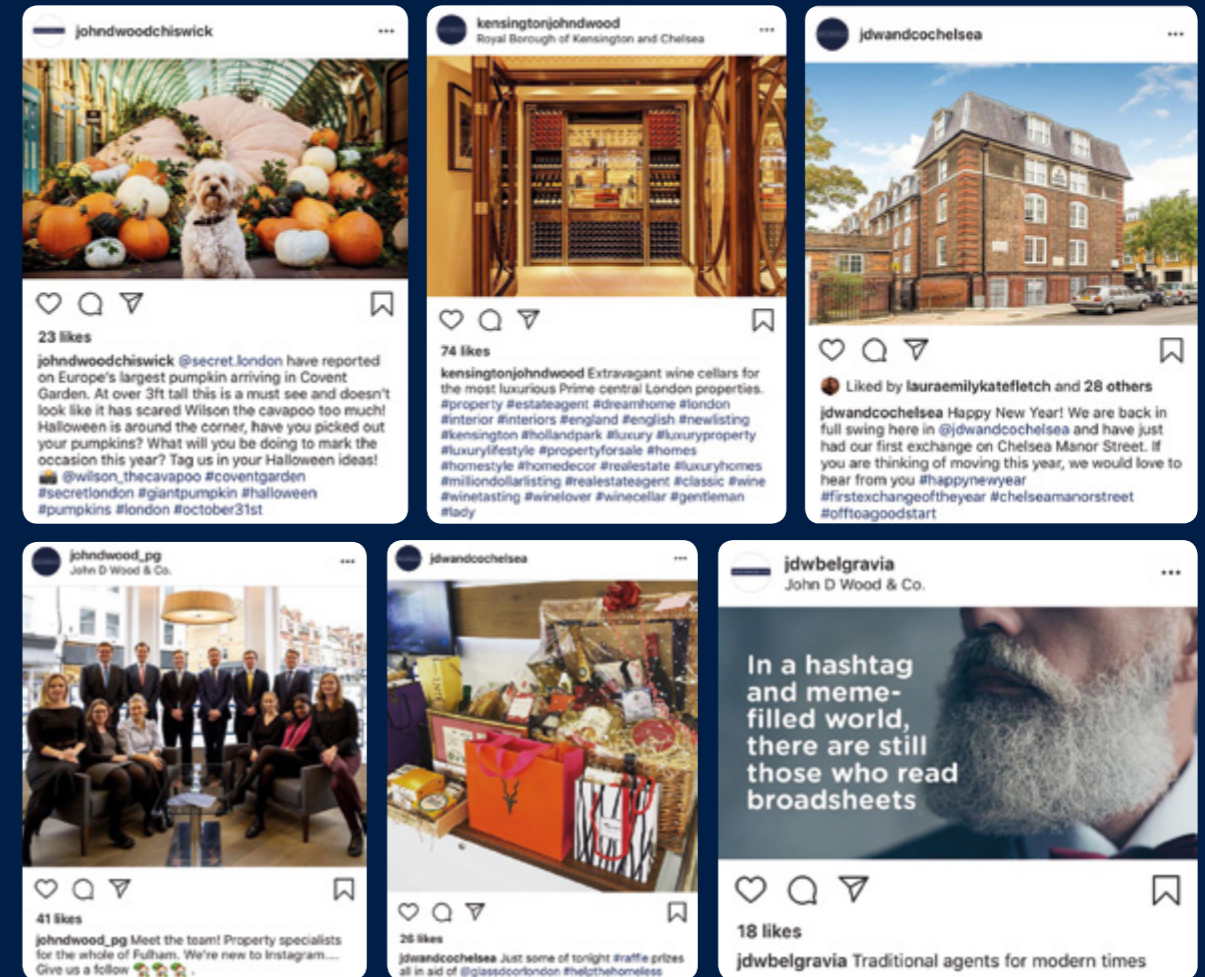
Local businesses, schools, forums, property bloggers, local press and magazines, property related businesses and your competition (what are they posting about?).

Frequency:

5 x posts per week minimum, but only if the content is right: think beautiful, succinct and on brand.

Tips & Tricks:

- Tag relevant accounts, include your location, be consistent.
- Include image and VGN phone number for your office. Professional photos of our beautiful properties.



Social Media: Twitter

Why?

- Biggest driver of website traffic.
- Easier to gain followers and interact with local community.
- Can include website and content links.
- 280 characters (max), photos, videos and hashtags.

What to post?

Relevant content that reflects John D Wood & Co. business and what people care about (same as Facebook). Below are some ideas:

- Properties, new instruction, local news, sponsorships, events, charity activities – keep it varied.
- Research updates - helps to build our profile as property experts in the property market.
- Focus on lifestyle, aspiration and inspiration!

Who to Follow/Like/Share

Local businesses, schools, forums, property bloggers, local press and magazines.

Frequency:

- Often: you can't post too much on Twitter, but space them out.
- Look out for when your audience is most active and try and post similar at a similar time of day e.g. first thing in the morning, school run etc.

Tips & Tricks:

- Research popular property related hash tags to capture new followers.
- Good images are more likely to be shared.
- Engage your audience: ask a question, run a competition, encourage interaction.



Advertising

Due to the amount of changes we get after producing the adverts (e.g. new property, new images, order of images, etc.) we ask that you adhere to the below guidelines:

1. Please ensure no information is missing i.e. EPC, tenure, sq.ft. etc.
2. High resolution photographs only: please indicate what image you would like as your main lead image (and the remaining order if you so choose).
3. **Please only send us attractive properties:**
 - a. No unfurnished properties;
 - b. No cluttered photographs;
 - c. No unmodernised properties.
4. One property only (unless specified otherwise).
5. **Please note:** The main purpose for advertising is to promote the brand and the types of properties our brand sells, it is not to sell the property as previous research show this isn't the best way.
6. Please do not promise to place the property in the magazine, as we cannot guarantee that this will happen.
7. Adhere to the deadline: anything that comes after the deadline will not make it into the publication (although we may still be able to use it for social media).
8. Do not send us a property if it has already been featured before in the same publication, regardless of price reductions etc. (unless this has been previously agreed with marketing).
9. Please ensure that the managers have confirmed their approval of the property prior to submission.



Online: The Portals

Portals - Why do we use them?

Rightmove (RM) and Zoopla/PrimeLocation are the largest lead generation channels across all of our marketing activities. Over 90% of property searches start online with 30% of users crossing over both. Typically RM has just over 50% of the total market share for property online. It is therefore vital that we maximise our exposure on the portals for our clients.

What do the portals offer our business and customers?

Our Business:

The portals offer a steady stream of leads directly to a local branch. For Sales and Lettings, the portals are extremely effective at driving business. They give us data on our market share and a range of tools including the option to play back actual conversations from telephone leads.

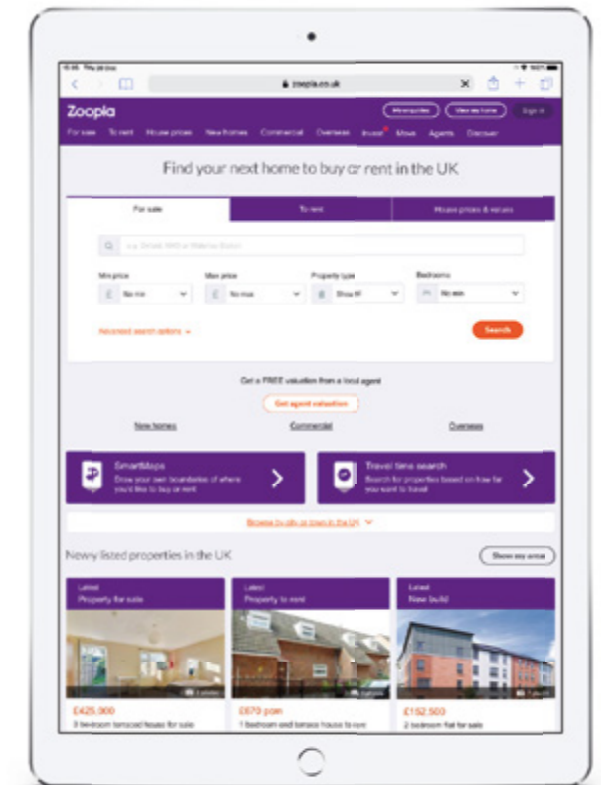
Our Customers:

The portals are easy to use, impartial and interactive. They offer a single website that allows customers to see all available property currently on the market from a whole host of estate agents and as a result, are highly competitive. As we advertise all of our properties on the portals, customers are able to view all of our properties in one place and can contact us directly.

rightmove 



Zoopla



Online: The Portals

We spend around £2m marketing our properties on Rightmove and Zoopla so it is important that we make the most of what both platforms offer and ensure that our listings work as hard as they possibly can. Here are some tips:

Writing property descriptions:

- Avoid using the same wording in the title line and description.
- Focus on the properties selling point; what potential applicants want to know about the property.
- Don't waste text space and avoid using 'empty' phrases i.e. 'We offer', 'Offered to the market' or 'A wonderful opportunity to purchase' is not necessary and wastes the available text space.
- Use capital letters to highlight selling points, but don't use capitals for everything.

Updates to price and image:

adding a photo or price reduction rejuvenates a property and therefore, improves the position of the listing.

Regularly audit your descriptions and images: are they the best they can be?

Rightmove Intel: this is a great tool to see how your competitors are presenting their listings and if necessary, make any adjustments.

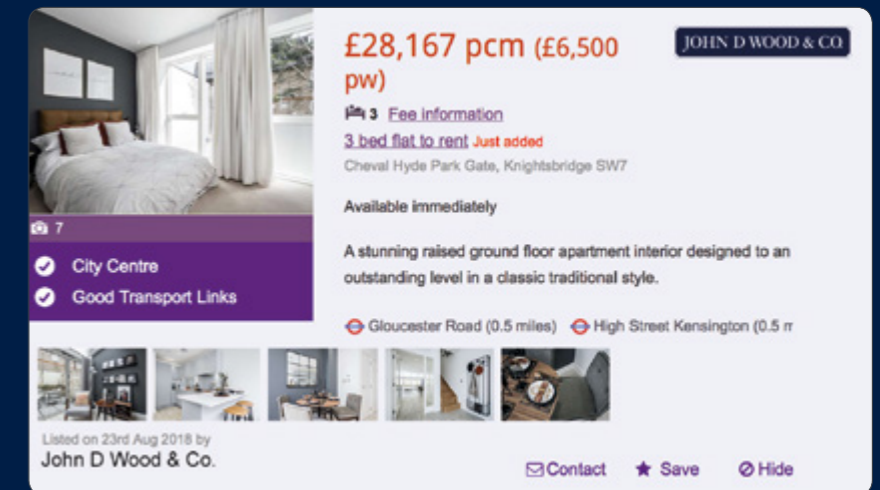
Remember: listings are displayed differently across mobile, tablet and desktop – review your listing on each platform.

'Premium Listings' and 'Featured Property'

These portal products should be used as often and as effectively as possible – to promote properties in their best light and push them up the online search list. They can also be used as an incentive for a price reduction!

Top tip:

A 2% price reduction will result in a property being recirculated to all subscribers to the major portals, resulting in better performance and hopefully specific enquiries.



£28,167 pcm (£6,500 pw) **JOHN D WOOD & CO**

3 bed flat to rent **Just added**

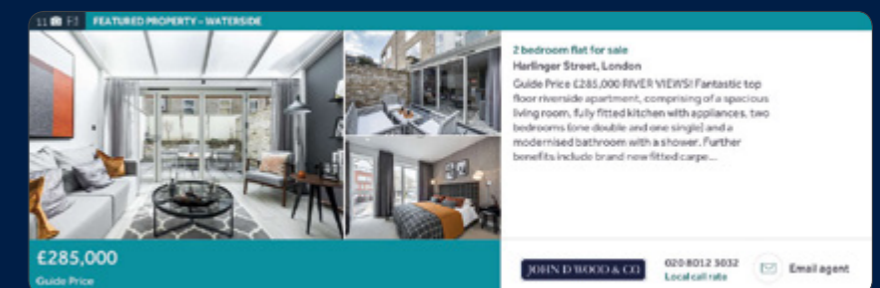
Cheval Hyde Park Gate, Knightsbridge SW7

Available immediately

A stunning raised ground floor apartment interior designed to an outstanding level in a classic traditional style.

Gloucester Road (0.5 miles) High Street Kensington (0.5 rr)

Listed on 23rd Aug 2018 by **John D Wood & Co.** Contact Save Hide



FEATURED PROPERTY - WATERSIDE

2 bedroom flat for sale

Harlinger Street, London

Guide Price £285,000 **RIVER VIEWS!** Fantastic top floor riverside apartment, comprising of a spacious living room, fully fitted kitchen with appliances, two bedrooms (one double and one single) and a modernised bathroom with a shower. Further benefits include brand new fitted cage...

£285,000 **JOHN D WOOD & CO** 020 8012 3032 Local call rate Email agent

Online: The Portals

Zoopla & Rightmove Tools

There are various reports that can be created using Rightmove Plus and ZooplaPro that provide insight into your local market and individual branch performance.

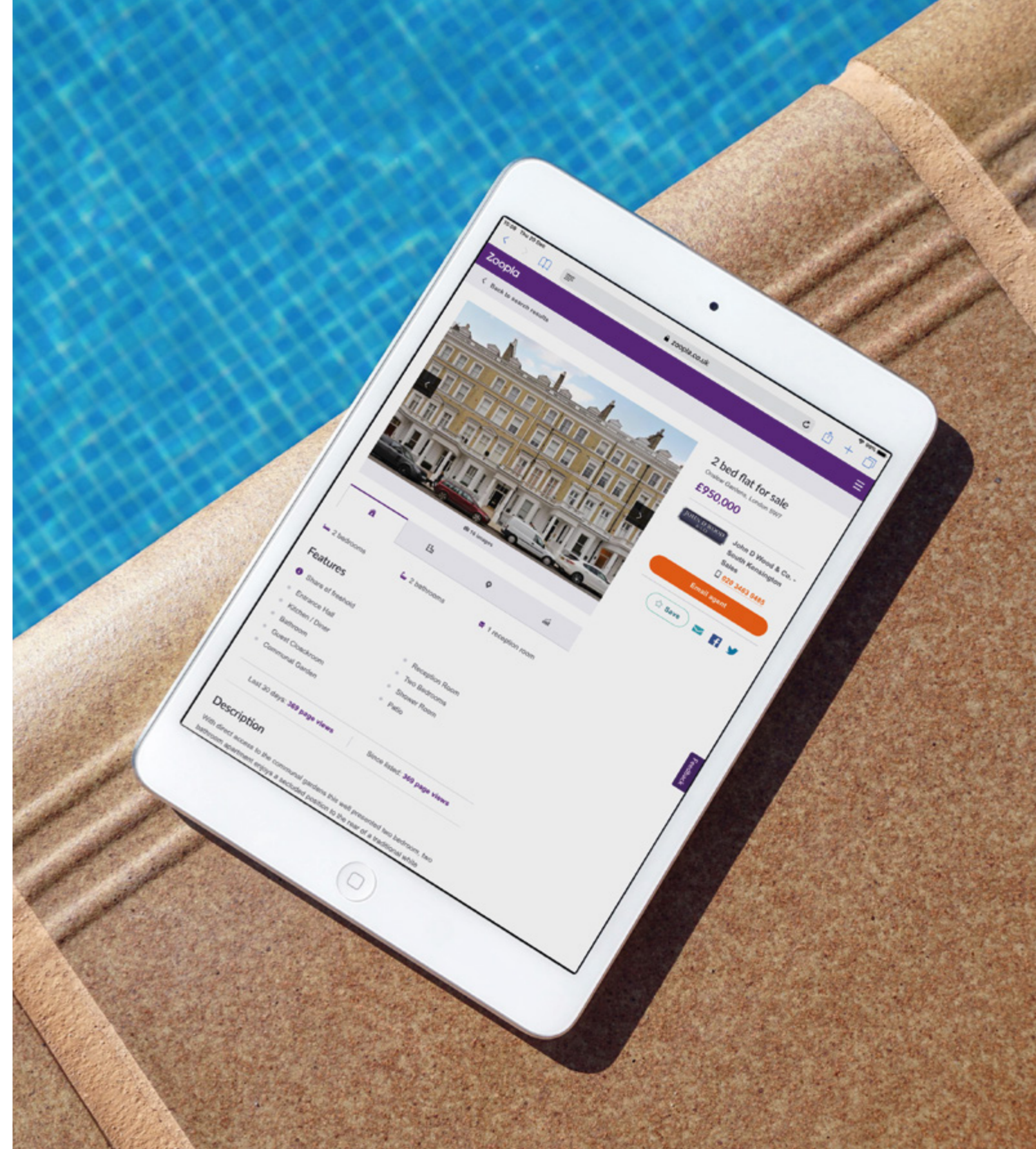
Best Price Guide & Comparables

The 'Best Price Guide' on Rightmove or the 'Comparables Report' on Zoopla, are fantastic tools for helping gauge pricing in the local market. Both give an overview of properties that have been let within a certain radius and in a specific timeframe. This report is particularly helpful when preparing for Market Appraisals and justifying asking prices to clients.

Property Performance

The 'Property Performance' reports on both Rightmove and Zoopla are great for providing clients with an overview of how individual properties are performing in comparison to similar listings. This report allows us to provide our clients with a visual impression of how their property is performing and gives an overview of the tools we have available to enhance a property's online performance. For example, on Rightmove, we can enhance our listings using 'Featured Property' or 'Premium Listing'.

Both these enhancements come at an additional cost but they really do make a property listing stand out.



Online: The Portals

Featured Property

The 'Featured Property' tool brings a listing to the top of a search page and as a result, we tend to see a dramatic improvement in a property's performance. This is a great tool to use if you haven't seen the desired level of interest after the first week or so of listing. It's also a great tool to use if you have a multi-listing to help you stand out from your competitors. A 'Featured Property' runs for one week, after which time they revert back to a standard listing.

Premium Listings

Premium Listings also provide the option to change the flag from 'Premium' to 'Short Let', 'Equestrian', 'Waterside' etc, a brilliant feature if you have a listing with a particular selling point that you'd like to emphasise.

Unlike 'Featured' properties, **'Premium Listings' don't disappear after an initial period and remain premium for the duration of their listing.**

In addition to these features, RightmovePlus and Zoopla can also be used to indicate where you are in your current marketplace. You can see your market share, competitors with the most stock, and even drill down further to see who has the market share when it comes to particular property types, number of bedrooms or price brackets.

Our Rightmove and Zoopla Account Managers are also available to help.

Our Account Managers at Rightmove and Zoopla are both extremely helpful and available to answer questions or if you need help or support.

They're also very happy to run sessions on understanding the portals and refresher sessions. Speak to your Manager or Administrator if you think this would be useful and they will coordinate with the Marketing Team.

Rightmove Account Manager: Natasha Jones
natasha.jones@rightmove.co.uk

Zoopla Account Manager: Katie White
katie.white@zoopla.co.uk

Customer Feedback

Why?

- Provides valuable insights which help us to make improvements to our products and customer service offering.
- One of the best ways to measure customer satisfaction.
- Helps to retain customers.
- Influences where we rank in Search Engine Results (SEO).
- The more traffic that is directed to our website the better, this is how applicants and instructions are generated.

Getting reviews and feedback:

The more reviews we have the better – especially if they’re positive! However, we understand that it is not something you can insist on, but if you don’t ask...

- Don’t be shy and consider your tone.
- Ask all your clients (vendors, buyers, landlords or tenants) for a review after the transaction, once they have received the service.
- Negative reviews: these will be picked up and dealt with by the Customer Care Team.
- Review platforms to focus on: Google Reviews

If you need help with ideas, contact the Marketing Team.

Google Reviews: Primary Focus – Why?

Google Reviews account for 15% of our SEO ranking, which in turn helps your branch improve it’s ranking and therefore, appear closer to the top of the page when people search, for example – ‘estate agents in South Kensington’.

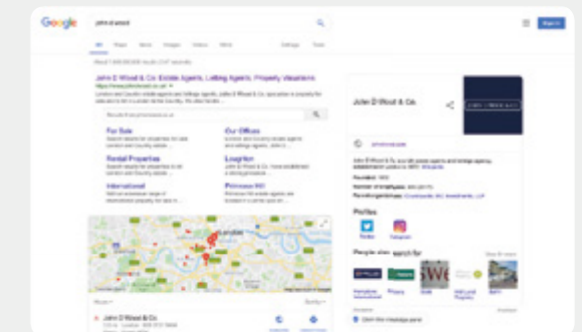
To post a Google review please complete the online form:

www.surveygizmo.com/s3/4059946/Social-Media-briefing-form

The Central Online Team will do the rest.

What is Search Engine Optimisation (SEO)?

Major search engines, Google, Bing and Yahoo rank content based on organic search (this is different from paid search (PPC)). We can influence organic search, and it’s free!



GOOGLE

ESTAS

What are the ESTAS?

Voted for by customers and resonates with our audience as a 'trusted' award. The ESTAS are designed to help agencies, brokers, conveyancers, homebuilders and suppliers promote themselves regionally and nationally for excellent customer service.

Why enter?

- The ESTAs are the largest independent customer service feedback and awards scheme for the UK's residential property industry, and an opportunity to promote an award-winning service to our customers.
- Opportunity to win National awards for 'Best Lettings' and 'Best Estate Agency' categories.
- Entry is open to both Sales and Lettings businesses.
- For more information, contact the Marketing Team.



Testimonials

What?

Written recommendation from a satisfied customer affirming the performance, quality and/or value of a service.

Why?

Testimonials are one of the most potent marketing tools we can use.

How?

How to effectively use testimonials:

- Create your own window cards and brochures **with guidance from the Marketing Team.**
- Use on social media channels: FB, Twitter, LinkedIn and encourage colleagues to share.
- Share any other ideas you have with the Marketing Team.

We pride ourselves on providing our customers with the highest level of service.

“If I could, I'd persuade people to move and get them to use John D Wood, just so that their impression of 'Estate Agents' can be changed for ever!”

Mrs A. Squire

JOHN D WOOD & CO

London, Country & International Property

The Marketing Guide

We hope you found this marketing guide helpful. Here are a few other points of contact if you have any further questions or need any guidance:

Premlive: support@premlive.com or 01733 340400

Social Media: majidullah@cwlonon.co.uk

Portals and Online: countrywideportalsupportteam@cwonline.com

PR: press.office@countrywide.co.uk

Google team: GoogleReviews@cwonline.com

GDPR queries: GDPR.Programme@Countrywide.co.uk

Unsubscribe requests: Privacy@Countrywide.co.uk

Your Administrators are highly experienced and will be able to offer helpful support and guidance. Please contact your Regional Director if you have any national or company-wide initiatives.

JOHN D WOOD & CO.