



DO YOU KNOW THE VALUE OF YOUR DATA?








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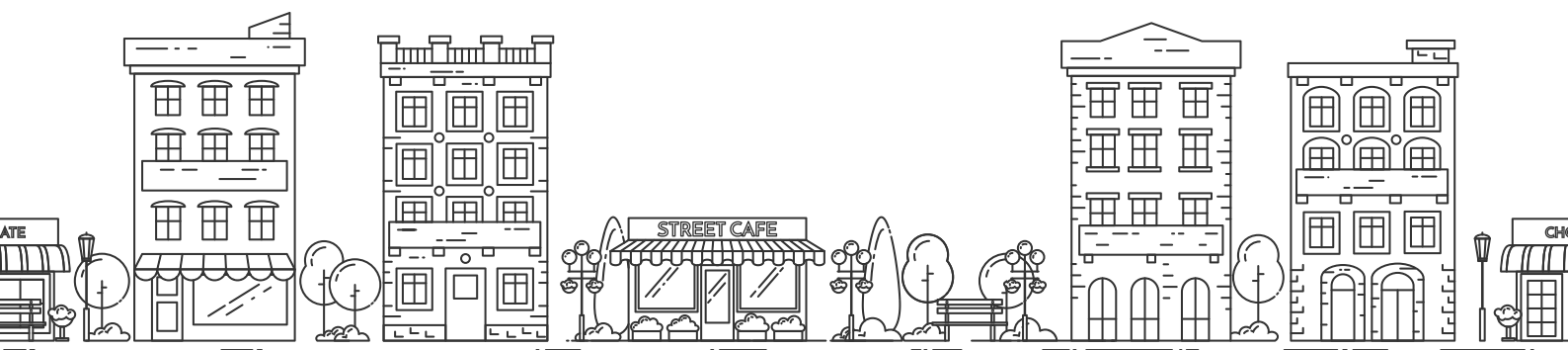
We selected five of our agents to illustrate how the value of data aligns with core business strategy.

*All figures are based upon a £2,500 selling fee and relate to analysis of Q2 2019 data.

	 MARKET LEADER	 CHALLENGER	 ESTABLISHED	 RISING STAR	 NEW JOINER
No. of branches	25+	9	3	Single branch	Single branch
No. of active contacts in database	96,857	20,760	10,599	8,159	2,258
Return from digital marketing in Q2 2019*	£137,500	£52,500	£30,000	£22,500	£12,500
No. of instructions in Q2 2019	55	21	12	9	5
No. of valuations in Q2 2019	139	48	27	24	21

WHERE DO YOU FIT?

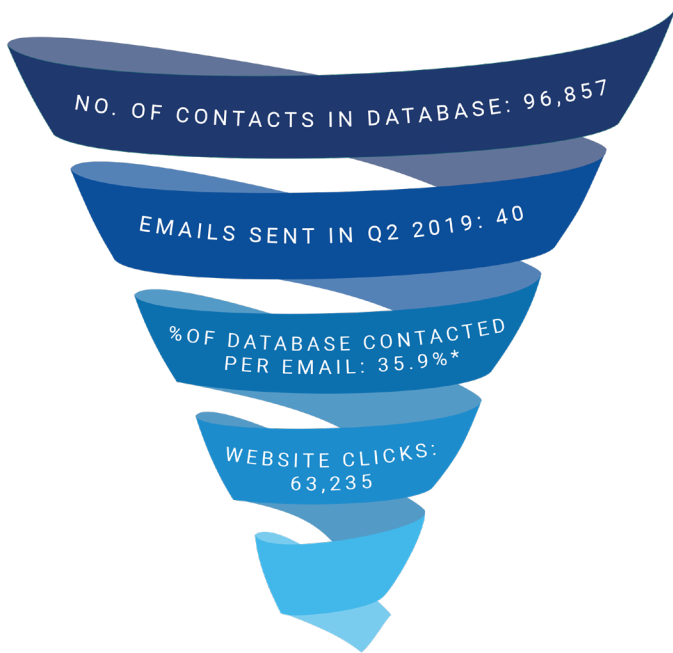
AGENT	TYPICAL CHARACTERISTICS	DIGITAL MARKETING STRATEGY
 MARKET LEADER	<ul style="list-style-type: none"> #1 for new instructions. Recognised and leading brand. Wants to protect their position in the market. 	Maintain brand awareness
 CHALLENGER	<ul style="list-style-type: none"> #2 or 3 for instructions. Recognised brand. Looking to grow to market leader. 	Invest in data
 ESTABLISHED	<ul style="list-style-type: none"> Ranked outside top 3. Limited in knowledge of digital marketing. Looking to reduce the threat of rising stars and new joiners. 	Holding their ground
 RISING STAR	<ul style="list-style-type: none"> Outgrowing current premises and looking to expand. 	Expansion
 NEW JOINER	<ul style="list-style-type: none"> Needs to build a brand within the local market. Looking to quickly gain stock to become profitable. 	Maximum impact, minimum time



WHAT IS YOUR STRATEGY?



“The market leader is at the forefront of technology. They market to remind people of the quality of their brand. Database size, website, and data capture are key contributors to their continued dominance within the market.”



MAINTAIN BRAND AWARENESS

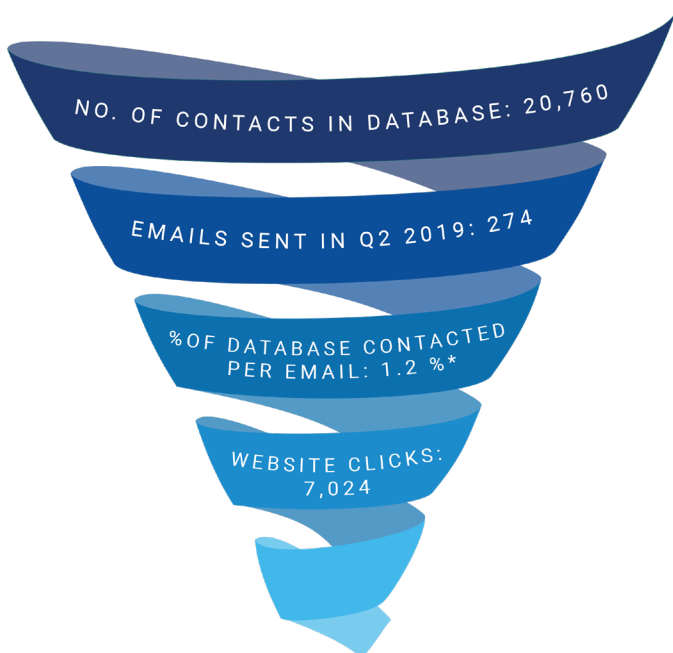
- They send an email to their database every other working day.
- They send to around 34,829 people per email.
- They send a weekly property mailer showcasing new luxury listings. This maintains brand interaction with their database and website.
- They are heavily reliant on automation, portal lead responders and daily property-matching mailers.
- Their website hosts multiple (regularly updated) content. They connect their website with their email sends, and use multiple data-capture points to further increase database size.

NO. OF INSTRUCTIONS PER 10,000 TOUCHPOINTS: 5.7	NO. OF AUTOMATED EMAILS: 4,985
NO. OF INSTRUCTIONS PER EMAIL CAMPAIGN: 1.4	

NEXT STEP?
 “Boost website returns to scale outbound calls to their database by tracking website and campaign interactions.”



“The challenger was an early adopter of digital marketing as a long-term growth strategy. They are happy to invest the time creating bespoke digital campaigns to get the most out of their database.”



INVEST IN DATA

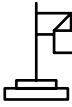
- They send three email campaigns per day to their database.
- They send to around 250 people per email.
- Data quality is key, and they recognise the importance of entering and maintaining data parity within their CRM.
- Their campaigns are bespoke, segmented and tailored to individual client requirements.
- Digital prospecting is a daily activity.
- Data quality enables them to be heavily reliant on automation and segmentation to mine their data effectively.

NO. OF INSTRUCTIONS PER 10,000 TOUCHPOINTS: 10.1	NO. OF AUTOMATED EMAILS: 5,548
NO. OF INSTRUCTIONS PER EMAIL CAMPAIGN: 0.1	

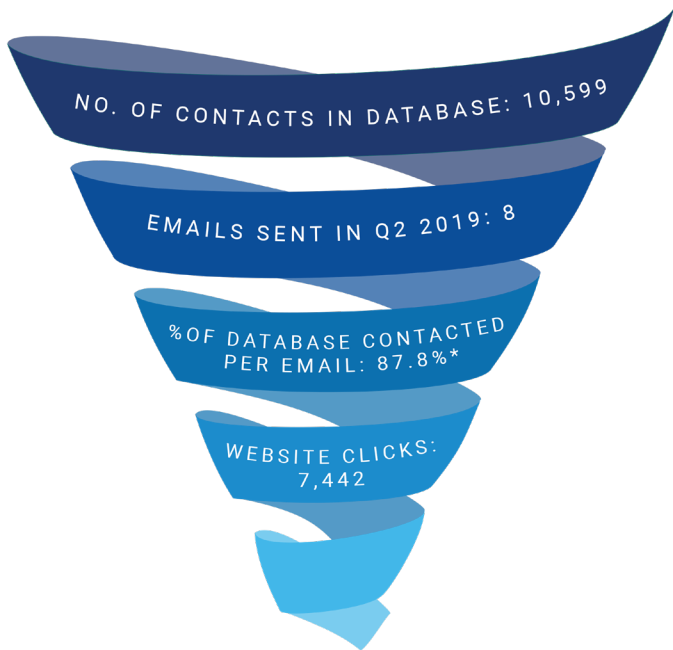
NEXT STEP?
 “Ramp up their prospecting to build their database by an additional 20,000, whilst rejuvenating more of their older archive data using automation.”

*Based on total contacts sent to divided by the total number of emails sent.

WHAT IS YOUR STRATEGY?



“The established agent has been operating for more than 35 years. They were late to adopt digital marketing and now outsource it.”



HOLDING THEIR GROUND

- They send an email to their database every 11.2 days.
- They send to around 9,314 people per email.
- Limited time, resource and knowledge of digital trends have forced them to outsource.
- Like the market leader, established agents focus on promotion of their recognised brand and local expertise, as they are already a familiar forerunner within the area.
- Years of trading has led to inconsistencies within their database; limiting the possibility for segmentation and automation at present.

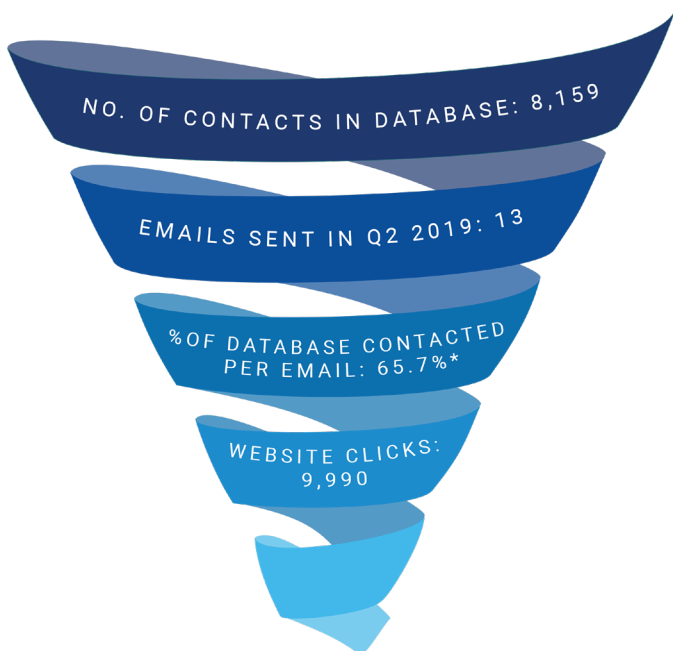
NO. OF INSTRUCTIONS PER 10,000 TOUCHPOINTS: 11.3	NO. OF AUTOMATED EMAILS: 0
NO. OF INSTRUCTIONS PER EMAIL CAMPAIGN: 1.5	

NEXT STEP?

“Improve data-capture processes and cleanse their existing data to increase returns from automation.”



“The rising star is ambitious and has a solid understanding of PropTech. They are looking to maximise profits from a single branch and are on the verge of expansion.”



EXPANSION

- They send one campaign per week to their database.
- They send to around 5,360 people per email.
- Time and resources are limited. Automation plays a major role in their strategy.
- They effectively leverage the use of digital marketing as a key differentiator over their competitors, and promote the benefits of these additional promotional features to potential vendors and landlords in their campaigns and on their website.
- They actively use data capture on their website and regularly drive people to their online estimation tool to increase the size of their database.

NO. OF INSTRUCTIONS PER 10,000 TOUCHPOINTS: 11.0	NO. OF AUTOMATED EMAILS: 141
NO. OF INSTRUCTIONS PER EMAIL CAMPAIGN: 0.7	

NEXT STEP?

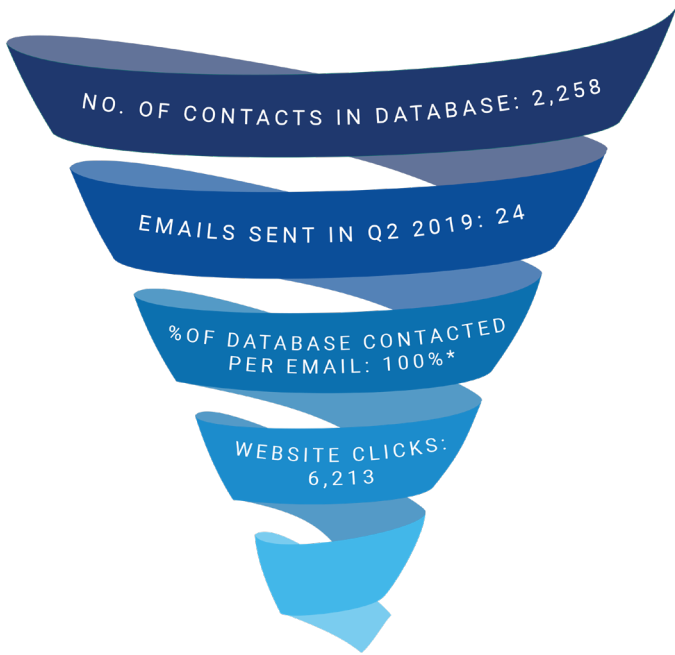
“Apply their current digital marketing strategy to go beyond the expectations of an independent single-branch agent.”

*Based on total contacts sent to divided by the total number of emails sent.

WHAT IS YOUR STRATEGY?



“The new starter has limited time and resources but understands the value of digital marketing. They are in the best position to maximise their return from their data and scale.”



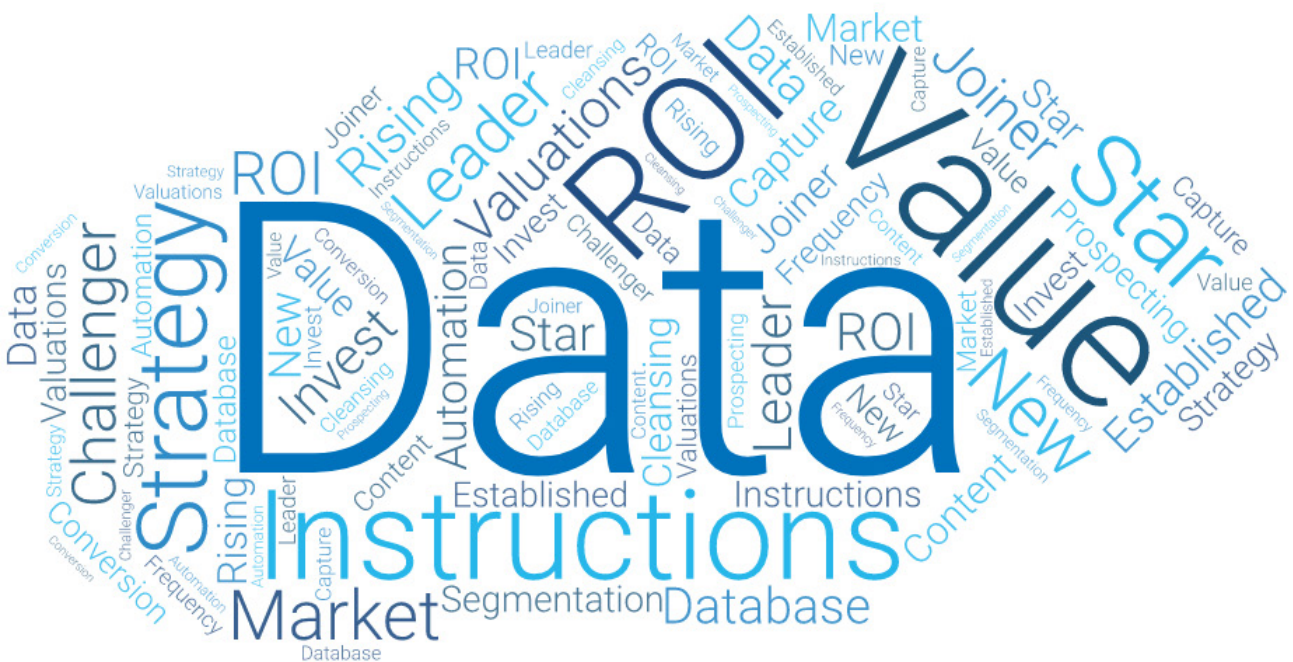
MAXIMUM IMPACT, MINIMUM TIME

- They send an email to their database every working day.
- They send to their entire database for every email.
- Their data strategy is ingrained as part of their business strategy. Data is seen as the key driver of rapid growth.
- Their data is highly cleansed and maintained, and standard processes are used to input data in their CRM.
- Due to the quality of data, segmentation through automation can be put in place from the outset. Multiple client journeys are live based upon each client's requirements.
- Conversion is high due to the quality of the data and content.
- Quality of content marketing is paramount. This is reflected in the following results:
 - Average open rate: 35.4%
 - Average click-through rate: 5.3%
 - Q2 website visits: 6,213
- Quality of website is high and multiple data-capture tools are used. This enables them to grow their database by 10% per quarter; equating to 46.4% annually.

NO. OF INSTRUCTIONS PER 10,000 TOUCHPOINTS: 22.1	NO. OF AUTOMATED EMAILS: 328
NO. OF INSTRUCTIONS PER EMAIL CAMPAIGN: 0.2	

NEXT STEP?

“Based upon their current activity and conversion rate, the new starter is on track to rise to challenger in just five years.”



*Based on total contacts sent to divided by the total number of emails sent.

HOW DOES YOUR DATA ADD UP?

1. How effective are you at capturing and entering clean data in your CRM for prospecting?

1 2 3 4 5

2. How good are you at updating your existing customer data within your CRM?

1 2 3 4 5

3. How GDPR-compliant is your data?

1 2 3 4 5

4. How effective are you at cleansing your customer data for prospecting?

1 2 3 4 5

5. How good are you at segmenting and classifying your data?

1 2 3 4 5

6. How good are you at keeping in regular contact with your database?

1 2 3 4 5

7. How effective is your automated prospecting strategy?

1 2 3 4 5

8. How effective are you at using all relevant marketing channels for prospecting i.e. email, direct mail, letters, SMS, surveys, social media etc?

1 2 3 4 5

9. How effective are you at converting your data to revenue?

1 2 3 4 5

10. How good are you at analysing and evaluating your returns (ROI)?

1 2 3 4 5

How well do you score out of 50?

TOTAL

50



FOR **PROPERTY** PROFESSIONALS