

THE **F**ACTION

BUILD YOUR HYPE



5 Overlooked visual property marketing strategies that get results

ARE YOUR VISUALS ANSWERING QUESTIONS?...

The best writers will tell you that the most effective method of engaging an audience is to make them feel a connection with the content. Successful visual content is no different. Here's how to build a visuals package that improves your results by connecting with your customers.

Every marketing campaign needs images and other content that shows the buyer or investor the so-called 'spec sheet'. We call these **Informational Images**, because they are great at conveying basic sales information to help support your sales staff and answer the usual questions:

- How close are the neighbours?
- What is the kitchen layout like?
- How much sunlight is the garden really going to get?
- Just how big is the second bedroom?

These images serve an important role in the process, but they're not going to be what attracts your ideal buyer or investor en-masse because that's not what they excel at doing. Think about the sort of content companies like Apple use for unveilings, they don't give a slide-show of the specs and features, their advertisements are focused on making their product look as attractive and impressive as possible.

They and others do this because it's proven to get results and move buyers. This is the same approach that needs to be taken with your marketing content. The visuals that consistently attract customers and get the best results aren't the cookie cutter exteriors or wide angle interiors that show everything, they are the ones that stand out to customers on a more emotional level.



OR INSPIRING ACTION?

We like to call these **Aspiration Images**. If you have a profile of your ideal buyer or investor (read as: you should), get their attention more easily by leading with images that represent who they are and what they want, such as:

- The designer kitchen ready to cook up a storm.
- The second bedroom turned into a nursery.
- The back patio ready for summer BBQ's.
- The perfect home office space.

The customer profile should lead the decision process so that your Aspirational Images are as relevant as possible.



You'll always be able to find studios that can do the informational images and follow exactly what you tell them. But if you're looking to get the best results, look at partnering with a studio that has experience digging deeper into your strategy in order to capture more of your target audience.

There are long term benefits from this approach in terms of brand clarity and positioning. But in the short term this will result in you getting more attention from the buyers and investors you want and less of your time being taken up by those unlikely to make your project a success.

What's something you can do now?

On your next project, when assessing your visual content, ask yourself whether your first reaction is something like: "I like the shape of the kitchen" or "Ah, so this is how the open plan looks" or, if you're instead thinking "This looks so relaxing!" or "This will be perfect for hosting my friends."

These are 2 very different types of reactions and they speak to the different focus images can have. These first reactions you have are going to be similar to that of your customers, so it's important to recognise how the content is going to connect.

CAN YOU KEEP UP THE MOMENTUM?

When you're launching a project, it's important to build interest and maintain it.

Rightmove estimates it can take 12 months before a potential buyer has accrued enough information to make an effective decision on buying an apartment off-plan.

The longer you run a marketing program, the more content and imagery you need to keep your efforts going, so it's worth factoring this into your marketing budget.

As you know, it tends to be that the earlier sales or investments come in, the better. Off plan sales and investment can:

- Reduce your financial risk.
- Give buyers and investors more confidence in the vision of the development.
- Create the feeling of urgency and missing out, earlier on.
- Reduce total expenditure on advertising.



Depending on the project, staggered delivery may be appropriate and allow you to build your marketing presence and generate interest by 'drip-feeding' new content as your development is finalised stage by stage behind the scenes.

In need of some content for a quick social media update? A comprehensive package of visuals will let you use something fresh and relevant which will increase engagement.

Additional content can be as simple as an eye-catching close up on a unique design feature or a short clip of a kitchen table ready for breakfast, packed with detail. Having planned out your content time-line beforehand, the technology used by some studios today allows for great flexibility when it comes to getting additional visuals to be used in the right places at the right times.

What's something you can do now?

Look back at your average launch-to-sale time and calculate whether you have enough visual content for an average of 1 unique post or advertisement a week for that estimated period of time.

ARE YOU TAKING YOUR CUSTOMERS ON A JOURNEY?

When creating a digital marketing campaign, it's important to determine what role 3D imagery is going to play at each stage of your customer's journey.

Earlier we mentioned Apple reveals, the first time you see a new product you're probably not thinking of the specifications. It's managed to catch your attention because it's stood out and connected with you on a deeper level. It's only after that you're starting to wonder about the specifics, "how much better is the camera?", "What's the new screen like?".

Leading with a list of facts and figures isn't very intriguing to potential buyers or investors. It's why the most successful companies don't do it, and it's why it is important to mirror this customer journey for your marketing campaigns. Lead with visuals that inspire your target market, capturing their attention, and then follow up with content that fills in the blanks.

As the sales process moves on and decisions need to be made, your customers will start asking more questions regarding their requirements, and that's where you have your informational visuals ready to support your sales team and fulfil those needs.

Ultimately it's this journey that will garner the most success from project to project as you focus on attracting your ideal customers and then are able to convey all the great aspects of your development when your customers are closer to the buying stage.



What's something you can do now?

Make sure you have a customer or investor sales journey mapped out and have the content necessary at each step.

ONLY ADVERTISING IN ONE PLACE? WHY?

The right visuals in the right places makes your marketing more effective, so make sure you understand the context in which your imagery will be used.



The platforms to target your customers on are numerous, so it's important to know ahead of time where you're selling and also to strategise content for platforms that match your ideal customer profile. If you're targeting middle-aged families for example, they're probably not checking your content on Tiktok!

Once you've established where your customers spend their time, the next step is knowing the best content to reach them with across various platforms. Don't limit your project to just images, not only are videos more engaging, but most platforms are now designed around video content. This means more than just being able to upload videos and short clips, the content algorithms these platforms use always tilt toward video content as well as any other new formats. Using the right content in the right places will deliver you better results.

Diving even deeper, things as simple as proportions and compositions can cause your content to fall flat if deployed incorrectly. This is why it's crucial that the studio you've partnered with is able to advise your content strategy so your campaign is as successful as possible and you're not needlessly spending money that isn't producing results.



What's something you can do now?

Check your lead history. Where are your customers or investors reaching out to you from? Which platforms are bringing the most leads? The least?

THE **F**ACTION

RECAP

We hope this has been insightful, validated your approach, or maybe brought up some ideas to try on future projects. Here's a quick list of elements that will boost your results and generate consistency for you from project to project.

- I have a clear profile of my ideal customer or investor.
- I have visual content that represents the aspirations of my customers and investors.
- I have visual content that also answers questions.
- I have a content marketing strategy and I have enough content to stay relevant.
- I have a roadmap for my customers and investors to take them from interested to sold.
- I know where I get my best leads from and my content strategy uses platforms to their fullest.

If you've gone through this list and you feel you're still not sure what to do next, book a quick discovery call with us on the following link to discuss more.

<https://calendly.com/the-faction-cgi/30min>

CONTACT US

studio@thefactioncgi.com

+44 (0)20 3918 0770 | www.thefactioncgi.com

100 Village Way, Ashford, Middlesex, United Kingdom. TW15 2JU