

# PROPERTY MARKETING BRIEF SHEET

The purpose of this document is to help you establish what areas you need to think about before you have any marketing imagery created for your next project. We're offering this as a free tool because working with creative studios can be complex and time consuming, so it helps to have a better understanding of what you need to be thinking about before you start. Working through this document will save you time when having conversations with the creative studio you decide to go with.

Project name

Total project value

Number of units

Launch date

1. Other than turning profit, what are the main purposes of this project?

*What are some larger challenges it can help solve? such as improving the brand image or increasing market share.*

2. What are some measurable targets for this project?

*Percentage of units sold off plan, price achieved, timelines etc.*

3. Who is the ideal customer?

*Age, income, education, investment etc.*

4. What media do they consume, How do you reach these customers?

*What social media do they use? What newspaper do they read, what websites do they visit, what TV programmes do they watch.*

5. What's the competition doing and how do you stand out?

*What can you do differently to attract attention?*

6. What's the key message you want your customers to know about this development?

*What's unique about it? Historical interest, location, amenities etc.*

7. What do you want the specific outcomes of the marketing campaign to be?

*Increased sales calls, sales suite visits and registered interest etc.*

8. How long is the marketing timeframe and what platforms are you planning to use?

*Press, social media, other etc.*

9. Do you know what your marketing budget is?

*What is the return of investment you hope to achieve? What's a reasonable amount to invest in this marketing based on the goals?*

10. Have you thought about the type of marketing package you need and what it should include?

*CGIs, animation, brochures, floor plans, sales suite, micro websites etc.*

### Commonly Required Information

It's worth checking to make sure that you have the following information ready to provide the creative studio in order to start your next project.

- Building drawings in pdf and .dwg (plans, elevations, sections)
- Landscape drawings in .pdf and .dwg (plans with heights, sections)
- Building and Landscape materials information
- Reference images (times of day, image look and feel, furniture inspiration)
- Any existing site photography

If you're having any difficulties filling out this document and would like some help please feel free to get in touch, we're more than happy to arrange a short, no obligation and completely free call to review your answers.