

Thames Property Management

A property company providing a series of bespoke services, including lettings, tenancy management, sourcing, sales, project management and tenancy services in and around central London.

Marketing Selection Grid

Area	Title	Key Question	Y/N/?
Find	Positioning	What you want to be famous for?	Y
Find	Channels	Are the market channels identified and mined?	Y
Convert	Your Clients	How do they find you?	N
Convert	Language	Are you happy with your marketing collateral?	Y
Convert	Language	How effective are your sales teams?	Y
Convert	Language	How many touch points do you have with your clients?	N
Deliver	Your Products and Services	Are these documented and segmented?	Y
Deliver	Your Clients	Are these segmented and targeted?	Y

Priorities



Action for Finding Clients

- 4 Brands created for [Landlords](#), [Letting Agents](#), [Chinese Investors](#) and [Tenants](#)
- Separate lists acquired for Landlords, Letting Agents, Chinese Investors and Tenants
- Lists cleaned, deduped and cross referenced to existing lists

Action for Marketing Campaigns

- Create a weekly campaign hub for marketing communications
- Send out regular mailers to the target audience of Landlords, Letting Agents, Chinese Investors and Tenants
- Over 50 targeted campaigns have been issued over the course of 2017/18

Results

- Success with landlords developed into campaigns with other sub brands
- At least one positive weekly response from target audience
- Estimated revenue of £100k during 2017/18

Costs

- £3.7k over 12-month period