

Prestige Property Consultants Brand Awareness Strategy

A Detailed Brand Awareness Strategy to Improve Prestige Property Consultants' Marketing Efforts



**The key to a
successful Brand
Awareness Strategy,
lies in our ability to be
Customer-centric.
Brand Awareness
focuses on how we
can create a positive
perception about who
we are to both old
and new customers.**



3 Benefits of Developing a Brand Awareness Strategy



1. Gives you some **control** over how people ultimately perceive your brand. You get to write your own **story**.
2. Helps to build **trust** between you and your target audience.
3. Trust builds **customer loyalty**: loyal, happy customers will promote you to their friends and family, which brings you more customers in the long run



Brand Awareness Strategy Steps

Step 1 - SWOT Analysis.

Step 2 - Identify Target Audience and their Needs.

Step 3 - Focus on the Platforms Your Audience Uses Most.

Step 4 - Set Achievable Goals.

Step 5 - Be Active and Engaging Online.

Step 6 - Highlight Your Brand Personality.

Step 7 - Track Your Results



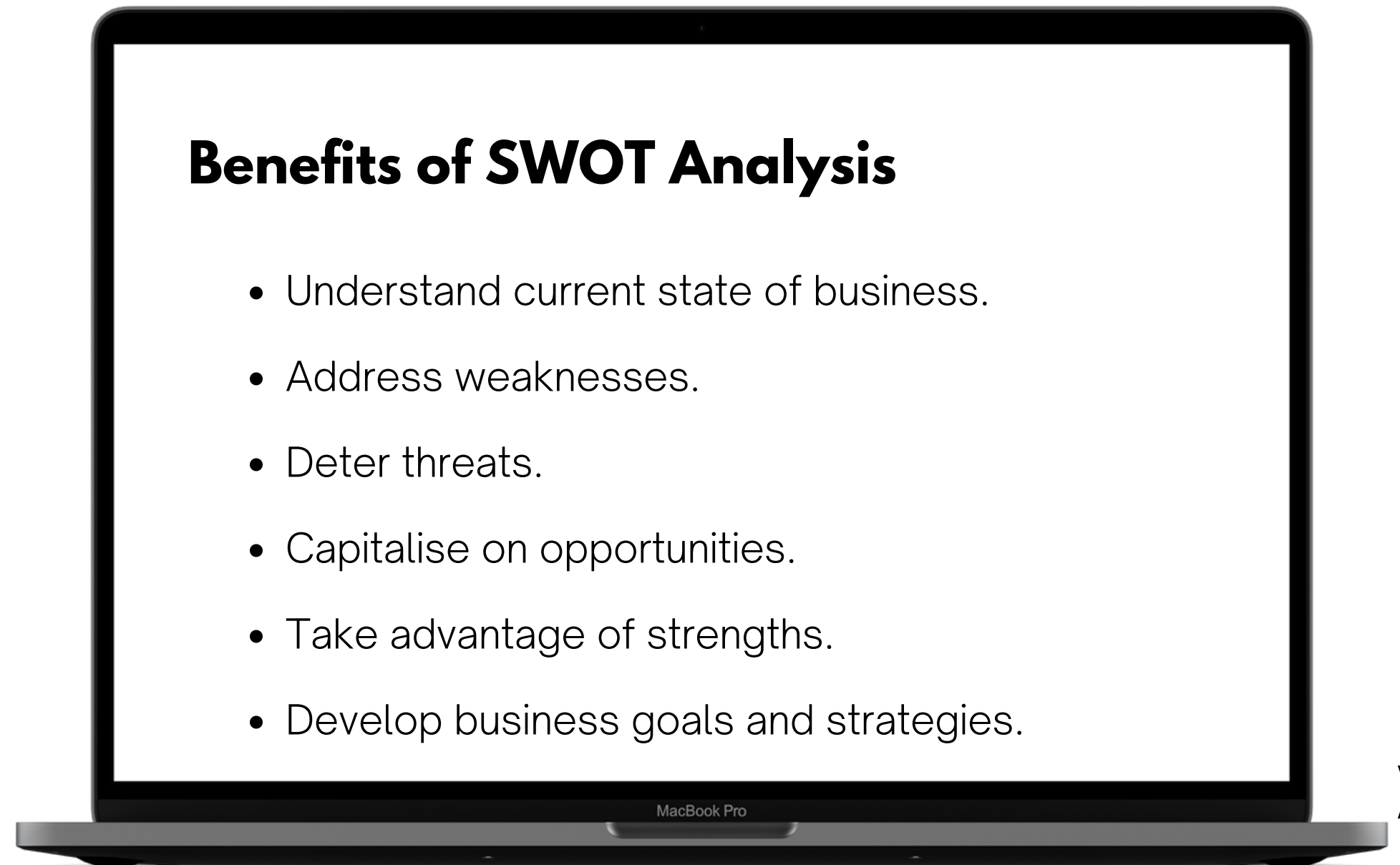
SWOT analysis (or SWOT matrix) is a strategic planning and strategic management technique used to help a person or organization identify Strengths, Weaknesses, Opportunities, and Threats related to business competition or project planning.

STEP 1

SWOT Analysis

Benefits of SWOT Analysis

- Understand current state of business.
- Address weaknesses.
- Deter threats.
- Capitalise on opportunities.
- Take advantage of strengths.
- Develop business goals and strategies.



Strengths

- **30+ years Experience** - Building trust and a strong portfolio should take a minimal amount of time, particularly with a focused posting schedule.
- **Access to Properties** - Access to over 10,000+ properties, giving clients a significant amount of options.



Weaknesses

- **Lack of running Website** - This may elongate the process of earning trust/money as the website will be new and people will need to earn trust over time.
- **Lack of Full-time Offices** - Whilst an office is available for client meetings, there is no space for clients to walk in and get help.



Opportunities

- **Increase corporate social responsibility image** - Finding ways of adding significant value to the community as a whole would set you apart from competitors.
- **Build an engaging social media presence from day one** - It is very possible to take advantage of the short form video content on IG and TikTok as they have more reach and higher chances of going viral.



Threats

- **Competitor's strengthening their brand** - Emphasizing the need for a clear brand and highly targeted, consistent marketing efforts.
- **Uncertainty about changes to trade, travel and immigration policy** - This affects the number of international clients.



Identify Target Audience and their Needs

»» Who is our Ideal Customer?

If we want to build a relationship with our customer, we need to know who they are. In order to identify our ideal customer, we need to create **Archetypes**. **Archetypes** describe patterns of behaviors, attitudes and motivations shared between people.

We can give our target Archetype a title and description to help us understand their needs.



Luxury Home Lover

The Luxury Home Lover is a high-achieving executive with a prominent career in a multinational company. She has built a strong financial portfolio and is now looking to invest in luxury properties for both personal and investment purposes. The Luxury Home Lover has a busy schedule, constantly traveling for work and attending business meetings.



Identify Target Audience and their Needs

»» What does is the **Luxury Home Lover** need?



Luxury Home Lover

Luxury Lifestyle: She desires to own prestigious properties that reflect her success and provide a luxurious living experience.

Investment Opportunities: She is looking to diversify her investment portfolio by acquiring high-end properties that offer potential long-term returns.

Convenience: She values efficiency and seeks a property consultant who can provide personalized service.

Expertise: She wants someone who can handle the entire property transaction process, and offer expert advice on financial matters.



STEP 2

Identify Target Audience and their Needs

➤➤ What Activities is the Luxury Home Lover Likely to be Involved in?

Activities capture the actions and goals of a customer across their end-to-end experience, from their point-of-view.

Understanding the Luxury Home Lover's potential activities will ensure Prestige Property Consultants has engaging content for our target customers.



Identify Target Audience and their Needs

➤➤ What Activities is the Luxury Home Lover Likely to be Involved in?



Luxury Home Lover

Stages
Activities

DREAMING	PLANNING	BOOKING	EXPERIENCING	SHARING
Get Inspired	Read Reviews	Assess Cost	Purchasing/Living in Property	Review Experience

Identify Target Audience and their Needs

»» **When Might we Interact With our Ideal Customer? How do Principles Help us Communicate a Consistent Message?**

Interactions are any moment a brand engages with a customer.

In order to build a strong relationship with our customers, all our interactions need to be **consistent** and **meaningful**.

In order to remain consistent and valuable through our use of social media and all our interactions, we need the right **principles** to **guide** our interactions, enabling us to make decisions that customers will find meaningful.



Identify Target Audience and their Needs

➤➤ Developing Clear Principles Based on Our Customers' Needs



Luxury Home Lover

Because the Luxury Home Lover...	The experience must be...
Wants to experience a Luxury Lifestyle	High Quality
Wants to experience Investment Opportunitiess	Informative
Wants to experience Convienience	Easy
Wants to experience Expertise	Professional



Identify Target Audience and their Needs

➤➤ What Features should Puptastic Pawtraits Include across its Social Media Platforms?



Luxury Home Lover

Stages
Activities
Interactions

DREAMING	PLANNING	ORDERING	EXPERIENCING	SHARING
Get Inspired	Read Reviews	Assess Cost	Purchasing/Living in Property	Review Experience
High quality picture and video content	Authentic reviews by trusted influencers and strong brand positioning	Use a smart pricing strategy - services should be worth the price	Reposting user-generated content to encourage posting	Review and Rating Options - Text or Media

Experience Principles: High Quality, Informative, Easy, Professional



Social Media Platforms

STEP 3

Rather than spreading our energy across multiple social media platforms, we may want to focus on the ones customers like the Dog Lover use most often. We can drive traffic from these social media platforms to our new website.

- **Before Purchasing**, the Luxury Home Lover may search for inspiration on Tiktok, Instagram, Pinterest or Facebook. They may go to Youtube for detailed videos.
- **After Purchasing**, the Luxury Home Lover would be the most active on Instagram, Facebook, Tiktok, depending on the what they prefer.



Brand Awareness Objectives

STEP 4

- It is essential for all objectives to be **SMART** - **S**pecific, **M**easurable, **A**ttainable, **R**elevant and **T**ime-bound.
- SMART goals are essential for tracking meaningful Metrics/Key Performance Indicators. An example of an objective and KPI are shown below:

"Increase number of Instagram followers by 2,000 by 1 September 2023."

KPI - Number of Instagram followers.



Be Active and Engaging Online

STEP 5

- »»» Great Content is **Findable**.
- »»» Great Content is **Shareable**.
- »»» Great Content is **Usable**.
- »»» Great Content is **Memorable**.
- »»» Great Content is **Quotable**.
- »»» Great Content is **Actionable**.
- »»» Great Content is **Readable**.
- »»» Great Content is **Measurable**.



Highlight Your Brand Personality

STEP 6

Your brand voice helps you relate to your target audience and is the vehicle that leads to a strong relationship.

In order to build a strong relationship with our customers, all our interactions need to be **consistent, meaningful and** guided by the same **principles**.



Luxury Home Lover

Based on the Luxury Home Lover's needs, the content we create should meet these experience principles:

- **High Quality**
- **Informative**
- **Easy**
- **Professional**



Track Your Results

STEP 7

Once we have executed on our strategy, the following KPIs may be used to measure and track our performance.

Channel	Net Followers Gain/Loss	# of Posts	Engagement Rate	Click-throughs	Mentions	Reach
Instagram						
Facebook						
Twitter						
LinkedIn						
Pinterest						



Track Your Results

STEP 7

What should we continue doing?

Instagram	Facebook
What's working:	What's working:
Why is it working:	Why is it working:
Action items:	Action items:



Track Your Results

STEP 7

What should we **STOP** doing?

LinkedIn	Twitter
What's working:	What's working:
Why is it working:	Why is it working:
Action items:	Action items:



Track Your Results

STEP 7

What should we **START** doing?

TikTok	Website
What's working:	What's working:
Why is it working:	Why is it working:
Action items:	Action items:





Thank You
