# Appendix 2: Sales and Marketing Strategy

# Sales&Marketing Strategy - Braithwell Road, Rotherham

#### 9 months before Launch

· Branding / Brief submitted for Sales & Marketing to selected Design/Creative Company

#### 8 months before Launch

 Branding / Concept evolution – Presentations for several Branding routes and collateral required

# 7 months before

Branding concept selected – 'Marketing Name <u>selected.;Other</u> collateral – Hoarding; Website (holding page); brochures to be developed

### 6 months before Launch

Create awareness of 'development by:-

- Phase 1 Branded Hoarding line up; 'V' Stack Board; flags and branded banners up; Branded Web Holding page (going live at same time of erection of Hoarding)
- Go Live on Rightmove 'Featured Developer' with direct link to branded website Holding Page (registration)

### To Generate enquiries to :-

Build customer database and create opportunity to create 'a buzz' for invitation to an
exclusive 'Pre-Launch – VIP event (before main public opening event)

#### 1 month before launch event

- Create awareness of the sales centre's opening launch weekend by changing the message on the hoarding line and 'V' Stack Board and dedicated web holding page
- Also to Encourage applicants to register early for an invitation to the 'Prelaunch VIP event' –
  "be the 1st to reserve"

### 2 weeks before launch event

- Sales Team Continue to Create awareness of the sales centre's opening launch weekend and encourage applicants to register for invitation to the 'Pre-Launch – VIP event
- Opportunity to Create a buzz around the site as 'a great place to live/invest in' 'be the 1st to reserve'

#### VIP - Pre-Launch event

- Pre-launch VIP Event at least 1 week before main Public Launch event (planned for 4PM-9PM on a THURS)
- Early off plan sales to these specific audiences (with possible incentive offered to 1st Reservations at this event)

### Main Launch event

- Main Public Open Event now open for business 7 days a week 10am 6pm
- First main public opportunity to sell off plan

# Ongoing throughout – to increase

sales activity

and revenue

opportunity

Phased/Varied/Continual throughout Sales Process:-

- Phased Price Releases
- Press Advertising/advertorials/PR Commswith local press ( organised events/ collaboration)
- General awareness mailing to local/targeted areas & Investor mailings of local agents database
- Strategic Poster Banner Campaigns (key locations) ie College/town centre etc.
- Bus/Train advertising/Mail drops to local areas
- Email marketing/Social media campaigns (Databases/Rightmove/Facebook & Twitter)-strategic events ie show house opening; plot of the week; testimonials
- Update website (changing messages etc) ie Show House Opening Event (date TBC)