

# MAR KET ING



**LUCAS FOX**  
INTERNATIONAL PROPERTIES



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INTERNATIONAL PROPERTIES



# Exceptional Marketing



# KEY FACTS

Innovative

Creative

Distinctive

AWARD-WINNING



Branding



Digital & Content Marketing



SEO



Website Design & Development



Presentations & Pitches



Destination & Lifestyle Marketing



Marketing Collateral



Market Reports



Public Relations & Advertising



Videos



Infographics



Social Media



Events





# KEY PLAYERS

## MUNA BENTHAMI

**Title:** Head of Marketing

**Motto:** Change is the only constant

**Greatest achievement:** Work in Progress



## PAOLA D'ALVANO

**Title:** Digital Marketing Specialist

**Motto:** Innovate and create new ideas

**Greatest achievement:** Being one of the winners at the mobile app weekend



## GABRIELA SIMES

**Title:** Marketing Coordinator

**Motto:** Great things never come from comfort zones

**Greatest achievement:** Moving abroad to study and work on my own at the age of 17



## SIMON KELLY

**Title:** Front-end Web Designer

**Motto:** Think of the user

**Greatest achievement:** My two amazing daughters



## MATT CASEY

**Title:** Software Developer

**Motto:** Try it first then read the instructions

**Greatest achievement:** Keeping my kids happy with Dad-jokes



## GUIDO DEL SOLAR

**Title:** Art Director & Branding Specialist

**Motto:** Think more, work less

**Greatest achievement:** Turn all my passions into a way of living



## DAVID NEBOT

**Title:** Senior Designer

**Motto:** You can do great things without making a noise

**Greatest achievement:** Working doing what I love and being able to teach my passion to future designers

# LUCAS FOX

## THE BRANDS

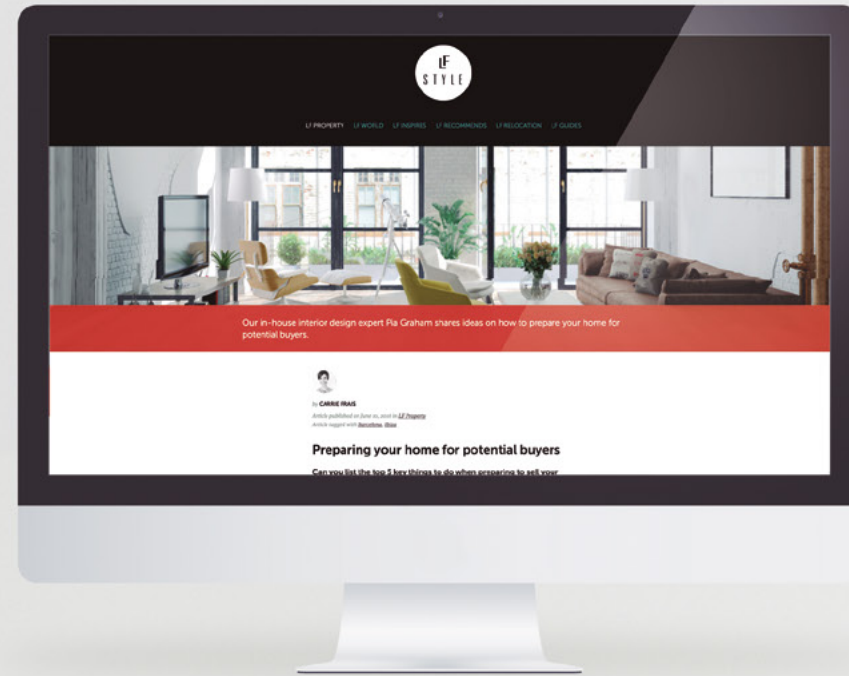
The Lucas Fox brand is unique, simple and trusted and it effectively communicates our core values of integrity, quality and professionalism.



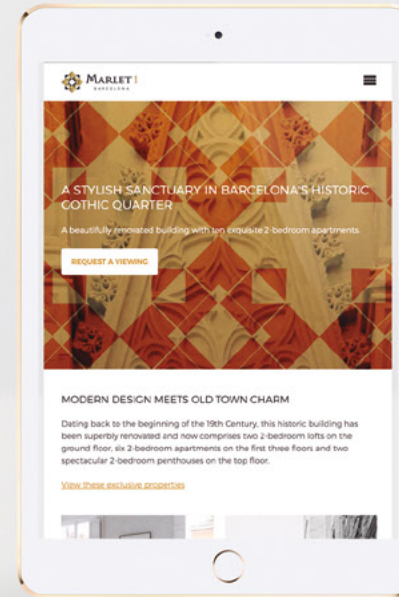
The strength of the Lucas Fox brand has enabled us to launch associated sub-brands including LFStyle, Residency in Spain and Lucas Fox Prime.



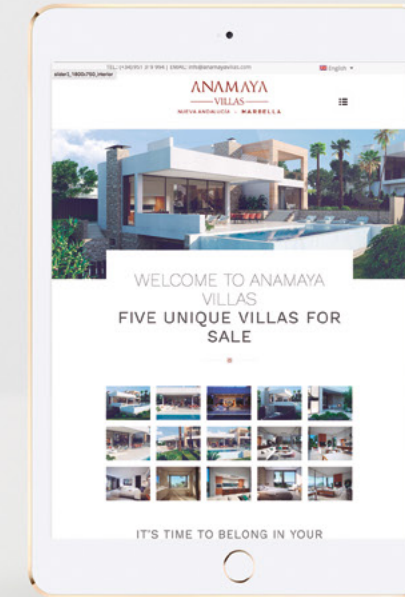




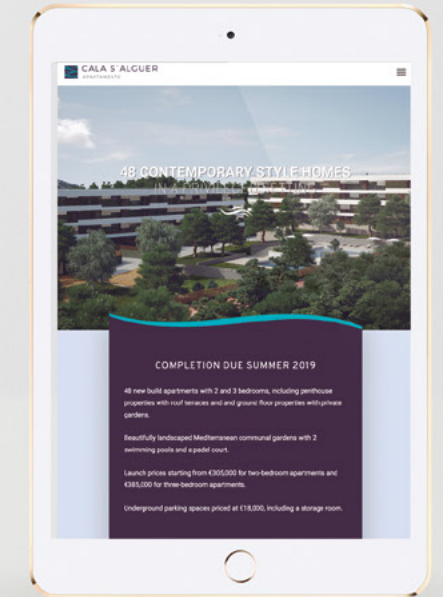
www.lucasfoxstyle.com



www.marlet1.com



www.anamayavillas.com



www.calasalguer.com

## Lucas Fox websites



LucasFox.com



LucasFox.es



LucasFox.cat



LucasFox.fr



LucasFox.de



LucasFox.ru



LucasFox.se



LucasFox.nl



LucasFox.pt



LucasFox.cn



LucasFox.it

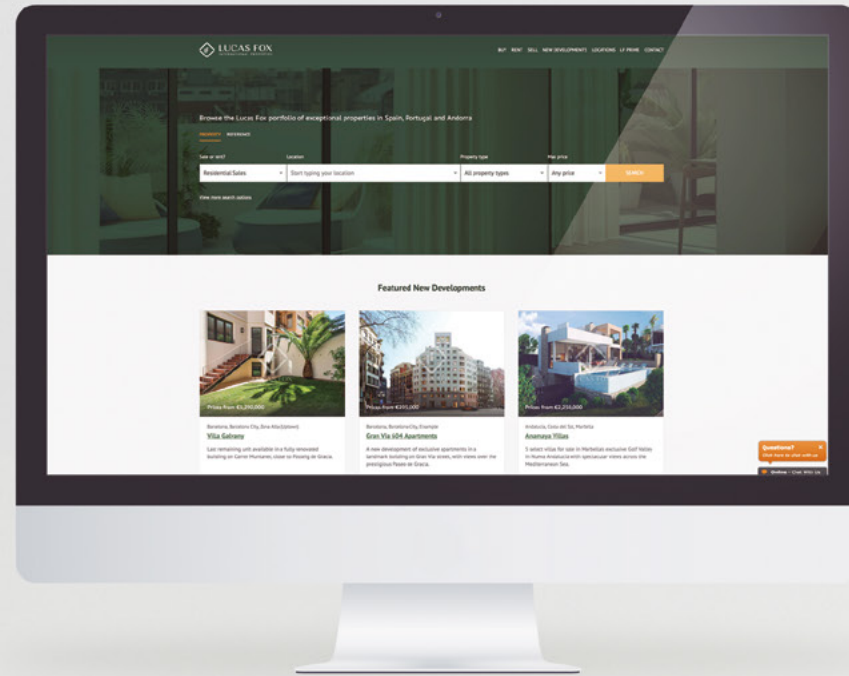
Just over **2** million  
annual visits



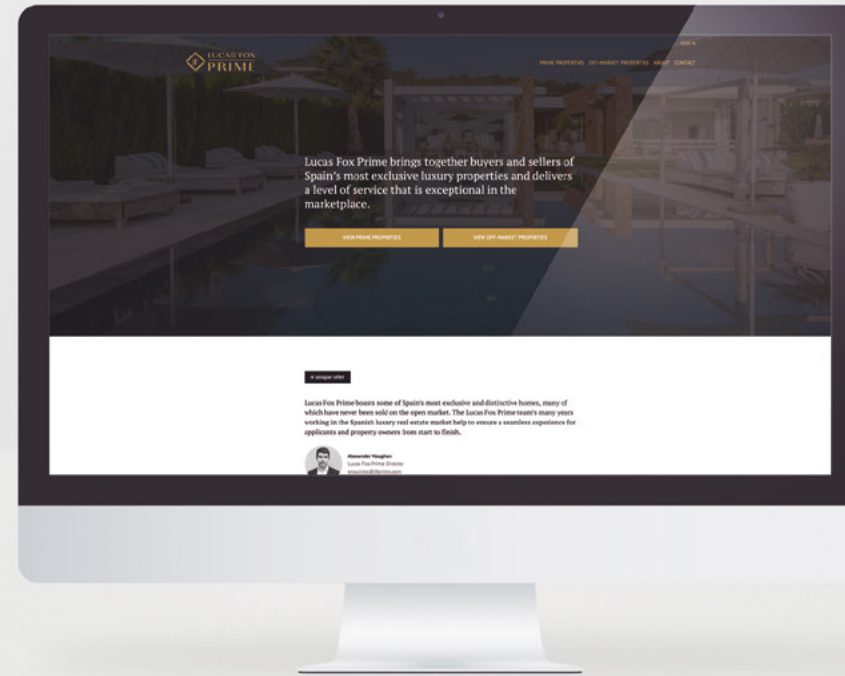
**PAGE ONE**  
GOOGLE  
RANKING



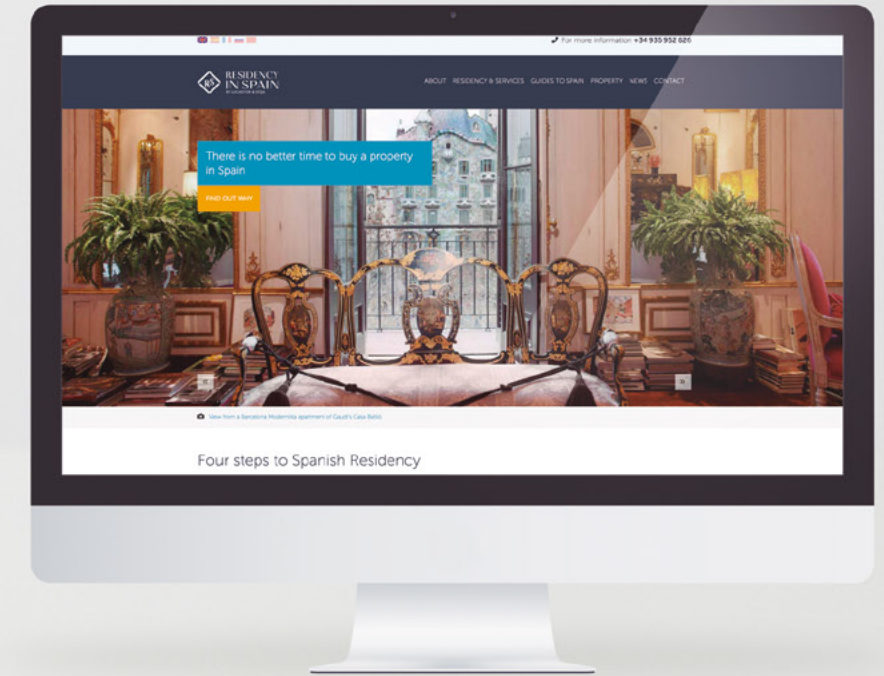




www.lucasfox.com



www.lfprime.com



www.residencyinspain.com

# WEBSITE DESIGN & DEVELOPMENT

Lucas Fox creates beautifully responsive, expertly coded and visually exciting, customised websites.

Since the Lucas Fox English language website was established in 2005, it has become the benchmark for marketing Spanish prime residential properties to

both national and international buyers. Over the past 15 years Lucas Fox has developed 10 additional language websites - in Spanish, Catalan, French, German, Russian, Swedish, Dutch, Portuguese, Chinese and Italian. The web team have produced a front-end design and build that is attractive,

easy-to-navigate, interactive, high on performance and constantly innovating and evolving. With over 60% of the sites' traffic coming from mobile devices or tablets, a strong emphasis has been placed on responsiveness with a focus on delivering the site content quickly to end users.

In a highly competitive market and increasingly crowded online space, Lucas Fox continues to stand out thanks to the sites' quality and attention to detail. The websites have a truly global reach and receive just over 2 million annual visits.



# DIGITAL MARKETING & SEO

Our digital marketing campaigns are finely crafted to ensure our properties are exposed to the right buyer, covering worldwide markets including Europe, Asia, the Middle East and the US. We list our properties on some of the world's leading national and international portals.

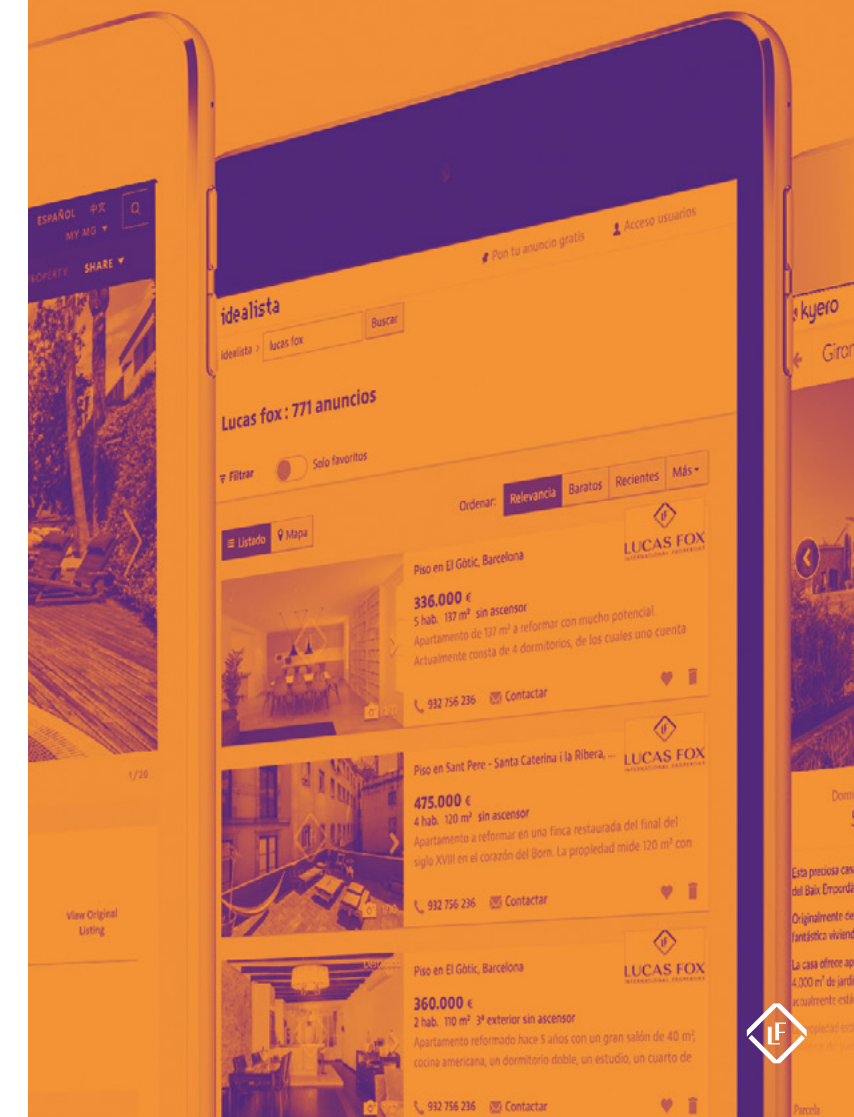
Our ongoing work on Search Engine Optimisation has achieved Page One Google

ranking for numerous key phrases in several different languages. We also create bespoke content and HTML emails and newsletters, targeting our database of 100,000 potential buyers and sellers, as well as link building, remarketing and Pay-per-Click campaigns in different languages.



## Thanks

to our in-house market research and analysis, we understand global audiences and local market sensitivities.







# VIRTUAL VIEWINGS

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In the event a client cannot be present for a viewing, we worked hard to ensure our virtual viewings resemble a face-to-face viewing as close as possible.

Thanks to the latest technology and extensive trainings for our sales teams, we adapted quickly to guarantee our 1-1 virtual viewings are successful, useful, and meet our clients needs.





# LUCAS FOX HOME LIVE STREAM

Launched to adapt to the changing environment due to current events, Lucas Fox Home Live Stream allows both our national and international clients to tune in to a live broadcast across multiple social networks

and view a handpicked selection of the best properties in our portfolio. This technology enables clients to interact with our agents and ask questions, as if they were attending a virtual open house event.

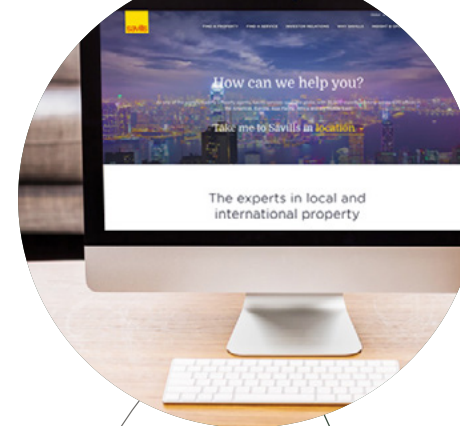




# SAVILLS NETWORK

Lucas Fox's association with leading global real estate advisory Savills allows access to a wealth of services via their 600 worldwide offices.

Savills website



Savills Property Exchange



Savills Property Portfolio



Savills Private Office Showcase



Savills  
World Research







# BRAND CREATION

Our creative team works closely with developers and promoters to fully understand each project, identifying its essence, its values and its goals to ensure that the brand and logo are relevant, memorable and impactful.



# SOCIAL MEDIA

We create effective multilingual Social Media campaigns across all platforms using unique content, memorable imagery, original videos and eye-catching infographics.





# MARKETING COLLATERAL

Working with a team of top designers, illustrators, render experts and content writers, we create fresh and innovative marketing materials utilising effective online and offline distribution strategies.

Our design skills and print knowledge have enabled us to make use of the very latest materials, formats and techniques to ensure that each project's sales campaign is supported by the highest quality marketing materials.

Brochures



Adverts

Plan bibles



3D walkthroughs

Flyers

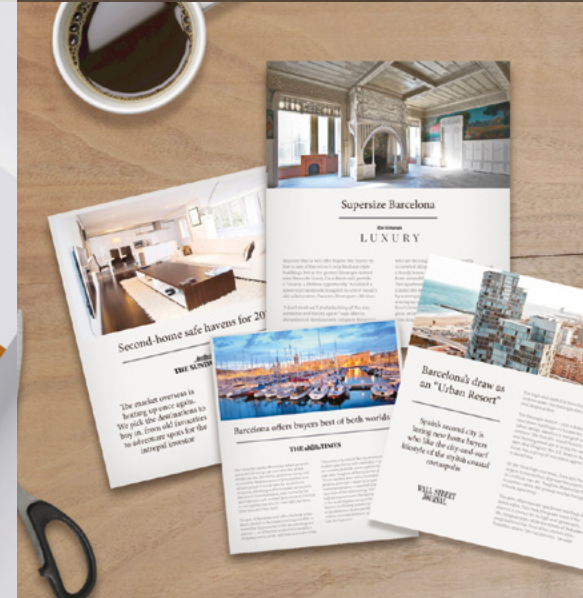


Animated infographics

Banners



Lifestyle videos





# MARKET REPORTS

The information covers our key regions and includes a broad spectrum of easy-to-digest, interactive information including:

## PROPERTY PRICE TRENDS

Nationality trends

and demographics

✈️ TOURISM FIGURES

Commentary from our

regional directors

⬅️ UP-TO-DATE

sales transaction data ➡️



Lucas Fox produces detailed quarterly reports on the Spanish property market using our own in-house data as well as statistics and information from reputable external sources.

These unique reports condense facts and figures and translate up-to-the-minute statistics to convey current trends and commentary. The Lucas Fox market reports are informative and data-led and have become a valuable tool for both the media and stakeholders in the Spanish property market.





As a result of our strong relationships with some of the world's top property journalists, our press releases and targeted content regularly appear in leading offline and online publications such as *The Wall Street Journal*, *The New York Times*, *the Financial Times*, *The Times*, *The Sunday Times*, *The Telegraph*, *The Economist*, *the South China Morning Post*, *Forbes*, *the Robb Report*, *El Mundo*, *El País*, *La Vanguardia*, *Expansión*, *Le Figaro*, *CNN* and the *BBC*.

Our extensive market knowledge is recognised nationally and internationally and the publication of our quarterly market reports on the Spanish prime property market has positioned Lucas Fox as a key opinion former and authority on the Spanish real estate market.

With an extensive network of national and international media contacts, Lucas Fox also delivers bespoke PR campaigns for its clients. Our creative team is experienced in transforming the vision of architects and developers into a compelling story in a bid to get the desired results.



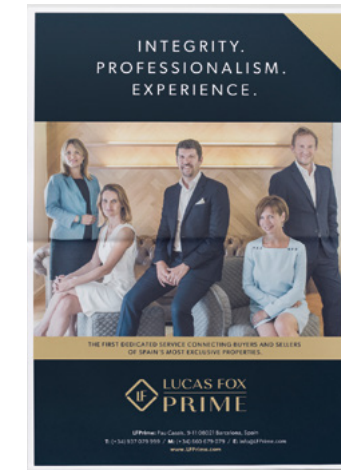
Lucas Fox partners Alexander Vaughan and Tom Maidment with *La Vanguardia* journalist Rosa Salvador





# ONLINE & OFFLINE ADVERTISING

Our creative and copywriting teams work together to produce eye-catching, high impact advertisements and our multimedia expertise enables us to design integrated advertising campaigns that reach the desired audience in the most effective and relevant way.







# DESTINATION & LIFESTYLE MARKETING

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At Lucas Fox, we recognise that, for many of our foreign buyers, purchasing a home is also about 'buying into' the Spanish lifestyle, which brings with it a plethora of enviable cultural and gastronomic benefits. 'Lifestyle investors' are typically entrepreneurs who are able to work remotely and families or individuals choosing to relocate to Spain. In both cases they regard their property purchase both as a commercial and lifestyle opportunity.

We also have a number of buyers looking for 'passion investments' such as vineyards, sporting or equestrian estates.

Our aim is to give potential clients an enticing experience before they buy.

The LFStyle blog continues to add value to the Lucas Fox brand by introducing potential buyers to a new destination, offering relocation stories and insiders' guides in a bid to reinforce a client's purchasing decision, a process which many of our own staff have experienced themselves.



# SPONSORSHIP EVENTS & PARTNERSHIPS

Lucas Fox's team organises a range of events from Open Houses and launch parties to press trips and 'Afterwork' drinks. As part of our programme of social and corporate responsibility, Lucas Fox is also a regular sponsor and supporter of local festivals and charity events.









Exceptional Properties. Exclusive Locations.

[www.lucasfox.com](http://www.lucasfox.com)