Branding
Digital & Content Marketing
SEO
Website Design & Development
Presentations & Pitches
Destination & Lifestyle Marketing
Marketing collateral
Market Reports
Public Relations & Advertising
Innovations
Infographics
Social Media
Events

KEY PLAYERS

MUNA BENTHAMI
Title: Head of Marketing
Motto: Change is the only constant
Greatest achievement: Work in Progress

SIMON KELLY
Title: Front-end Web Designer
Motto: Think of the user
Greatest achievement: My two amazing daughters

CATRIONA GROVES
Title: New Developments Marketing
Motto: Check and check again (and then again)
Greatest achievement: Surviving a Cambridge University Maths degree

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: Digital Marketing Specialist
Motto: Innovate and create new ideas
Greatest achievement: Being one of the winners at the mobile app weekend

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

PAOLA D’ALVANO
Title: Digital Marketing Specialist
Motto: Learn from your mistakes
Greatest achievement: To be able to work using what I have studied

GABRIELA SIMES
Title: Marketing Assistant
Motto: Great things never come from comfort zones
Greatest achievement: Moving abroad to study and work on my own at the age of 17

CARRIE PRADS
Title: Digital Marketing Specialist
Motto: Consistent, concise and creative
Greatest achievement: Being one of the winners of the 36-hour story challenge

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Motto: Take risks, seize opportunities and keep challenging yourself
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The strength of the Lucas Fox brand has enabled us to launch associated sub-brands including LFStyle, Residency in Spain and Lucas Fox Prime.

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

Lucas Fox websites


Just over 2 million annual visits
Lucas Fox creates beautifully conceived, 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 last 15 years Lucas Fox has developed 11 additional language websites - in Spanish, Catalan, French, German, Russian, Swedish, Dutch, Portuguese, Chinese and Italian. The team have produced a front-end design and build that is attractive, easy to navigate, intuitive, high-performing and content-driven, delivering the site content quickly to end users.

In a highly competitive market and increasingly crowded online space, Lucas Fox continuously roots out unique properties and targets the right buyer, covering worldwide markets including Europe, Asia, the Middle East and the US. 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. Our in-house market research and analysis, we understand global audiences and local market sensitivities.

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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.

Lucas Fox’s association with leading global real estate advisory Savills allows access to a wealth of services via their 600 worldwide offices.
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.
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 stakeholders and investors in the Spanish property market.


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

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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.
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.

ONLINE & OFFLINE ADVERTISING

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.

DESTINATION & LIFESTYLE MARKETING

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 our destinations, offering relocation stories and insiders’ guides on destinations which many of our own staff have experienced first-hand.
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.