

MARKETING



LUCAS FOX
INTERNATIONAL PROPERTIES





LUCAS FOX
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

CARRIE FRAIS

Title: PR & Content Specialist

Motto: Take risks, seize opportunities and keep challenging yourself

Greatest achievement: Being one of the first female sports presenters on UK TV



ANTONIO ESPOSITO

Title: Growth Hacker

Motto: The obstacle is the way

Greatest achievement: Paying off my student loans



HANNAH TAYLOR

Title: Marketing Assistant

Motto: Be Yourself

Greatest achievement: I hope my greatest achievements are yet to come...



CATRIONA GROVES

Title: New Developments Marketing

Motto: Check and check again (and then again)

Greatest achievement: Surviving a Cambridge University Maths degree



MUNA BENTHAM

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



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.

LUCAS FOX PROPERTY LOUNGES

Lucas Fox Property Lounges
are synonymous with the
Lucas Fox brand.

Upmarket

Contemporary

Accessible



BRAND CREATION

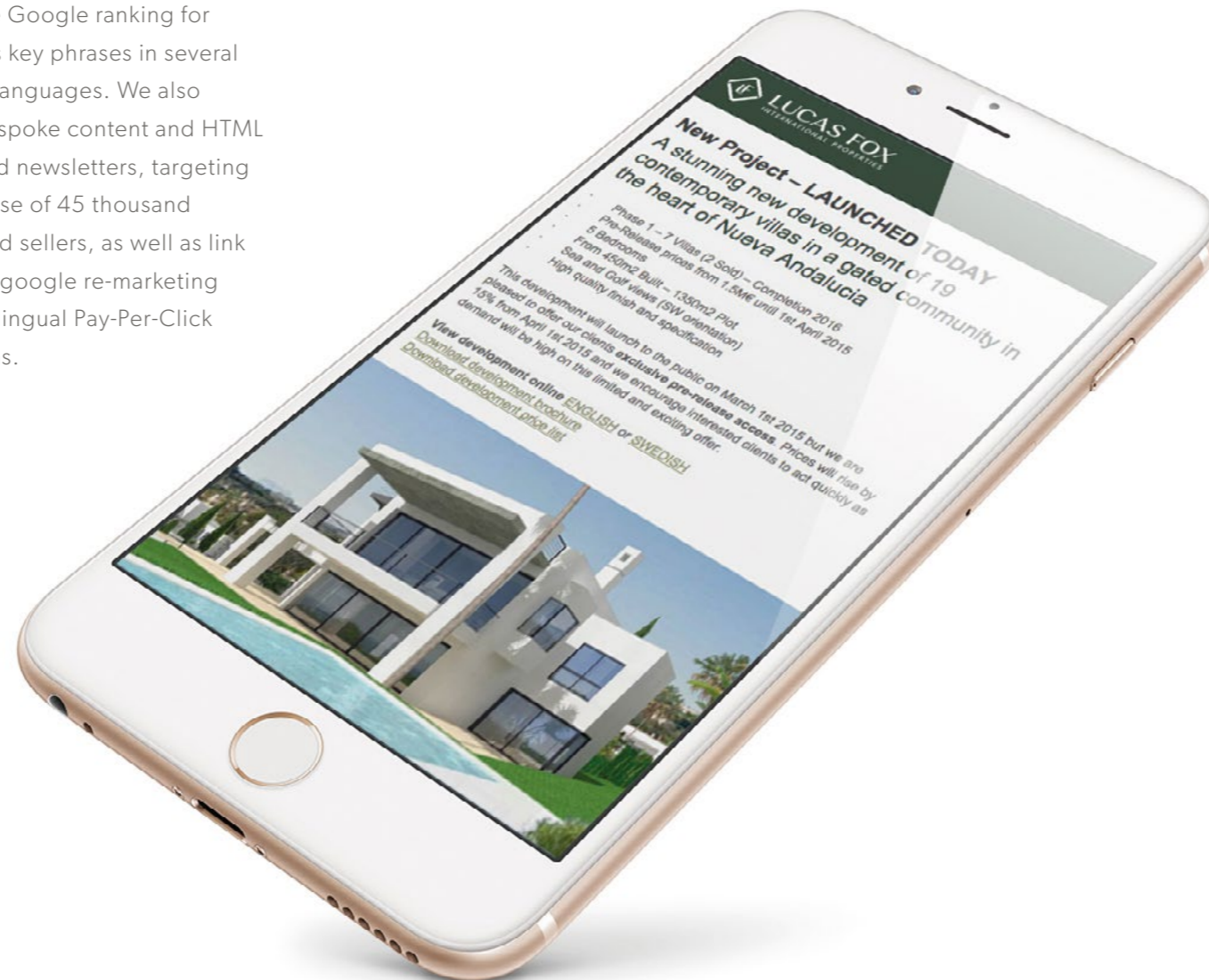
Our creative team works closely with developers and promoters to fully understand each project, identifying its essence, its values and its goals to ensure that the brand and logo are relevant, memorable and impactful.



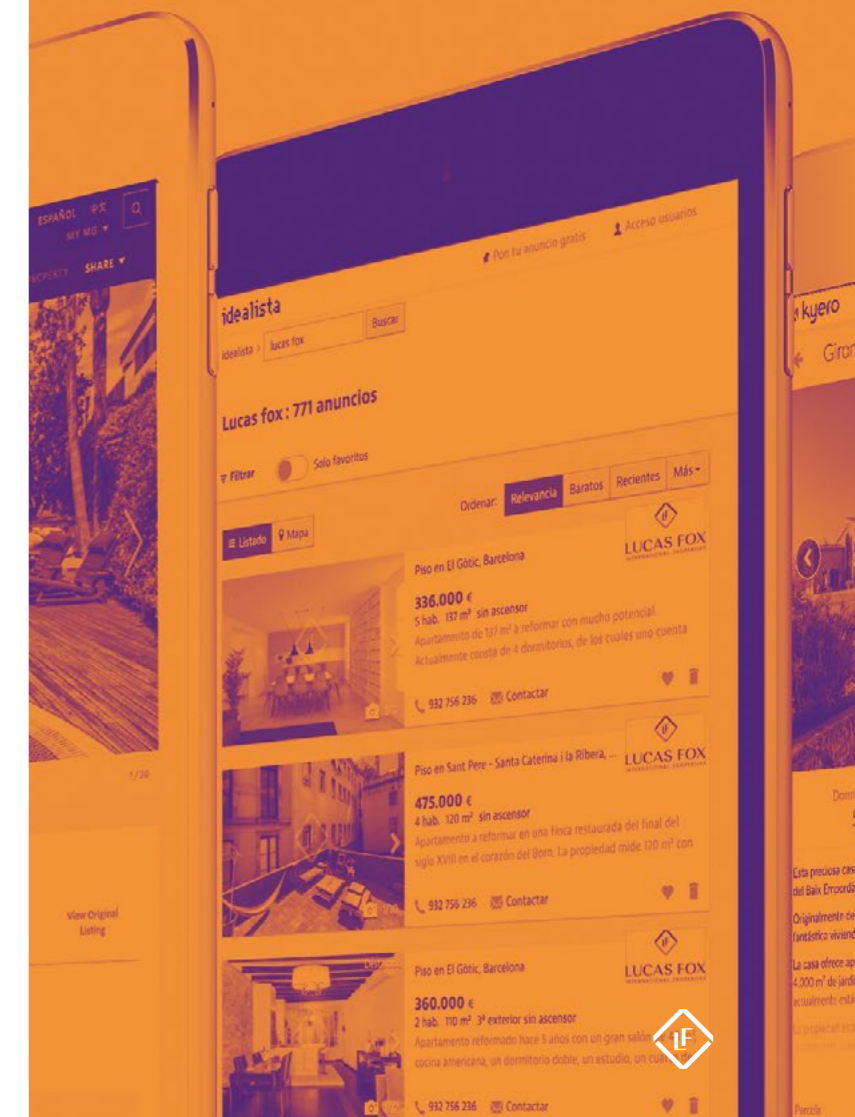
DIGITAL MARKETING & SEO

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 top portals such as Le Figaro, Rightmove, Zoopla, Kyero, Think Spain and ListGlobally, as well as leading national portals such as Idealista and Fotocasa.

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 45 thousand buyers and sellers, as well as link building, google re-marketing and multilingual Pay-Per-Click campaigns.



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



SOCIAL MEDIA

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



We create conversations, build brand awareness and generate leads.



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

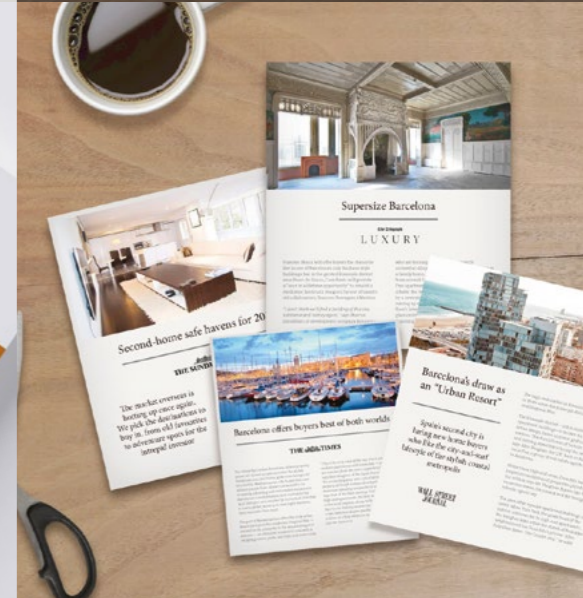
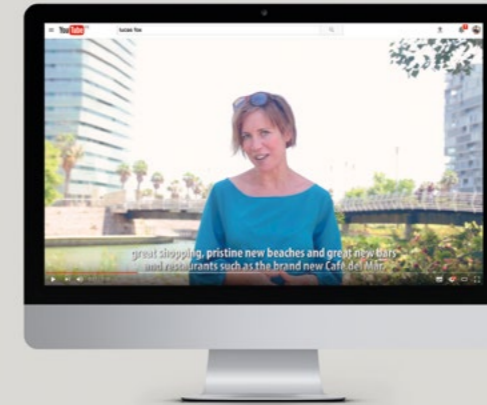


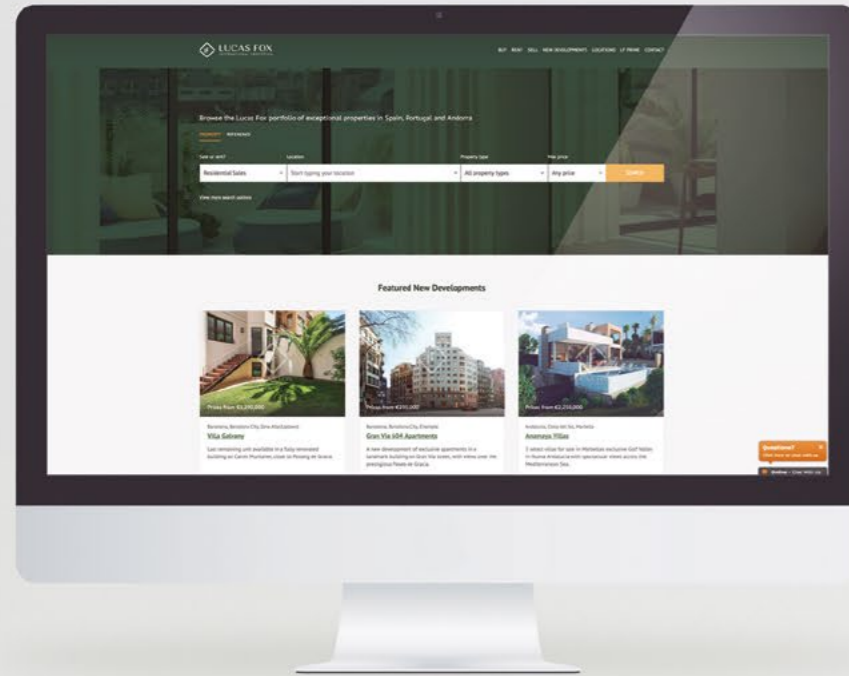
Animated infographics

Banners

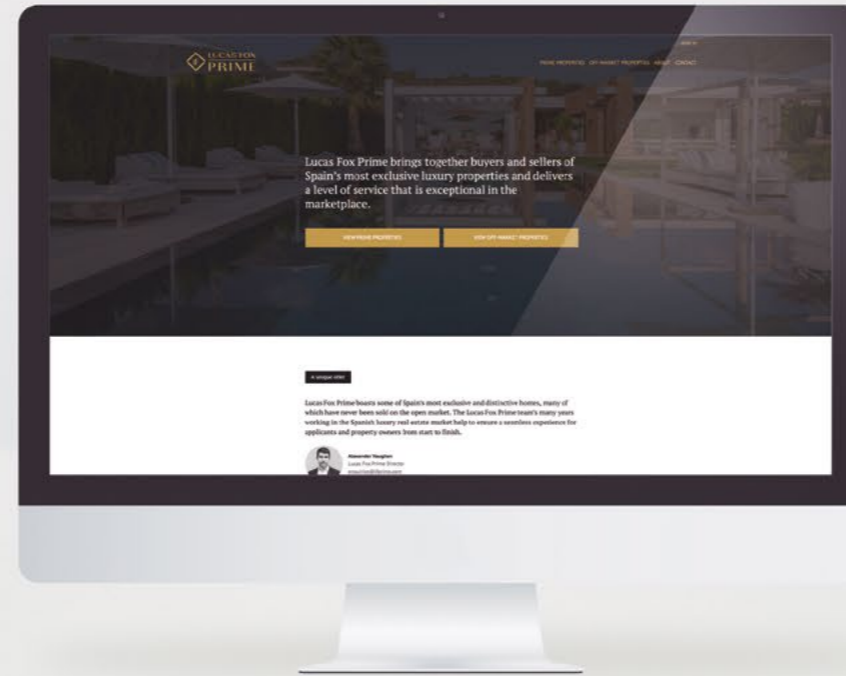


Lifestyle videos

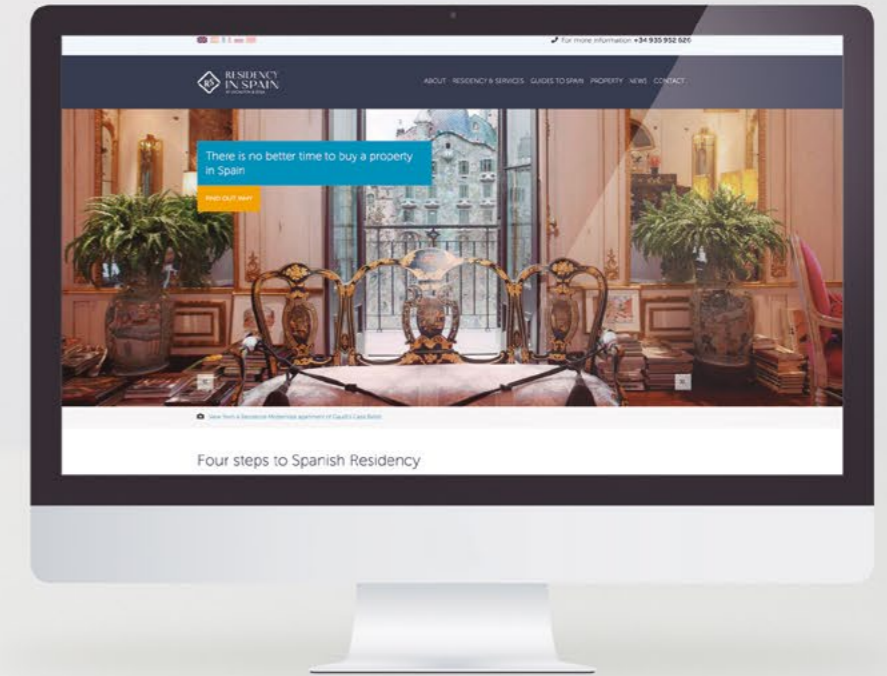




www.lucasfox.com



www.lfprime.com



www.residencyinspain.com

WEBSITE DESIGN & DEVELOPMENT

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

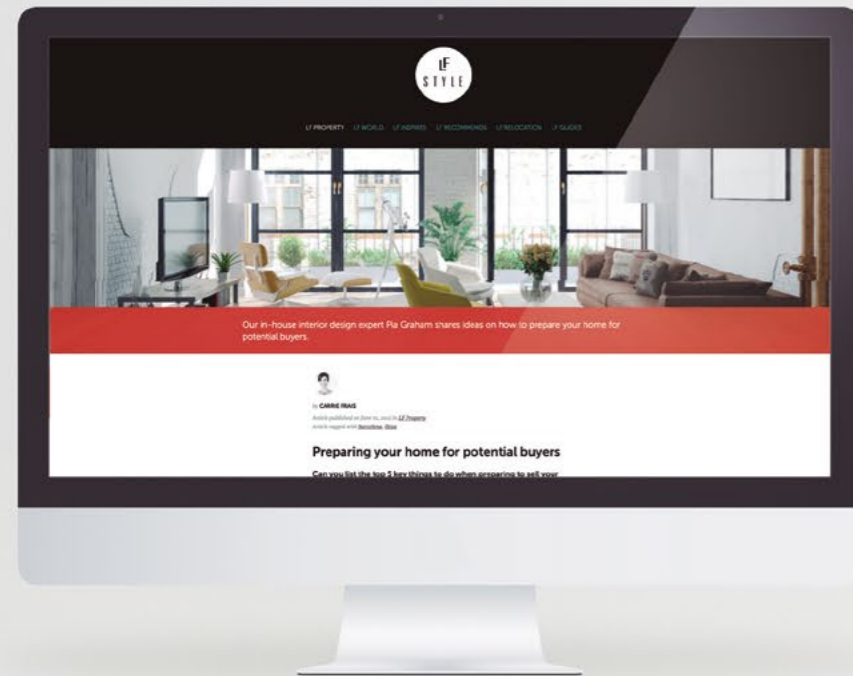
Since the Lucas Fox English language website was established in 2005, it has become the benchmark for marketing Spanish prime residential properties to

both national and international buyers. Over the past decade Lucas Fox has developed 9 additional language websites – in Spanish, Catalan, French, German, Russian, Swedish, Dutch, Chinese and Italian. The web team have produced a front-end design and build that is attractive,

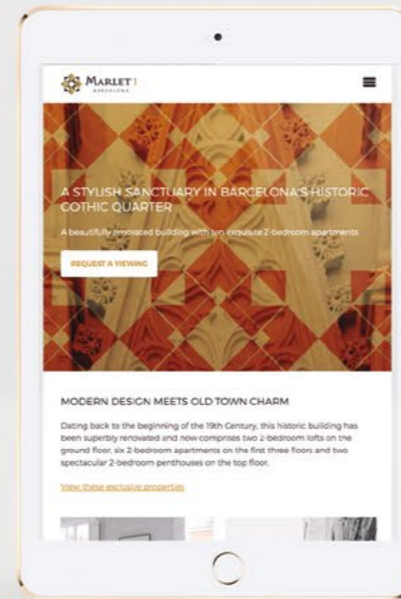
easy-to-navigate, interactive, high on performance and constantly innovating and evolving. With around 50% of the sites' traffic coming from mobile devices or tablets, a strong emphasis has been placed on responsiveness with a focus on delivering the site content quickly to end users.

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 more than 1 million annual visitors.

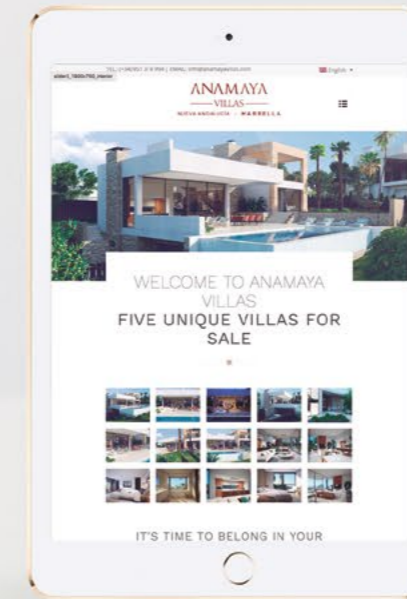




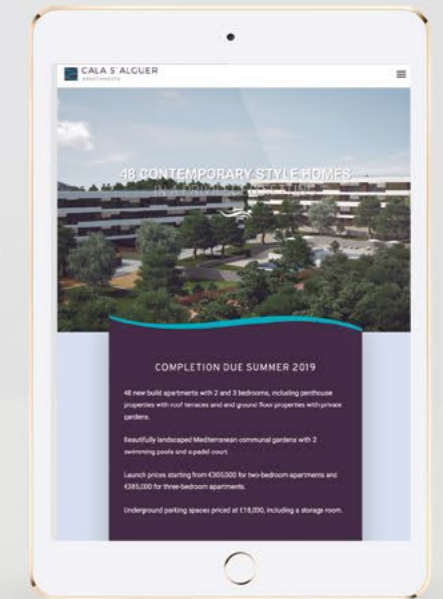
www.lucasfoxstyle.com



www.marlet1.com



www.anamayavillas.com



www.calasalguer.com

Lucas Fox websites



LucasFox.com



LucasFox.de



LucasFox.cn



LucasFox.es



LucasFox.ru



LucasFox.it



LucasFox.cat



LucasFox.se



LucasFox.fr



LucasFox.nl

More than **1** million
annual visits



PAGE ONE
GOOGLE
RANKING



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 biannual 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 New York Times*, *The Wall Street Journal*, *Forbes*, *The South China Morning Post*, *The Sunday Times*, *The Daily Telegraph*, the *Financial Times*, *The Economist*, the *Robb Report*, *El Mundo*, *El País*, *Expansión* and *La Vanguardia*.

Our extensive market knowledge is recognised nationally and internationally and the publication of our biannual 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.

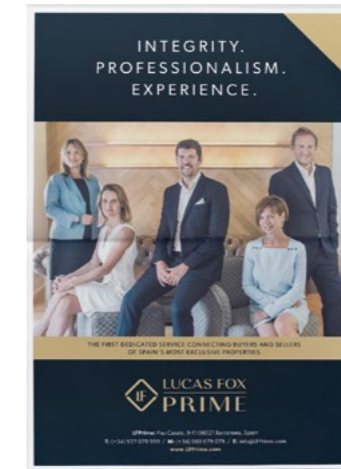


Lucas Fox partners Alexander Vaughan and Tom Maidment with La Vanguardia journalist Rosa Salvador



ONLINE & OFFLINE ADVERTISING

Our creative and copywriting team 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

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.







www.lucasfox.com

BARCELONA

COSTA BRAVA

IBIZA

MADRID

MARBELLA - COSTA DEL SOL

MARESME

SITGES

VALENCIA

ANDORRA

PORTUGAL