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

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

OLGA DOKUKOVA Title: Digital Marketing Manager Motto: Dreaming without acting is useless Greatest achievement: Becoming a co-founder of a startup after being a finalist of an important startup competition

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

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

PATRICIA PRIOR Title: Digital Marketing Specialist Motto: Learn from your mistakes Greatest achievement: To be able to work using what I have studied

GRACE BEATTY Title: Marketing Assistant Motto: Keep moving forward - small steps lead to incredible places Greatest achievement: Living in and assimilating the cultures of five countries

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

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

CARRIE FRAIS

OLGA DOKUKOVA

PAOLA D’ALVANO

MATT CASEY

GUIDO DEL SOLAR

PATRICIA PRIOR

GRACE BEATTY

SIMON KELLY

DAVID NEBOT

CARRIE FRAIS

OLGA DOKUKOVA

PAOLA D’ALVANO

MATT CASEY

GUIDO DEL SOLAR

PATRICIA PRIOR

GRACE BEATTY

SIMON KELLY

DAVID NEBOT

CARRIE FRAIS

OLGA DOKUKOVA

PAOLA D’ALVANO

MATT CASEY

GUIDO DEL SOLAR

PATRICIA PRIOR

KEY PLAYERS
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
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 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 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 list our properties on some of the world’s leading national and international portals.
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
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 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 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 just over 1.6 million annual visits.
Lucas Fox websites

www.lucasfoxstyle.com
www.marlet1.com
www.anamayavillas.com
www.calasalguer.com

www.lucasfox.de
LucasFox.es
LucasFox.cat
LucasFox.fr
LucasFox.ru
LucasFox.cn
LucasFox.nl
LucasFox.it

Just over 1.6 million annual visits

PAGE ONE
GOOGLE RANKING
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 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 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.
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.
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.
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