



Your ready-to-use **marketing funnel** for...

PROPERTY & REAL ESTATE

Designed by marketing experts, for marketing experts | reech.agency

reech



Building blueprints for growth.


As the second fastest-growing industry in the UK, the question is: are you and your team ready to dominate and stay ahead of the curve? We understand that shifting marketing trends, evolving buyer expectations, and escalating competition can be overwhelming, but it's not something you can afford to ignore.

That's where a tried-and-tested marketing funnel comes in. By mastering the art of attracting, nurturing, and converting leads, you'll pave the way to ultimate success.

Why a marketing funnel matters.

A marketing funnel represents the entire customer journey – from discovering your business and their initial impressions through to engaging with your brand before becoming loyal advocates.

Ensuring each stage is carefully considered and catered for allows you to engage with prospects, convert them to clients, and build long-term relationships.



5.06%

industry growth is projected between 2022 and 2024.*

52%

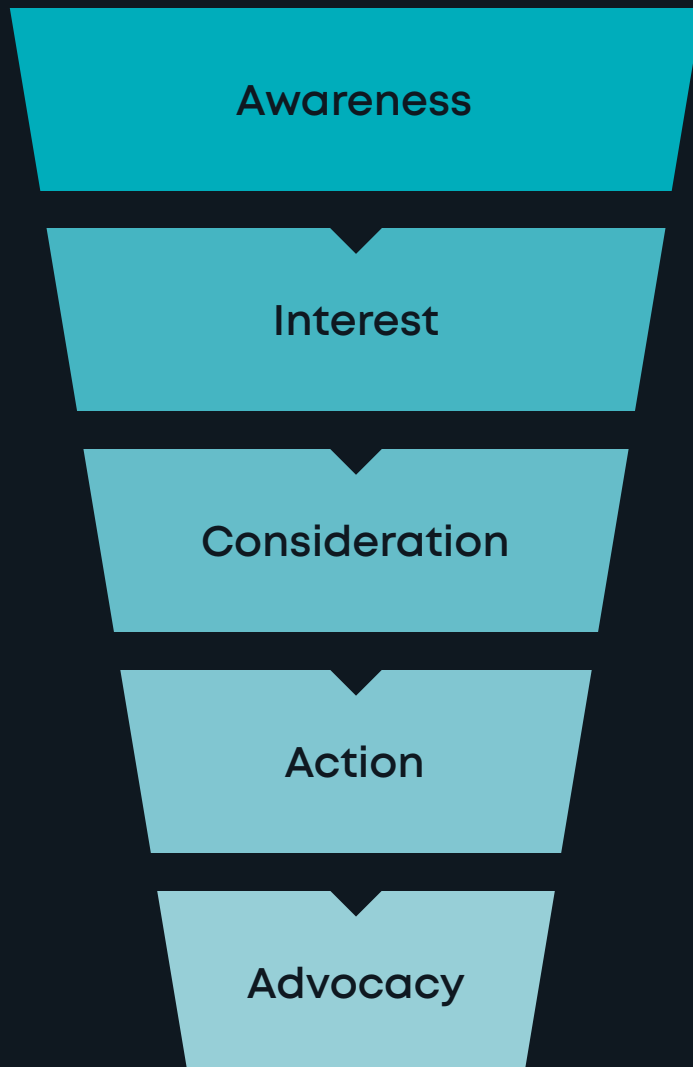
of high-quality leads come from social media.**

97%

of homebuyers begin their search process online.**

Sources: *Mortgage Introducer, Real estate and construction among the UK's most successful sectors. **National Association of Realtors, Real Estate in a Digital Age, September 2021 .

The Funnel.



Awareness

Blogs, articles, and educational content to guide the property buying process, social media advertising, SEO, Google Ads, and video content (e.g., property tours, home-buying tips).

Interest

Lead magnets (e.g., 'Buying Your First Home' or 'Home Buyer's Checklist'), email marketing, virtual tours, customer testimonials and reviews, paid search ads, and open house events.

Consideration

Personalised follow-ups, webinars and workshops, email campaigns, market insights and reports, financing tools and information.

Action

Exclusive offers and incentives, consultations and property showings, and transparent communication throughout the buying process.

Advocacy

Customer satisfaction surveys, referral programs, post-sale support, social media advocacy, case studies, and client appreciation events.

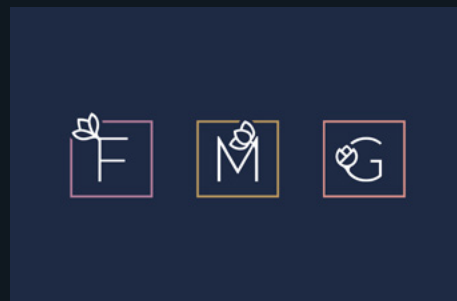
Reaching new audiences and driving engagement for regional developer Fletcher Homes.

30%

increase in website traffic YoY.

2.8m

increase in social engagement YoY.



“

“Stretching the Fletcher Homes’ brand across various development launches, print & digital assets, social and web was a fantastic creative challenge. All work was different enough to stay fresh while staying true to the brand.”

Dena Evans

Creative Director | Reech

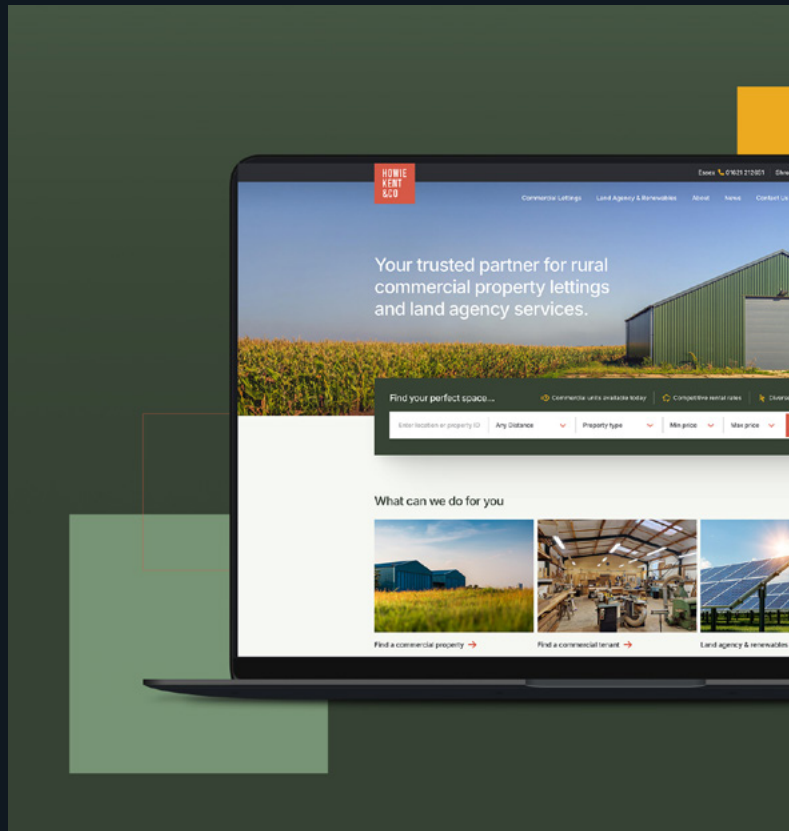
Driving growth through website design,
UX and integrations for Howie Kent & Co.

12%

increase in monthly website users.

60x

enquiries increase.



“

“The website is performing really well and generating so many more direct leads than our old website.”

Laura Dixon | Howie Kent & Co

Some clients
you may know...



Nock
Deighton
SINCE 1831

PARTNERS
REAL ESTATE

HOWIE
KENT
& CO

Prime&Place
LIVE BEAUTIFULLY



We're a team of marketing experts that **drive growth for ambitious businesses**, with creative at our core.

Your solutions...

- ✓ Strategy
- ✓ Paid Search
- ✓ SEO
- ✓ Paid & Organic Social
- ✓ Email
- ✓ eCommerce
- ✓ Branding
- ✓ Web
- ✓ Media



See how we could help deliver growth and long-term success for your business.

We'd love to arrange a coffee to discuss your business objectives and how we could work together on your next marketing project.

Get in touch

☎ 01743 296 700

✉ hello@reech.agency



**The Drum
Recommends**

The Drum Recommends has named us a **top 20 branding agency** outside of London.