

**Starberry provides exclusive digital marketing packs to Guild**

One of the UK’s largest providers of retail agency website and lead generation technology, Starberry has created exclusive digital marketing packs for Members of The Guild of Property Professionals. The packs will focus on increasing leads, improving brand visibility and will be designed with scalability in mind to ensure agents get the best ROI as their business grows.

Iain McKenzie, CEO of The Guild of Property Professionals, says: “Digital marketing and an online presence is growing ever more important in estate agency today. The pandemic has been a catalyst for change in the industry and agents have had to adapt their marketing strategy to grow with the needs of their customers. A digital presence is essential, and websites have become the new shop window for estate agency and more focus has been placed on having a strong digital footprint that will help agents win business in today’s digital marketplace.”

He adds that for over 20 years, Starberry’s decentralised constellation of talented creative tech gurus have worked closely with clients to create exceptional property brands, targeted KPI-driven digital marketing strategies, and bespoke enterprise-level websites with excellent return on investment. “Having a company such as Starberry within the group means that Guild Members have exclusive access to specially-created digital marketing packs from an award-winning, global digital agency at a preferential rate. Starberry’s digital marketing services will assist Members in driving hot leads through the use of every digital channel, with highly-creative campaigns and smart detailed reporting,” says McKenzie.

He notes that there will be three tiers of digital packs available to Guild Members depending on their budget and digital marketing needs. The Starter pack would be for agents who are just getting started with digital marketing and will primarily focus on Local SEO, Google paid search and reporting. In addition to everything included in the Starter pack, the Growth pack is a more advanced digital marketing offering for agents looking for accelerated growth. It is designed to give a true multichannel digital marketing campaign, with enhanced results through the leverage of social media, video marketing and more advanced SEO techniques. Lastly, the Ultimate pack is a comprehensive digital marketing offering for estate agents with bigger aspirations. It is an enhanced version of the Growth pack, where every digital channel is optimised and harnessed to work hard for your business while leveraging the full power of content marketing through the additional use of email marketing and blogs.

McKenzie adds that because every estate agency has specific needs, there will be digital marketing add-ons available, which include elements such as OnPage and Technical SEO and organic social media.

According to Co-Founder and CEO of Starberry, Ben Sellers, agents should be ensuring that they are optimising their websites and digital presence for lead capturing, lead generation and lead nurturing tools. “With the right digital marketing strategy, agents will be able to generate leads from their own digital channels that are actually better quality and cost less than portals,” Sellers comments. “Agents who have not focused on their own digital presence have become heavily reliant on portals to generate leads, but this doesn’t have to be the case. Agents can achieve phenomenal results from their own websites via digital marketing and connecting their social media channels, email, chat and portal leads together in conjunction with their CRMs, to achieve a serious marketing ROI and true lead attribution.”

McKenzie says that the new digital marketing packs will assist Guild Members to grow and develop alternative ways of generating business. “In today’s digitally driven market, more focus on digital marketing is an essential element for agents wanting to continue to thrive and develop. A strong digital presence is vital in today’s property market,” he concludes.

**-ENDS-**

**Editors’ Notes**

**The Guild of Property Professionals (The Guild)**

The Guild is a network of the best independent estate agents from across the UK. The Guild is a sign of professional excellence that agents can use to differentiate themselves from their competitors and assure clients that they will act with knowledge and integrity to achieve results, the three core values of The Guild. To allow agents to perform a superior service, The Guild offers marketing, business and technology services to its members.