

## FAST-TRACK PROPERTY MARKETING

This document provides Marcoms and property teams with a clear, repeatable process for rapid launches. It ensures consistent presentation, accurate data, and alignment across digital channels, agent listings, and marketing materials.

Included is the fillable Master Property Brief, which captures all necessary property information for the process to start.

### 1. PREPARATION (PROPERTY TEAM)

Objective: Collate accurate final assets to create our marketing collateral.

1. Complete the Master Property Brief template for each property (see 3. Reference Materials) and submit to [Marcomms@SEGRO.com](mailto:Marcomms@SEGRO.com)
2. Submit photos, CGIs, plans, and brochures (if available) to [marcomms@SEGRO.com](mailto:marcomms@SEGRO.com).

### 2. PHASE 1 - AWARENESS CHANNELS (MARCOMS)

Objective: Make the property visible across all primary discovery platforms.

1. Collateral production – in recommended brochure format
2. Upload property listing with approved copy, images, enquiry forms, and PDF Generator
3. Compile a digital agent pack including brochure, images, and property link.
4. Update retained agents
  - a. Agents update their own listings and commercial property portals
5. Push to wider agent community
  - b. The Red Letter
  - c. SEGRO WhatsApp
6. People posts on LinkedIn with visuals, key USPs, and a CTA link to the property page.
7. Confirm on-site signage installation including posters with QR code linking to the live listing.

### 3. REFERENCE MATERIALS

1. [SEGRO collateral templates](#) – regional UK templates (Coming soon)
2. [My SEGRO Library](#) – shared folder for visuals, maps, and collateral.
3. [SEGRO\\_Master\\_Property\\_Brief\\_Fillable](#) – primary property input form. (Download from 'Property marketing toolbox')