



LUROT BRAND

case study

Lurot Brand increases traffic to their social media sites

1. The Client

Established in 1971, Lurot Brand remains the only estate agency specialising in the sale and rental of mews and other charming houses across all of central London, as well as selling and letting other property types. Lurot Brand prides themselves on efficiency and professionalism by serving their clients' interests and maximizing the value of their property in the best possible timeframe. Lurot Brand aim to deliver an outstanding service, provide objective advice and to take as much of the stress out of the process as possible.

Lurot Brand take photographs and produce floor plans with the latest artwork available to them to provide a visual impact so properties stand out on websites and in printed media, encouraging prospective buyers and tenants to view.

2. Rocketseed Mail used to raise awareness of their social media sites

Lurot Brand's web presence is vital to show properties to prospective buyers and tenants. Lurot Brand also have optimised their website for browsing on iPads and smart phones as they are fully aware of the benefits this gives them and their customers for ease of use on the go.

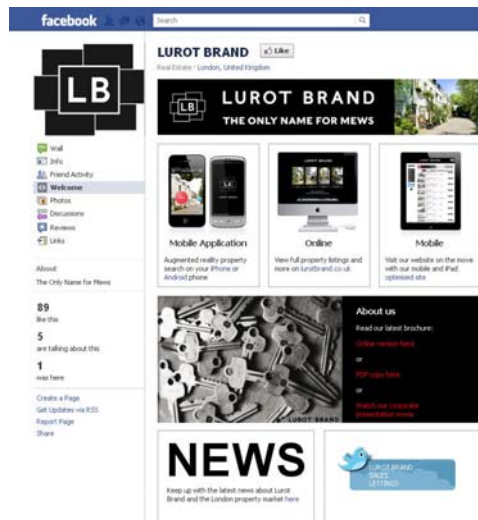
Lurot Brand has been using Rocketseed Mail since 2009 to make their emails work harder for them. By inserting banners with strong visuals and branding messages, Lurot can highlight their properties, demonstrate their own value proposition, and enable customers to click directly to their website.



In April 2011 Lurot Brand also started using Rocketseed to promote their social media sites. Inserting interactive icons that link directly to their facebook page and twitter feed in every email has enabled them to increase their customer reach and awareness of the service they provide. Rocketseed Mail Reporting also allows Lurot Brand to see which of their social networking buttons are proving the most popular for their customers giving them valuable insight into which social media sites to focus on.



The Lurot Brand social media sites provide opportunities for their existing clients to share new properties to market with other people who they may think are interested. Sharing also enables customers who are not yet in touch with them to join Lurot Brand's groups and gain access to the most up-to-date property information as it becomes available.



Lurot Brand has also launched mobile applications for their site. The app enables users to find mews and other properties when they are out and about. As a result of this Lurot Brand added an app-specific banner to their emails to promote awareness and downloads.



3. Rocketseed Mail drives website traffic and expands social media communities

Through the use of Rocketseed Mail banners Lurot Brand have received an average click rate of 14.3% over a six month period. The success of these banners has further reinforced Lurot Brand's commitment to using Rocketseed Mail.

"We realised that investing in our online presence would be hugely beneficial to our business. From the outset of this decision we wanted our emails to also integrate with this approach, and this is where Rocketseed has helped hugely. Rocketseed Mail now helps us to promote our website, mobile sites, and social media with every email we send, ensuring we get a measurable return on investment."

Peggy Lurot, Head of Marketing