

Case Study: Turkish Homes

The Brief

Turkish Homes is a leading estate agency, sourcing land and property investment opportunities across Turkey for the investment and lifestyle buyer.

The company has thousands of clients, many of whom are grateful to Turkish Homes for the support the company has offered in helping them to set up their new home overseas.

The directors of Turkish Homes were keen to find a way of demonstrating these client case studies to the wider world, and wanted to explore ways of getting into the media. Katrina Walker explained the value of case studies to the media, and how journalists always preferred to hear from the buyers on their experiences, as opposed to the companies selling.

Strategy/Objectives

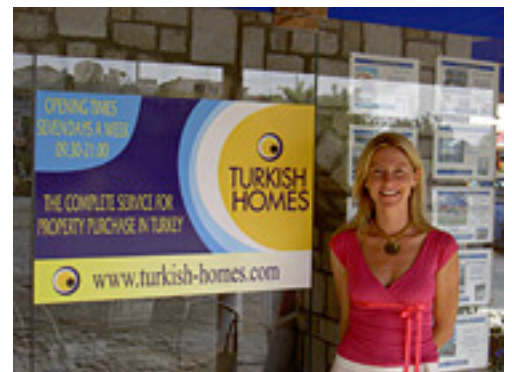
The objectives of the campaign were:

- To raise awareness of Turkish Homes
- Ensure the company was mentioned in articles relating to property sales in Turkey
- Develop relations with the key media, and demonstrate Turkish Homes' ability to offer relevant information for articles
- Highlight the popularity of Turkish property market, and the ease in purchasing for potential buyers

Tactics

Katrina Walker gained information from the company on the dynamics of its client-base, in order to create a varied case study portfolio. She also gauged how willing some of the clients would be to have their photographs taken, and to be interviewed by the media.

Over a period of two-three months, a large case study portfolio was developed, which included details of people who had purchased through the company for the following reasons:



The case study and testimonial campaign has been an effective one for us, and many of our clients have been very obliging in helping us also.

- Buy-to-let
- First time buyer
- Renovation/development
- Retirement and emigration

Katrina also suggested placing a large number of client testimonials on to the Turkish Homes website, which is ranked highly on most search engines.

Results

Turkish Homes has been able to respond to any media request, looking for people who have purchased a property overseas. And, as a result, the company has seen case study press coverage in a large number of publications, including the following: The Daily Mail, The Daily Telegraph, The Daily Express, Manchester Evening News, Homes Overseas, Place in the Sun, and Red.

A number of sales have been made as a direct result of press coverage, and many people have commented on the fact that it is good to read about others' experiences.

Testimonial

"The case study and testimonial campaign has been an effective one for us, and many of our clients have been very obliging in helping us also.

"I think it is paramount for potential buyers to read about how others fared when they bought a property in a foreign country. And it also makes for interesting reading material in the press."

Diane Brown, director, Turkish Homes



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