

## Client

Pearson Ferrier is an established, multiple site estate agents with offices in north Manchester and the surrounding area, offering services to sell and buy homes and to let and rent properties. Wanting to appeal to a more discerning clientele, Pearson Ferrier have obtained a licence to operate under the Fine & Country brand.

Initially focused on residential property, Pearson Ferrier have expanded into commercial property and now have a division that specialises in the lease and sale of shops/retail outlets, offices, industrial units etc. and have the capacity to handle land and development opportunities.

## Brief

Pearson Ferrier had experimented with various marketing activities to support business development but did not have evidence of what and why any particular activity may have been successful. Pearson Ferrier were keen to obtain knowledge to develop a marketing strategy and build their level of activities with an integrated and cohesive plan.

A consistent brand offering was required to boost the company profile, giving existing and potential clients the confidence and motivation to use Pearson Ferrier as their chosen estate agent whilst giving the business a much improved ability to meet its development objectives.

## Campaign

The campaign involved the research and development of a marketing plan involving understanding Pearson Ferrier's current position and aid to future development, how to grow the business and how to build the brand profile of Pearson Ferrier.

Pearson Ferrier wanted to explore the most economical way to reach their target audience to stimulate awareness of and demand for their company products and services. Through a controlled, sustained PR campaign Pearson Ferrier's image has developed into a stronger, more controlled reflection of the business.

## The Result

The result came quickly and in a tangible form of weekly, uninterrupted, media coverage in all of our clients requested publications both on and offline.

*“nxo have taken the time to get to know our business, staff and services and are proactive in bringing ideas to improve and promote elements of the business.”*

*nxo have delivered a solid media relations campaign and have secured some excellent press coverage which is improving our visibility across the local and regional media. They have also improved our visual representation by refreshing the look of our property advertising and have developed a new company strap line.*

*Finding a professional marketing partner who has immersed themselves in the business and offered robust and honest advice, is a rare thing and I would have no hesitation in recommending them.”*

Mitchell Pearson M.N.A.E.A. Senior Partner



## Contact us

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