



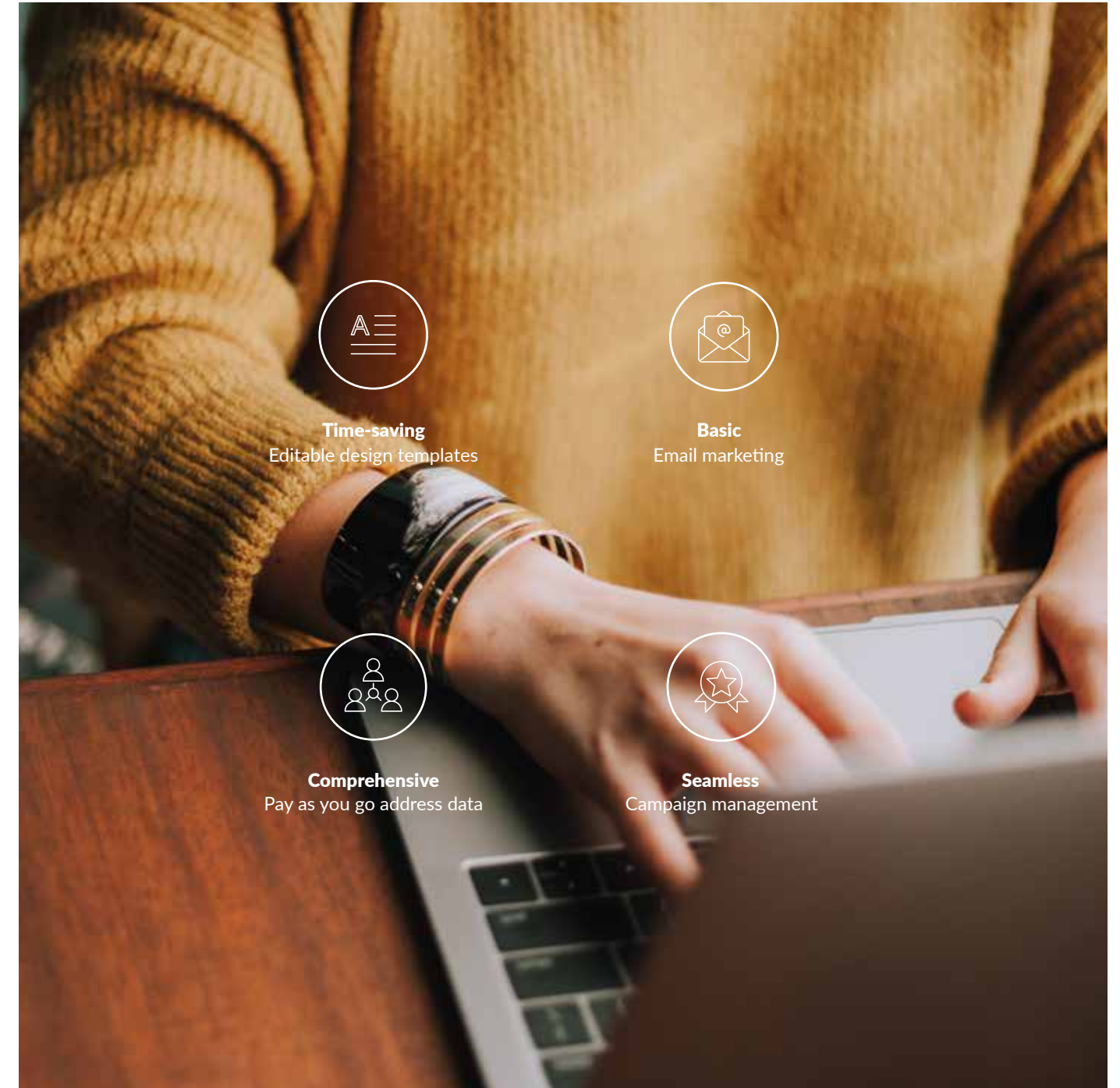
The all-in-one marketing platform for property professionals.

Create and print your back to branch flyers, business cards, direct mail and other marketing materials with our simple template driven platform.

Marketing toolkit gives you the flexibility and responsiveness you need while controlling your brand image. Create or approve materials and send direct to print - all from one central, hassle-free platform. Access pay as you go address data for targeted direct mail that drives real results and combine mail with e-campaigns to increase brand recognition and awareness.

“Marketing Toolkit is a smart piece of technology that has helped a small independent agency like mine cut down on time and money without cutting on quality to deliver fast, effective marketing campaigns. I am very glad we have taken this technology on board.”

Peter Clifford, Director, Feel Estates Ltd



Time-saving
Editable design templates



Basic
Email marketing



Comprehensive
Pay as you go address data



Seamless
Campaign management



Time-saving design templates

Our talented in-house design studio will create and upload branded templates for you and authorised staff to edit, giving you peace of mind that all your communications are on brand. Branches can tailor content and upload imagery to deliver relevant, local information along with corporate key messages.

Templates can include:

- > Brochures
- > Business cards
- > Property guides
- > Window cards
- > Stationery
- > Direct mail
- > Posters
- > Leaflets and flyers
- > Social Media

Content can be pre-populated for efficiency, allowing you to select from a drop-down of contact details for business cards or brand details for direct mail and door drop campaigns.

Online workflows can be set for proofing, authorisation and print ordering which makes the whole process efficient and gives you control over what your branch network is distributing.



Comprehensive address data

Targeting and personalisation is one of the simplest ways to increase response rates in direct mail. Our pay as you go address data set is available via Marketing Toolkit to help create more effective mail campaigns.

You can target the head of household, map catchment areas and refine and filter your data based on:

- > Council tax band
- > Property type
- > Length of residency
- > Occupier
- > Property type



Refine your target market with our simple data selection tool.

What's more, the ability to save your selected data lists for future use makes multi-stage or follow-up campaigns simple to execute using Marketing Toolkit.

Available on a pay as you go basis at 10p per record, you will have complete control over your data spend with no contract commitments.





NEW
Pay-as-you go
'On the market'
data now
available.

On the market data

Dramatically increase your listings by canvassing properties currently on the market with a competitor.

To help you get ahead of the competition we've added on the market data to Marketing Toolkit on a pay-as-you-go basis, with no subscriptions or contracts. We don't limit the data by postcode area and have coverage of England and Wales.

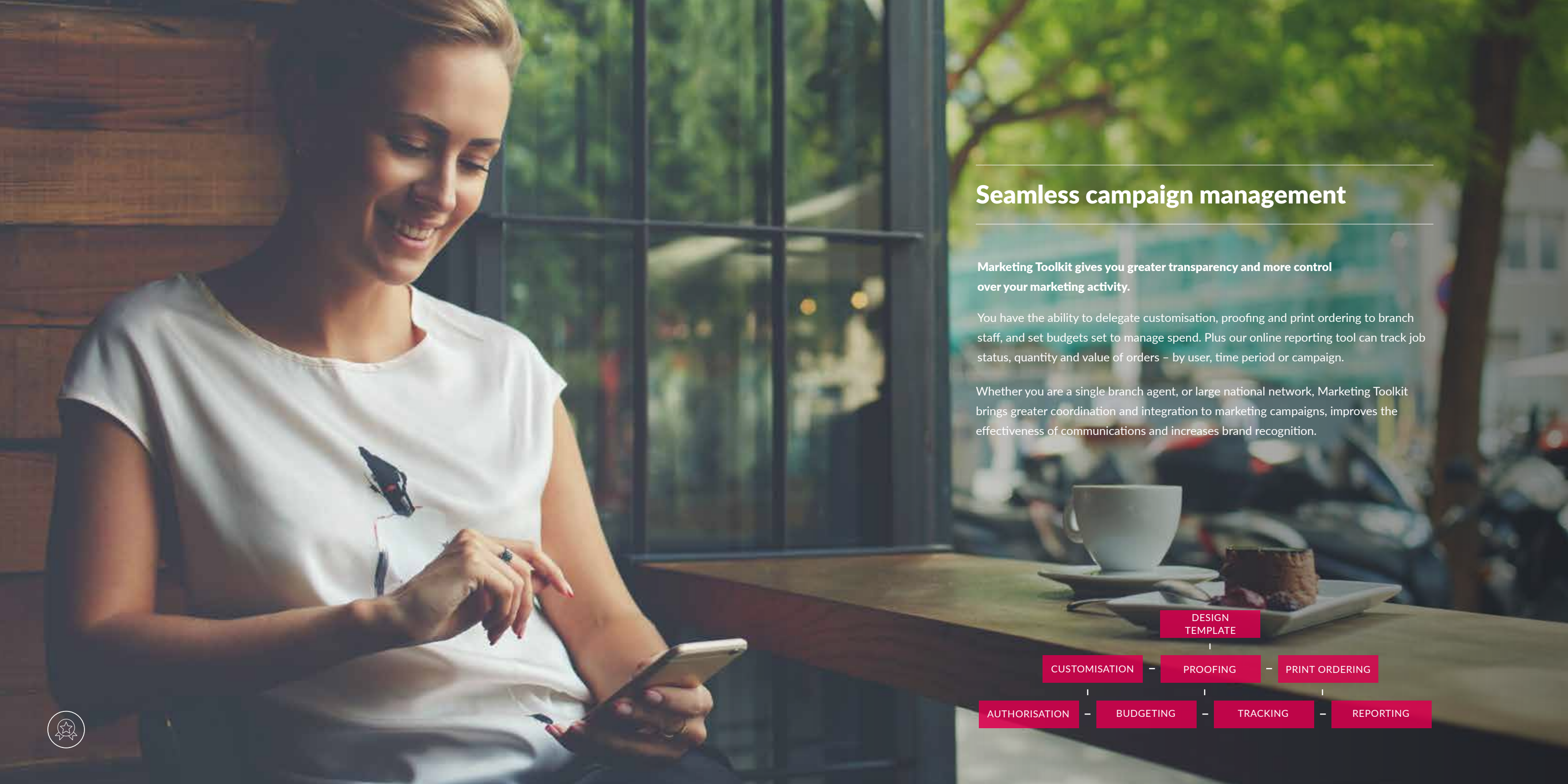
Our on the market addressed data is 99% accurate and provides full address details. No automation means you're in full control and can use your own expertise and local knowledge to hit the right client at the right time.

Search and filter by:

- > [Minimum and maximum property values](#)
- > [Time on the market](#)
- > [Specific house types](#)

Prices start from £0.64 per mailer, which includes print, postage and data, and we can offer free templates to help you get started.



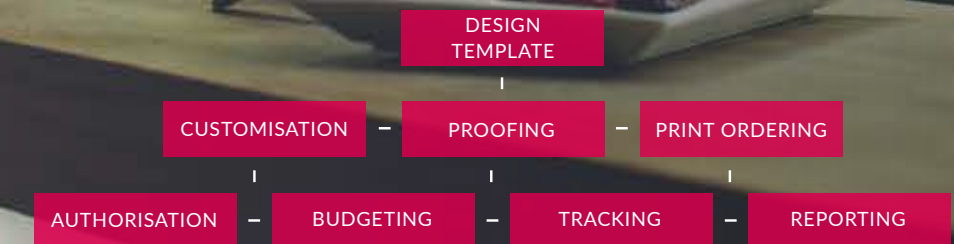


Seamless campaign management

Marketing Toolkit gives you greater transparency and more control over your marketing activity.

You have the ability to delegate customisation, proofing and print ordering to branch staff, and set budgets set to manage spend. Plus our online reporting tool can track job status, quantity and value of orders – by user, time period or campaign.

Whether you are a single branch agent, or large national network, Marketing Toolkit brings greater coordination and integration to marketing campaigns, improves the effectiveness of communications and increases brand recognition.



Marketing Toolkit pricing

Set up

Creating a secure, online area where you and your team will manage communications and materials.

Type	Rate
Marketing Toolkit	£300
Marketing Toolkit with data module	£400

Template design

Creating editable templates to use with ease.

Type	Upload only	Design & Upload
A5 Flyer	£60	£90
A4 Flyer	£60	£90

*If an agent already has print ready artwork, only upload charges apply. Artwork charges are based on standard templates, more complex designs can be subject to additional charges. Please contact us for non-standard pricing.

Direct mail

Item	Unit
A4 Letter	From £0.61
A5 Flyer	From £0.44

A4 Letter - based on 120gsm uncoated.
 A5 Flyer - based on 350gsm silk with matt laminate.
 Prices includes printing and postage.

Many more options available. Talk to us today about our print and postage prices through Marketing Toolkit.



Testimonials

“Ravensworth’s Marketing Toolkit is a really smart piece of technology. It’s helped us cut down on time and money without compromising on quality and we can deliver fast, effecting marketing.”

Peter Clifford - Reel Estates

“Adopting Ravensworth’s web to print campaign management tool means our materials are always ‘on brand’. We create high volume campaigns and receive a consistently reliable service.”

Ali Berry, National Marketing Director, Sequence (UK) Ltd

“Easy to use and backed up by a responsive customer support team. I have no reservation in recommending Ravensworth’s direct mail campaign management tool.”

Ric Merlo, Director, John Curtis

A selection of our Toolkit customers

Connells

gordon&co

sequence

CHESTERTONS

Carter Jonas

roseberry newhouse

NEWTON
FALLOWELL

Thorgills

LINLEY &
SIMPSON

Winkworth

Bradley Hall

ROBINSON MICHAEL & JACKSON

Revolutionise the way you manage your marketing campaigns with Marketing Toolkit, the all-in-one marketing platform for property professionals.

Call: 0191 9179331

Email: client.support@ravensworth.co.uk

 [@RavensworthUK](https://twitter.com/RavensworthUK)

 [uk.linkedin.ravensworth.co.uk](https://uk.linkedin.com/company/ravensworth.co.uk)

ravensworth.co.uk
