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

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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

Hamil...  
for homes throughout Northumberland

your local property  
part we are always  
at innovative  
market our  
properties.

This new property guide is distributed by hand throughout Mid Sussex and each edition highlights a selection of our properties being marketed.

If any of the properties catch your eye, please contact us for more information. If you would like to see your property featured in the next guide, let us know and we will be delighted to help.

As well as working within your area, we all live in Mid Sussex, with many of us having grown up locally. We believe there is no other estate agent better placed to share this essential inside knowledge to both our clients and most importantly buyers looking to move to the area. Our properties are marketed with high quality photographs, detailed floorplans, bespoke brochures as well as being advertised on national property websites including Rightmove and OnTheMarket.

**45**  
HAMILTONDOB  
**SOLD**  
SOLD BY



Went Hill | Guide Price: £425,000  
2 | 3 | 1

Went Hill | Guide Price: £425,000  
4 | 3 | 1



High Wood | Guide Price: £1,025,000

5 | 3 | 4 | 2



Went Hill | Guide Price: £1,000,000

6 | 3 | 2

Scaynes Hill | Guide Price: £1,000,000

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## Time-saving design templates

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**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
- › Email/Newsletters

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.



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## Comprehensive address data

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**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.



Call 0191 276 4333  
today for a free valuation  
of your property

**HAMILTONDOBB**  
PROPERTY SPECIALISTS

**SOLD**

0191 276 4333

Celebrate our  
10 year anniversary

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

**HAMILTONDOBB**  
PROPERTY SPECIALISTS

Celebrate our  
10 year anniversary with

**0%**  
Commission

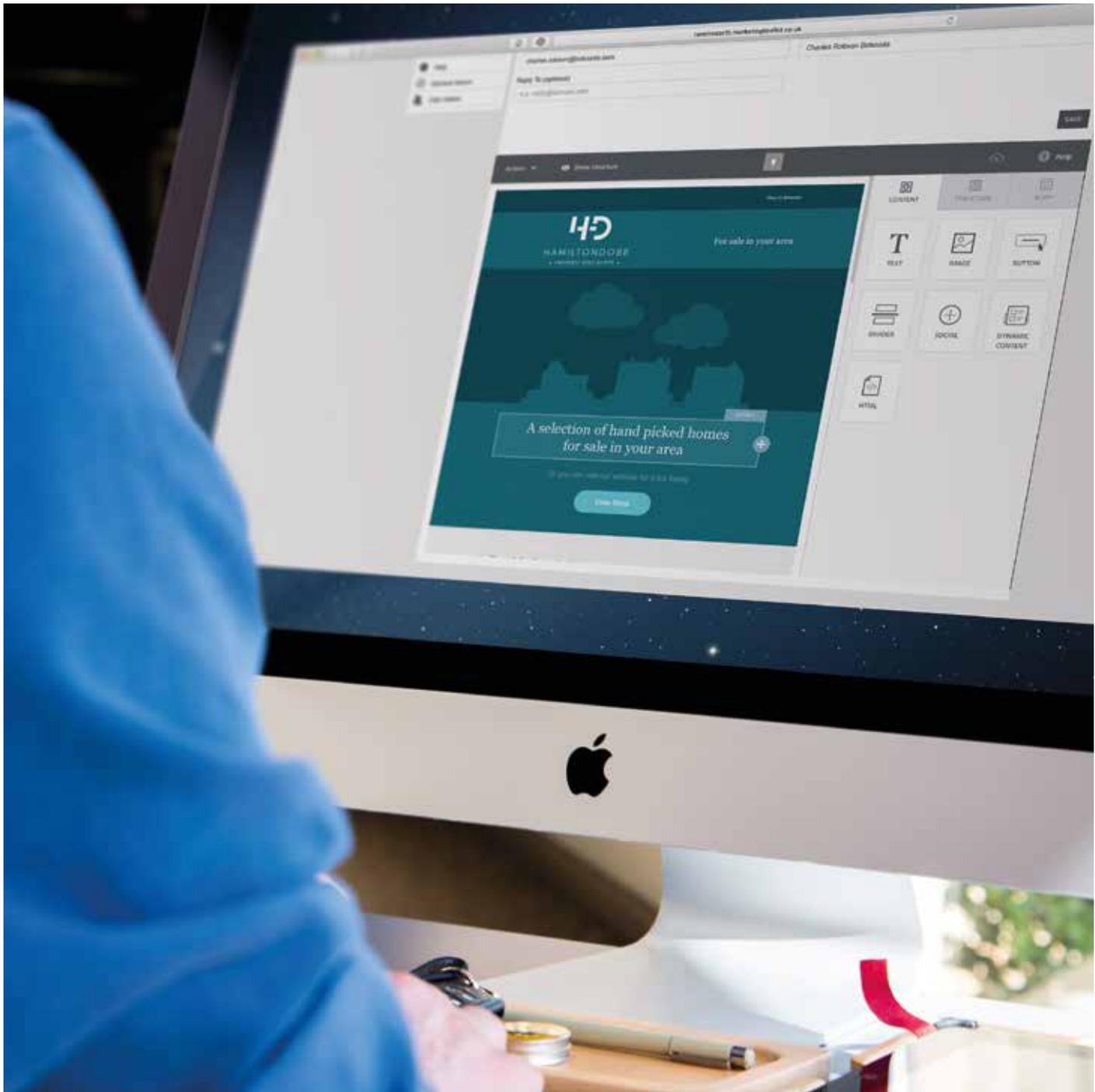
hamiltondobb.co.uk

Why Choose  
Hamiltondobb?

Hamiltondobb?

- ✓ Global exposure on major property websites including Rightmove, On the Market and our own website Mark Revill & Co
- ✓ Prominent High Street Offices
- ✓ Targeted local advertising campaigns
- ✓ Membership of the National Association of Estate Agents and Property Ombudsman
- ✓ Guaranteed viewings

**HAMILTONDOBB**  
PROPERTY SPECIALISTS



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## Basic email marketing

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**Multi-channel, regular communications helps to build great relationships and increases brand recognition. Never miss a click with our basic email module on Marketing Toolkit.**

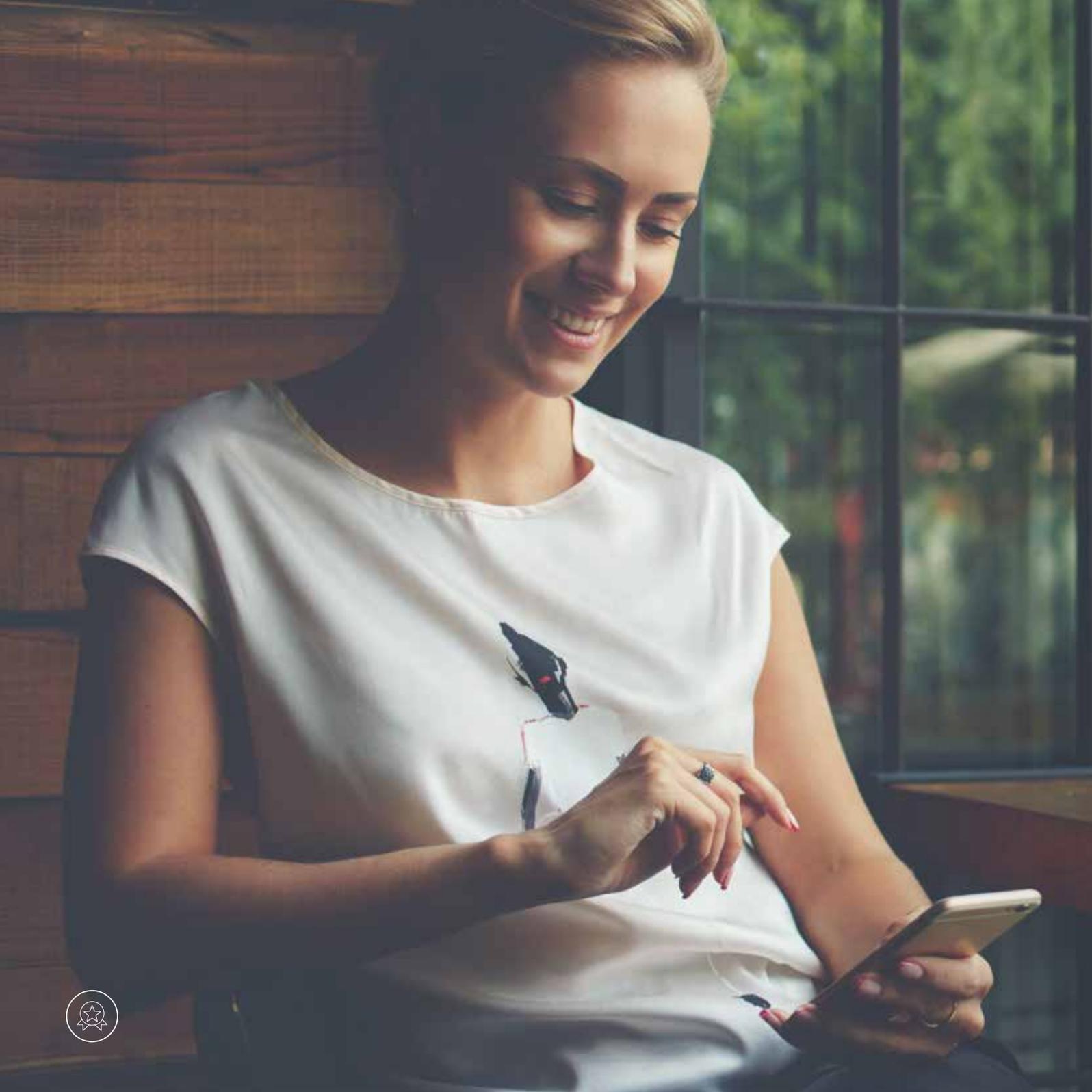
Create emails that deliver results and use simple, pre-built branded templates to create stunning campaigns.

With the email module you will benefit from:

- > Pre-built, branded email templates
- > Easy drag-and-drop designer
- > Unlimited test emails
- > Simple list management
- > Campaign scheduling
- > Mobile and desktop responsive templates
- > Basic analytics per campaign

Email is available as a standalone module on an email platform, but also can be added onto full sites free of charge. For a fixed monthly fee, you can create emails or use pre-defined templates, analyse results and manage contact lists allowing you to grow your business without growing costs.





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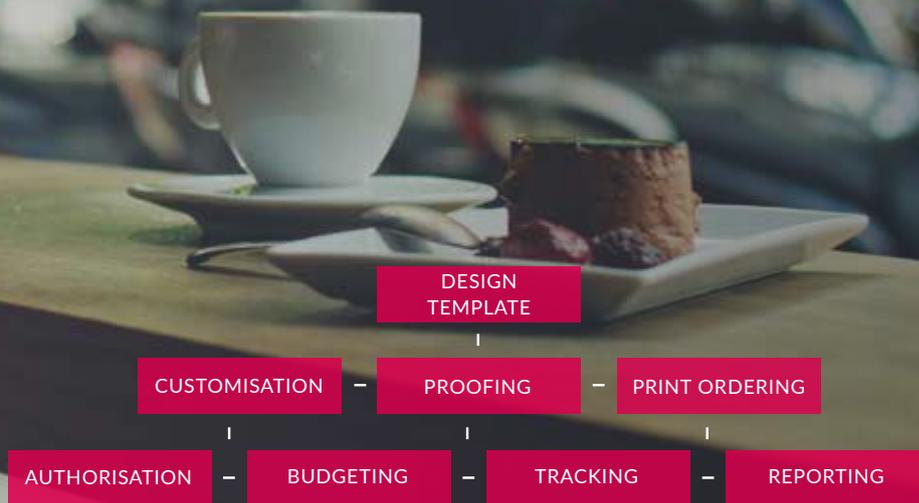
# Seamless campaign management

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**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.



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# Marketing Toolkit pricing

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## Set up

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

Type	Rate
Marketing Toolkit	£250
with Data	£350
with Email	£350
with Data & Email	£450

## Template design

Creating bespoke, editable templates to use with ease.

Type	Design*	Build	Total
Flyers / DM	£50	£50	£100
Email Templates	£50	£50	£100

\*If an agent already has print ready artwork, only build 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	61p
A5 Flyer	44p

A4 Letter - based on 120gsm uncoated.  
Direct Mail - based on 350gsm matt laminate.  
Price includes printing and postage.  
Other print costs quoted separately based on template requirements and anticipated quantities.  
Using your own data? Talk to us today about our print and postage prices through Marketing Toolkit.

## Email marketing

Available as a standalone platform or complementary module

Type	Tier	Rate (per branch per month)
Entry (up to 4,999)	Tier 1	£50
5,000 to 9,999	Tier 2	£75
10,000 to 14,999	Tier 3	£100
15,000 to 19,999	Tier 4	£125
20,000 to 50,000	Tier 5	£150
Enterprise (50,000+)	Tier 6	POA

Email Marketing - billed monthly in arrears. Customers charged as per usage.  
£100 set up charge if adding module separately.

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## Testimonials

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“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**

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## A selection of our Toolkit customers

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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](mailto:client.support@ravensworth.co.uk)

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[ravensworth.co.uk](https://ravensworth.co.uk)

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