

# ASTH206

## Advertise and market properties



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### Overview

This standard is about advertising and marketing properties to customers. It is about preparing information for use in marketing materials including displays, advertisements and web-based media.

It should be noted that in Northern Ireland this standard is appropriate for the advertising of voids only; all other properties are allocated according to waiting lists.

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### Performance criteria

*You must be able to:*

- P1 locate and collate all relevant information about a given property
- P2 check the accuracy and completeness of the information
- P3 select the key features of the property to be promoted
- P4 obtain approval of the final information and its presentation
- P5 place advertisements following agreed procedures
- P6 liaise with suppliers of marketing materials to ensure accuracy of final content
- P7 identify appropriate location for displays of marketing materials
- P8 ensure displays are laid out clearly and safely
- P9 monitor displays regularly and replenish stocks as required
- P10 evaluate the effectiveness of the marketing activity and suggest any changes for future marketing activity

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### Knowledge and understanding

*You need to know and understand:*

- K1 the types of marketing activity used by your organisation
- K2 the procedure for placing advertisements
- K3 the limits of your own authority in advertising and marketing activities
- K4 how to select and collate information about a property
- K5 which features to select about properties to use in advertisements and displayed information
- K6 procedures for signing off marketing materials
- K7 suppliers of marketing materials used by your organisation and procedures for approving final printed marketing materials
- K8 types of displays and how to set them up
- K9 how to maintain display materials to ensure their attractiveness and effectiveness
- K10 how to monitor stock levels and replenish materials

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<b>Originating organisation</b>	Asset Skills
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<b>Suite</b>	Housing
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