

Advertise and market properties to customers

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.

Performance criteria

You must be able to:

1. locate and collate all relevant information about a property
2. confirm the accuracy and completeness of the information on the property
3. select the features of the property to be marketed to customers
4. obtain approval from your line manager on the final information and its presentation
5. advertise the property to customers following organisational procedures
6. liaise with suppliers of online services and marketing materials to confirm accuracy of the final content
7. identify the relevant location for displays of marketing materials
8. confirm that the layout of displays meets your organisation's safety requirements
9. monitor displays to the agreed timescales and replenish stocks as required
10. monitor online content to ensure that queries are answered and update details as required
11. evaluate the marketing activity and recommend changes for future activity

Knowledge and understanding

You need to know and understand:

1. the types of marketing activity for customers used by your organisation
2. the organisational procedures for advertising properties to customers
3. the limits of your own authority in advertising and marketing activities
4. how to select and collate information about a property
5. which features to select about properties to use in advertisements and displayed information
6. your organisational procedures for signing off marketing materials
7. the types of suppliers of online services and marketing materials used by your organisation and your organisational procedures for approving final marketing materials
8. the types of displays and how to set them up
9. how to maintain display materials to ensure that they meet organisational requirements
10. how to monitor online advertisements and respond to queries
11. how to monitor stock levels and replenish materials

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Originating Organisation	Instructus
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Relevant Occupations	Resident Involvement Assistant; Housing Assistant; Housing Administrator; Neighbourhood Assistant; Lettings Assistant; Lettings Negotiator; Assistant Portfolio Manager (without portfolio); Revenue Officer/Assistant; Repairs Assistant
Suite	Housing
Keywords	customers; colleagues; promotional activities; displays; advertise; market; online; services; stakeholders
