

## Montague Court Sales & Marketing update

Thursday 6<sup>th</sup> August, 2020

### Achieved to date:

- Established Development Name as Montague Court after a few failed attempts with Northumberland Council
- Set up Monthly meetings with Foster Maddison for last week of Month
- Brochure draft ready, awaiting improved CGIs
- HJ Produced Brand Guidelines
- Hoarding Banner and V Shaped Banner erected and up
- 8 CGI's commissioned for brochure and social media campaign
- Social Co Appointed - Social Media Campaign Commenced in July
- Interior Design completed by Cathy Dean

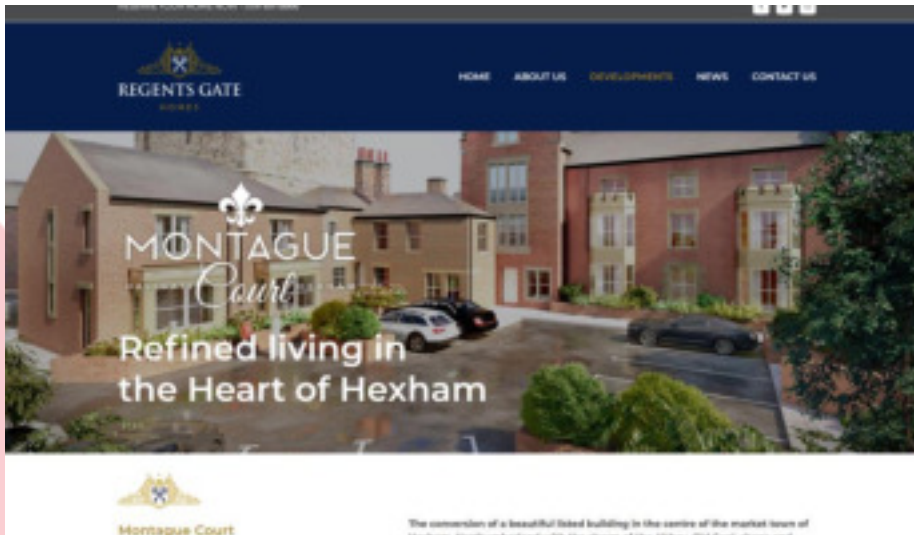
### Marketing Progress in July

- HJ – Brochure Template
- Window vinyl installed in shop window at Foster Maddison

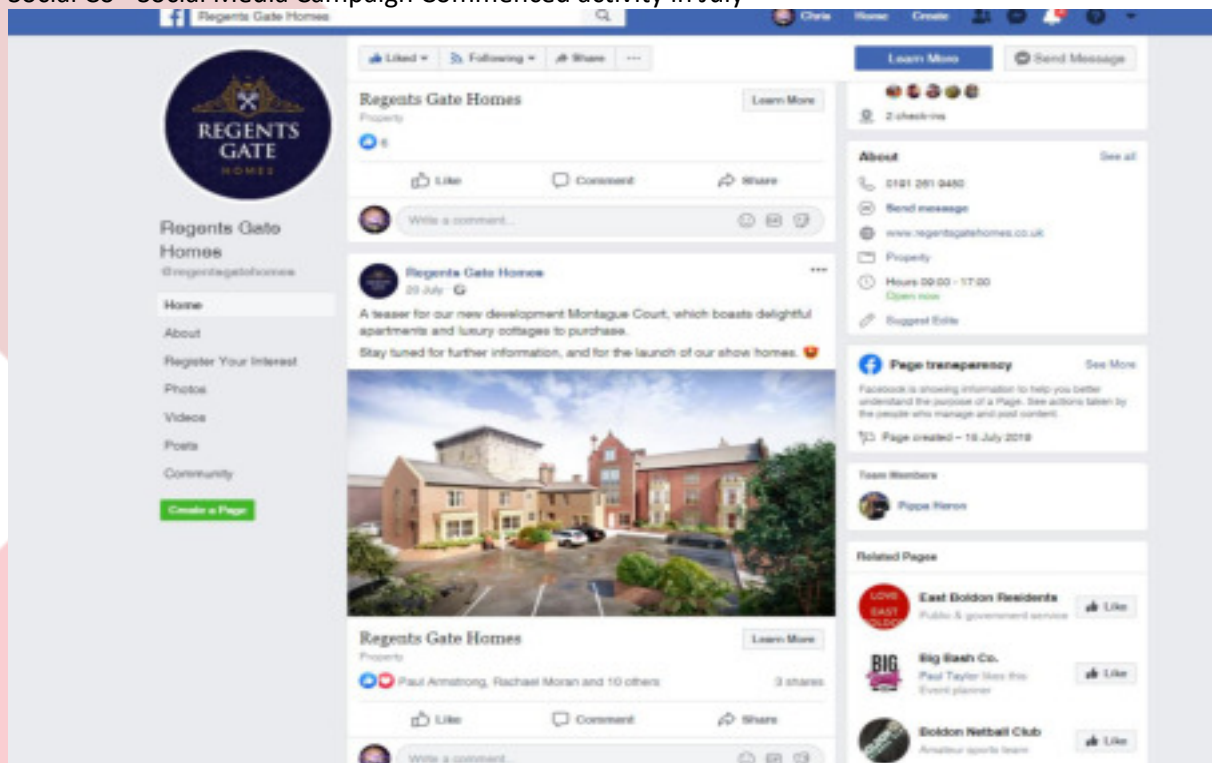


- Database now 23 actively interested in specific apartments

- Foster Maddison proposing to release 4 units (suggested Units C,B, I &M)
- Development now on Regents Gate Homes Website  
<https://regentsgatehomes.co.uk/developments/montague-court/>



- Development now listed on Foster Maddison Website
- Social Co - Social Media Campaign Commenced activity in July



### **Future Marketing Plan**

- Right Move campaign to commence later in August
- Social Co - Social Media Campaign to be ramped up to twice a week in August
- Launch Event at Foster Maddison in Hexham Early September
- Show Apartment "C" complete in September
- Launch Campaign to include:
  1. Banner on hoarding re-launch event
  2. Banner at Foster Maddison for Launch
- Press Campaign - Hexham Courant / Northumberland Gazette Promotion
- Mailchimp campaign to commence as database grows
- Hard Copies of Brochure and PDF Brochure complete by end of August
- Gardiner Richardson PR to commence early August