

CASE STUDY A FRESH APPROACH BROUGHT FRESH NEW PROPERTIES FOR KNIGHT FRANK

BACKGROUND

Property has been arguably the fastest moving and most competitive of all markets in the last year. With an unprecedented number of buyers looking to move home following the cabin fever effects of the pandemic, every estate agent was vying to find new homes to put on the market.

Knight Frank set out to reach the right people, quickly, with a fresh new look and message convincing homeowners that now was the time to put their property on the market. And Knight Frank were the experts to do it with.

SOLUTION

Knight Frank's direct marketing partner Dragonfly revolutionised the look, messaging, targeting, and fulfilment of the estate agent's direct marketing to produce a nationwide direct mail campaign that ensured they remained agile and competitive in securing new, high-value properties to bring to market.

Every element of the campaign was refreshed and reimagined.

Reimagined Creative:

Knight Frank needed a fresh-looking campaign that stood out from the direct mail of any other agents during this highly competitive time. Dragonfly's creative team brought Knight Frank's expertise to the fore with reassuringly witty copywriting, framed by a new, consistent, and instantly recognisable design style that would appeal to the upmarket target audience. This new 'look and feel' was praised by Knight Frank from the boardroom to the branches.

Enhanced Consumer Journey:

With a key first step in customer acquisition being the client enquiring for property appraisals, QR codes were used to create a seamless link from physical marketing to digital conversion. This played a huge role in the success of this campaign, as reflected in the results section.

Strategic Data Mapping:

Using Dragonfly's in-house developed data mapping tool, highly detailed demographic overlays of geographical catchments were created for a test pool

of 18 Knight Frank branches. Dragonfly identified and mapped target data to present a new opportunity for Knight Frank. The bespoke data resulted in a concentrated Partially Addressed campaign which selectively targeted addresses of the most appealing prospective clients, with the goal of maximising ROI.

Bespoke Digital Client Platform:

A key part of ensuring Knight Frank remained competitive in the fast-moving market was Dragonfly's ability to provide them with agile and bespoke printing. Their unique digital client portal allowed Knight Frank 24/7 access to the latest versions of their campaign materials, including real-time feedback and sign off on delivery. This allowed Dragonfly's printing partners to access the art-worked files. All delivered a seamless end-to-end design to delivery experience.

By giving Knight Frank access to Dragonfly's digital client portal, agency and client were able to work in sync to create, approve, print, and fulfil direct mail drops with messaging and designs that were bespoke to each of their offices. This brought a near-automated level of efficiency to creating completely bespoke direct mail. It ensured Knight Frank could rapidly capitalise on any local market insights with messaging relevant to residents of those areas, out manoeuvring their competitors at will.

The output was over 180,000 mailings, bespoke to each of the 57 regional Knight Frank offices.

RESULTS

Since working with Dragonfly on these mailings the results from Knight Frank's DM have smashed expectations. From the November 2021 campaign alone, Knight Frank reported that 20% of property appraisal requests had been generated through Dragonfly DM packs.

In addition, 17.8% of Knight Frank's instructions from new clients have been attributed to the campaign, reflecting strong conversion performance.

On average – since the start of the campaign, Knight Frank are seeing ROI of 6.19%

