



Workshops at Property Republic

Making team alignment,
collaboration and innovation easy

**property
republic**

When there's a workshop, there's a way

Workshops are an ideal way for a team to develop innovative solutions, solve complex problems or get on the same page. We tailor your workshop agenda to help you achieve your particular objective.

A workshop promotes active discussion and is especially useful when engaging the team on sensitive issues, where debate and informed decisions are required. It enables participants to share their insights and thoughts in a safe and respectful environment.

Our workshops are led by experienced facilitator Judi Carr, who has over 25 years in the property industry. Judi allows all voices to be heard and keeps the discussion on track, in a setting that encourages conversation.

When a team is made up of professionals from different disciplines, a workshop is a great way to educate and inform, as well as encourage ideas from left field.

Often only requiring an investment of three hours, workshops are an efficient use of time for busy teams.



Value Proposition Workshop



Developing your Value Proposition is a sensible place to start the marketing and sales conversation for a new project or product.

A Value Proposition describes the benefits customers can expect from your products and services.

Having a Value Proposition for your project or product helps to clarify your understanding of your customer segments and how you intend to create value for each segment. The Value Proposition is the reason why customers will turn to one company over another. It solves a customer problem or satisfies a customer need.

Each Value Proposition consists of a selected bundle of products and/or services that cater to the requirements of a specific customer segment. For example, first home buyers require a different value proposition to investors.

Your value proposition could be a game changer in the marketplace, or similar to competitors but with added features and benefits.

Ideal for

- Marketing and sales teams who want to deliver a seamless customer experience
- Project teams who recognise that delivering a great customer experience involves all disciplines

Time commitment

- Four hours (minimum)

Cost

- From \$4,500* including pre-meeting, agenda and activities preparation, workshop facilitation and report summarising outcomes and suggested next steps

*Ex Melbourne, does not include venue or refreshments

Benefits

- Gain clarity around information organisation and design community activities that directly target customers' most pressing and important jobs, pains and gains
- Achieve team alignment. Leverage the experience and skills of the team to create a market leading outcome
- Minimise the risk of a flop. Agree on the outcomes and relentlessly test the most important hypotheses underlying the ideas to reduce the risk of failure

Outcomes

- A common understanding and agreement of the marketing and sales activities that will assist in converting leads
- Ideas for content, events and activities that meet business objectives
- A greater understanding of why data integrity is important

Requirements

- A clear understanding of your customer segments



Develop Your Content Marketing Strategy Workshop



The birth of content marketing provides new avenues for businesses to create, build and solidify their brands. It offers a wealth of information that's valuable, relevant, and educational. Making the audience and potential customers become aware of the product is one thing. Making them trust the product and buy it is another matter.

For content marketing to be efficient and successful, it must have a long-term strategy.

An effective content marketing strategy can build trust and foster the relationship between your brand and target customers. It also has the ability to attract their attention, increase engagement, and drive profitable actions. To put it simply, all those efforts should be converted into profit.

This type of marketing is especially useful to the property industry.

Our Develop Your Content Marketing Strategy workshop is specifically designed for the property industry.

Course outline

- The six principles of content marketing
- Create your content marketing mission statement
- Develop your target market personas
- Create the content pillars
- Understand different types of content and what their role is
- Choose the right channels to activate your content
- Understand the basics of SEO and its relationship with content
- Develop a style guide
- Leave with a content calendar

Ideal for

- Marketing executives and managers who are required to produce content in-house
- Marketing executives and managers who want to educate themselves more, in order to provide direction to their external content agency

Time commitment

- Half day

Cost

- From \$4,500* including pre-meeting, agenda and activities preparation, workshop facilitation and report summarising outcomes and suggested next steps

*Ex Melbourne, does not include venue or refreshments

Benefits

- Enhance your relationship with your customers
- Reduce the amount of time you spend writing, editing or briefing content
- Reduce your cost of conversion

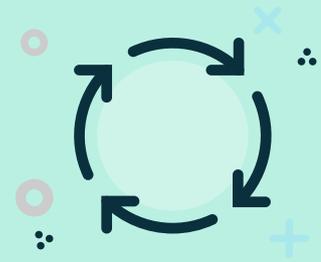
Outcomes

- A methodology for creating a content strategy that you can implement across multiple projects
- Advanced tools, tactics and templates you can implement immediately to help you reach, engage, and convert new customers for your business and stand out from the competition
- A greater understanding of how having a content strategy will increase sales

Requirements

- A clear understanding of your customer segments

Customer Lifecycle Workshop



The sales funnel is outdated. It no longer accurately depicts the modern-day buyer's journey or the nurturing process of content marketing.

The role of lead nurture belongs to development, marketing, sales and community.

If you're a builder, it's construction, estimating, selection, tender, marketing and sales.

Designing the customer experience throughout their lifecycle is a job that should be done before you launch a project or product, but it's never too late!

The workshop will create the ideal customer experience for different market segments and cover areas such as:

- Content marketing including social media and email nurture
- Sales team best practice for customer follow up
- Community development and the role it plays in building positive sentiment
- The important role of the development team in influencing a customer's experience

Benefits

- Develop a measurable customer experience standard within your team
- Achieve team alignment. Leverage the experience and skills of the team to create a market leading outcome
- Generate ideas for your content strategy

Ideal for

- Market and sales teams who want to deliver a seamless customer experience
- Project teams who recognise that delivering a great customer experience involves all disciplines

Time commitment

- Whole day

Cost

- From \$7,950* including pre-meeting, agenda and activities preparation, workshop facilitation and report summarising outcomes and suggested next steps

*Ex Melbourne, does not include venue or refreshments

Outcomes

- A common understanding and agreement of the marketing and sales activities that will assist in moving prospects through the project lifecycle
- Ideas for content, events and activities that meet business objectives
- A greater understanding of why data integrity is important
- Opportunity to reduce your cost of sale
- Understanding the importance of referrals and how easy they are to get

Requirements

- A clear understanding of your customer segments

We'd love to hear from you

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A white tablet with a dark teal screen displaying the text 'property republic' in a white, lowercase, sans-serif font. The tablet is positioned diagonally on a white marble surface. In the background, a silver laptop with the Apple logo is partially visible, along with a glass vase of white flowers and a pair of white wireless earbuds in their charging case.