

Parc Felindre: Marketing Strategy

	Activity so far	Strategy moving forward
Brochure	A bespoke brochure was created in print and electronic format and circulated to the market	<ul style="list-style-type: none"> • Update the brochure to include some CGI's of the potential for the site • Incorporate professional shots of the DPD unit within an interactive element of the brochure • Embedded use of the website within the brochure • Recirculation of updated brochure electronically to the market
Website, Press releases and mailers	<p>A bespoke website has been created and is managed by Litchfield Morris – enquiries can be made through the website.</p> <p>Litchfield Morris add 'thought pieces' and news articles to the website which are also fed through to the various social media platforms.</p>	<ul style="list-style-type: none"> • Website to be updated, incorporating new marketing materials and featuring photography of the DPD unit and CGI's of potential for the site • JLL and Bruton Knowles to liaise with Andy Pearson of Swansea Council to ensure all noteworthy items are being included within the 'news' function on the website and associated social media platforms • At present, only 1 article per 3 / 4 months is being shared on the website. This to be increased to at least monthly to encourage further engagement • In January, JLL and Bruton Knowles to liaise with Litchfield Morris in creating an editorial 'thought piece' as a press release on the site – to also be published on the website • Any relevant news on the site to be reported via a press release and shared with the market on social media platforms and bespoke electronic mailers containing links back to the website and marketing information • Bespoke mailers to be used to target occupiers within the favoured sectors within the 'vision' of the site
Marketing boards	In November, bespoke marketing boards in Welsh and English were erected at the entrance to the site and at a vantage point to the site, incorporating the bespoke scheme branding.	<ul style="list-style-type: none"> • For now, JLL and Bruton Knowles feel the signage erected is sufficient.
Social media usage	<p>At present the social media platforms are managed by Litchfield Morris:</p> <ul style="list-style-type: none"> - Facebook - Instagram - Twitter <p>When news articles are added to the website, they are fed through also to the 3 social media platforms with links to drive traffic back to the website.</p> <p>Earlier in the year JLL was given access to the twitter account to follow 'target occupiers' and 'target sectors'.</p>	<ul style="list-style-type: none"> • The use of all 3 social media platforms to be increased. At present there is only 1 post per 3 – 4 months. JLL and Bruton Knowles, as above, will engage with Litchfield Morris, to provide content that will be shared on the website and social media platforms, at least once per month. • Social media platforms to be used to retweet/ re share content from accounts such as Welsh Government, Swansea Council etc in an attempt to increase engagement across the platforms. • Increasing the use of hashtags across all social media platforms to enable the

		<p>content to be picked up through users searching key terms such as #sustainability</p> <ul style="list-style-type: none"> Continuing to target following relevant users in the target sectors for the site to drive up the followers across the platform. At present the Instagram was created in May 2019, has 10 posts and 0 followers. As Instagram is a visual platform, JLL and Bruton Knowles will share images from site with Litchfield Morris to be shared more frequently on the Instagram grid to increase user engagement and activity on the page. JLL and Bruton Knowles to engage with Litchfield Morris on the potential for 'sponsored posts' to push content on to the screens of those users who have searched key terms we believe are relevant for the site and target occupiers.
Links with Universities	<ul style="list-style-type: none"> It has been agreed that it would be extremely beneficial to form a relationship with the local Universities 	<ul style="list-style-type: none"> JLL and Bruton Knowles to liaise on creating an 'information pack' on the site which can be used as almost a pitch document to share with local universities and to lead the conversations introducing the site to local Universities
Exposure at future conferences and events		<ul style="list-style-type: none"> Client contacts to utilise existing internal relationships to ensure the site is as widely recognised as possible. To explore the opportunity to showcase the site at events such as MIPIM 2021 via the Swansea City Region and Welsh Government Inward Investment.
Funding Options		<ul style="list-style-type: none"> Investigation of what funding methods are available to the site Creating clear pathways for alternative funding methods for occupiers to achieve design and build Methods of gap funding to support the difference in end value and build
Speculative Development		<ul style="list-style-type: none"> Investigate the option of speculative construction Type / design of a possible speculative development What would the market require – be led by occupier interest Linked to above – method of funding such an option