



Case Study

Delivered by Nick Marr

Online Since 1999

The Challenge

A high-quality luxury home had failed to sell using a traditional local estate agency approach.

Despite strong fundamentals, the property suffered from limited international exposure, low-quality enquiries, and a lack of engagement from serious buyers.

Online Since 1999



The Objective

To reposition the property for international buyers and investors.

The focus was on quality over volume — attracting credible, financially capable buyers rather than mass enquiries.



The Strategy

A funded, time-bound international marketing campaign was designed and executed.

The campaign was led personally by Nick Marr, acting as an International Property Marketing Specialist, rather than a selling agent.

Direct Buyer & Investor Outreach

Europe's longest operating
luxury real estate platform since
1999



Motivated investors and
buyers from both
platforms were
contacted.

Two platforms with
an exclusive
database buyers



Nick contacted a list of industry
contacts

Platform & Listing Visibility

Premium listings were created and optimised across:

- [EuropeanProperty.com](https://www.europeanproperty.com)
- [HomesGoFast.com](https://www.homesgofast.com)

Listings were positioned for international demand, not local-only search behaviour

Content & Authority Building

Supporting editorial-style content was created to provide context and credibility.

Blog content framed the property as both a lifestyle and investment opportunity, moving beyond standard listing descriptions.

Social & Community Distribution

The property was shared across high-engagement international property communities, including Facebook Groups operated by Nick Marr.

Additional niche groups were selected based on buyer profile relevance.

Paid Advertising

Targeted Google Search campaigns were deployed to capture international buyer intent.

Facebook and Meta campaigns were run with audience filters focused on quality, wealth indicators, and property interest — not mass reach.

PR & Multilingual Campaigns

A tailored press release was created to support visibility and credibility.

Campaign messaging was adapted for multilingual audiences to remove barriers for non-English-speaking buyers.

The Outcome

The campaign generated a small number of highly qualified enquiries.

Buyers were better aligned, more informed, and more serious than those generated through previous local agency marketing

Why it Worked

- International, not local-only exposure
- Funded and proactive marketing
- Direct buyer access
- Strategic positioning rather than passive listing

Key Takeaway

Exceptional property requires exceptional marketing.

Strategic international campaigns can unlock buyer demand that traditional approaches fail to reach.

Why it Worked

- International, not local-only exposure
- Funded and proactive marketing
- Direct buyer access
- Strategic positioning rather than passive listing



Strategic International Property Marketing

Led personally by Nick Marr

Time-bound, paid marketing campaigns

Not an estate agency service

THANK YOU

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