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Help to Buy North West
Marketing Menu

As your Help to Buy Agent for Cumbria, Lancashire, Greater Manchester, Merseyside and Cheshire, we are committed to promoting all Affordable Home Ownership products, whether grant funded or not.

We offer a broad menu of marketing options as well as bespoke marketing campaigns. Our aim is to maximise awareness of your developments and attention to the products available to reach your target audience.

Here's a taste of what we do:

Website

We can advertise your properties and developments on our website. We can do this for you or set you up as a user to be able to do it yourself. Don't worry; if you get stuck we're here to help!

Spotlight Property

We will feature your property or development on the homepage of our website. In conjunction, we will always promote these properties via social media for maximum impact. Best of all, it's free!

Blogs

Blogs are a great way to get your message across and we offer you the opportunity to feature as a guest blogger on the website to highlight the hot topics, key messages and useful info you want customers to have.

Help to Buy North West News

If you have an open day, an exciting new development or any success story you would like to share let us know. We'll always include them in our customer and stakeholder newsletters, as well as on our website and social media. Alternatively, if you would just like our customer database for your own marketing, we can provide you with this.

Joint PR and case studies

Personal stories really help showcase the value of Help to Buy and Shared Ownership so we're always on the lookout for good news stories. We would love to hear from you and we are happy to interview customers, take photographs and write and edit the story.

Free bespoke email campaigns

We offer free email campaigns to our extensive customer database for your developments and any events you may be holding. We ask for you to provide the artwork and we can then target this to the right recipients.

Social Media

One of the ways we engage with our customers is through social media and we're always happy to promote your properties, developments and open days via our social media channels.

Events and Roadshows

We will attend launch events and open days to offer advice and we're happy to work with partners on larger events if there is demand.

We want to help you make the most of marketing and publicity opportunities to help you reach your target audience. We would encourage you to work with us and take advantage of these opportunities.

Call us:
0300 790 0570




Get in touch with Clare on 0151 703 2056



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Help to Buy North West is the Government's Help to Buy Agent for Cumbria, Lancashire, Greater Manchester, Merseyside and Cheshire.