



Maximise Property Marketing Efficiency - New survey from TheMoveChannel.com

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TheMoveChannel.com's first Partner Marketing Survey reveals the best way for agents and developers to advertise their properties to ensure maximum Return on Investment...

PR9.NET February 25, 2008 - London, UK - Choosing the right method of marketing properties is absolutely vital, and logic would seem to dictate that agents who spend huge amounts of money marketing their properties automatically receive the most leads. After all, the more you saturate the market, the more responses you will receive...right? Not necessarily.

The main finding of the TheMoveChannel Partner Marketing Survey was the surprising fact that beyond a certain point, spending more money did not necessarily produce more enquiries or more sales.

More and more of the average property marketing budget is being directed online, with strong results, but just how much should advertisers spend online, and what other elements are the best choices to form part of the marketing mix?

With the rise of cost-effective internet marketing and the endless possibilities available for expansive, low-cost advertising strategies, cost-intensive multiple-media marketing may not always be the most profitable way forward.

This was reflected in the Partner Survey, with the online marketing proving to be the most effective marketing method, producing the best Return on Investment (ROI).

You can view the full results of the Partner Marketing Survey below
<http://www.themovechannel.com/articles/viewpoints/108-21-1.asp>

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About TheMoveChannel.com

TheMovechannel.com (<http://www.themovechannel.com>) is an online resource for buying, selling and learning about property. It now receives as many as 300,000 visits per month and advertises over 65,000 properties in nearly 90 countries, which are listed by over 700 partner organisations.

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