

REAL ESTATE NEWS

Sotheby's International Realty brand announces 2016 marketing program

William Pitt and Julia B. Fee Sotheby's International Realty recently announced the launch of the brand's 2016 marketing program, designed to reach a global audience of qualified luxury real estate consumers.

The foundation of the marketing strategy is content. The brand announced it is committed to developing and curating content, with a heavy focus on video and delivering it in an omnichannel approach to create and maintain global brand recognition and awareness.

"Our 2016 marketing plan was designed with a strategic focus on the consumer, while maintaining our global reach," said Wendy Purvey, chief marketing officer of Sotheby's International

Realty Affiliates. "Sotheby's International Realty is dedicated to providing consumers with what they want, when they want it and where, and we are doing so by providing more content, video and mobile integration than ever before, increasing our exposure to real estate intenders around the world."

Sotheby's International Realty will deliver its content through a variety of platforms such as its distinguished media partners, in both print and online, including: The New York Times, The Wall Street Journal, Bloomberg, Architectural Digest, Mansion Global, Dwell and Elle Décor, as well as the Google Display Network. In addition, the brand will share custom

content on its newly redesigned website, sothebysrealty.com, as well as its Extraordinary Living blog and across its rapidly growing social media channels.

The brand also will continue to work with Sotheby's auction house to produce Art & Home, a literary collaboration designed to engage readers with sophisticated content related to the art and real estate worlds.

"Consumers are now utilizing a variety of avenues in their search for real estate, and this year's marketing program enables us to connect with a global audience wherever their search may lead them," said Paul Breunich, president and CEO of William Pitt and Julia B. Fee Sotheby's International Realty.