

PROPERTY MARKETING EXPERT AVAILABLE FOR INDUSTRY COMMENT AND INTERVIEWS

Name: Ben Tucker

Title: Account Director, Focus Integrated Marketing Communications

Areas of expertise:

- Property marketing strategy
- Integrated campaign management
- Budgeting and planning
- Project management
- Developing client relationships
- Team motivation and training



Background:

Ben is a marketing and integrated campaign management expert with a strong and proven track record across many industry sectors. He specialises in the property industry and has worked with UK market and brand leaders within the sector to successfully deliver new housing developments from strategic planning to sell out.

Ben joined Focus Integrated Marketing Communications in 2007 and as an Account Director is responsible for the delivery of integrated marketing campaigns for brands such as Taylor Wimpey, Countryside Properties, Crimestoppers and Graduate Prospects to name a few. Keen to embrace new and innovative channels of marketing, Ben has been instrumental in managing the delivery of numerous new digital projects, including

mobile marketing, application development, augmented reality and innovative digital annual reports.

Ben graduated with a degree in Advertising and Marketing from Thames Valley University and began his career at the Essex Chronicle Media Group where he contributed to driving advertising sales for the publication as well as heading up individual features and supplement titles.

In 2003 Ben joined specialist property marketing agency Think BDW. For four years he worked with some of the UK's largest housebuilders, including Barratt Homes, Fairview Homes, Bellway Homes, St George plc, Countryside Properties and Berkley Homes. Ben became an integral part of the team at Think BDW and was responsible for strategy, budgeting, and planning marketing campaigns across the UK and to investors overseas.

Ben is committed to building strong client relationships, developing well-structured strategies, ensuring accurate budgeting, and the ongoing evaluation of marketing campaigns to ensure a return on investment.

Ends

Contact Points

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Notes to editors

- Focus Integrated Marketing Communications is a leading creative agency and provides a range of services for both offline and online communications disciplines. Established in 1997 and employing 35 staff, the company has an annual turnover in excess of £2.5million and works with a number of established national brands.