

Managing Marketing Change

Title: Managing Marketing Change in the Digital Era

Nicole Ford

Student ID number: 2023510

Executive Summary

This report critically analyses the marketing function of Lions Property Management, a small enterprise in Liverpool, operating in the rent-to-rent, HMO management and serviced accommodation sectors. Lions PM, established in 2022, has been active in Liverpool since 2023, catering to two primary customer segments: landlords desiring assured rent and hassle-free property management, and tenants looking for cost-effective shared living with bills covered.

Lions PM has taken a dual-audience approach to its marketing, working with digital-first channels such as a website, Facebook and TikTok accounts, complemented by listing platforms such as SpareRoom and OpenRent. The report draws upon frameworks such as PESTEL, SWOT, and the 7Ps to identify strategic strengths and major gaps in the current marketing approach of Lions PM, including limited CRM infrastructure, lack of formal data analytics, and underdeveloped ESG positioning.

The analysis anticipates future developments driven by AI-powered marketing, personalisation, privacy regulation, and sustainability imperatives. Evidence-based recommendations are proposed, including the adoption of CRM systems, content marketing investment, SEO strategy, AI-assisted customer engagement tools, and ESG-aligned branding. These suggestions are meant to improve competitive positioning, build brand equity, and guarantee long-term organisational viability.

Table of Contents

1. Introduction	5
2. Critical Appraisal of Current Marketing Activities	6
2.1 PESTEL Analysis	6
2.2 SWOT Analysis	8
2.3 7Ps Marketing Mix	9
2.4 Segmentation, Targeting and Positioning	11
2.5 Digital Metrics and Customer Insight	12
2.6 Ethical, Cultural and Sustainability Considerations	13
3. External and Internal Forces Driving Change	14
3.1 Disruptive Technologies	14
3.2 Market Dynamics and Consumer Behaviour	15
4. Anticipated Future Developments in Marketing	16
4.1 AI-Driven and Personalised Marketing	16
4.2 ESG-Driven Branding and the Ethics Agenda	17
4.3 Privacy, Data Ethics and Regulatory Compliance	18

5. Recommendations	19
6. Conclusion	21
7. References	23
8. Appendix.....	29

1. Introduction

The contemporary marketing environment is characterised by digital disruption, shifting consumer behaviour, and growing ethical analysis (Chaffey and Ellis-Chadwick, 2022). For SMEs operating in competitive service sectors and the ability to adapt marketing strategies to these forces is a critical determinant of survival and growth (Gilmore, Gallagher and Henry, 2007). Lions Property Management represents a fascinating case study: a young, entrepreneurially-driven organisation navigating the UK's dynamic private rental sector and at the same time - the demands of the digital marketing era.

Lions PM was founded by Nicole and Jay Ford, who combined backgrounds in marketing, economics, and property trades to establish a Liverpool-based firm specialising in rent-to-rent arrangements, HMO management, and serviced accommodation (Lions Property Management, 2025a). Operating in L4 and L6 areas, the company targets two primary customer groups: landlords seeking passive income through guaranteed rent schemes, and tenants requiring affordable shared housing. The company lists properties on platforms like SpareRoom, and OpenRent. They also actively use Facebook and TikTok as social marketing channels.

This report critically assesses Lions PM's current marketing activities, analyses the forces driving marketing change, anticipates future developments, and proposes recommendations for the company. The aim is to evaluate not only what Lions PM currently does in marketing, but how effectively that activity delivers customer value, builds brand equity, and positions the organisation for long-term competitive advantage (Kotler et al., 2019).

2. Critical Appraisal of Current Marketing Activities

2.1 PESTEL Analysis

A PESTEL analysis provides a structured framework for evaluating the macro-environmental factors shaping Lions PM's marketing context (Johnson, Whittington and Scholes, 2017).

Political

The UK Renters' Right Act and evolving HMO licensing requirements (Liverpool City Council, 2024, Ministry of Housing, Communities and Local Government, 2026) create regulatory pressure. Compliance with HMO standards is both a legal necessity and a potential marketing differentiator.

Economic

Rising cost of living has increased demand for affordable shared accommodation. However, landlord profitability is lowering by high mortgage rates, influencing the attractiveness of guaranteed rent schemes (Office for National Statistics, 2024).

Social

There is growing demand among students and young professionals for flexible rental arrangements and bills-inclusive accommodation, driven by affordability concerns and a preference for predictable monthly housing costs (UK Parliament, 2023; Accommodation for Students, 2023). Remote working trends have increased demand for short-term and serviced accommodation (Savills, 2024).

Technological

Tenant acquisition in the UK private rented sector is heavily reliant on online property platforms such as SpareRoom, OpenRent and RightMove. On the other hand, social media platforms like TikTok and Instagram are becoming increasingly important for brand discovery among younger consumers, including Millennials and Generation Z (GWI, 2023).

Environmental

Growing tenant preference for energy-efficient properties (RICS, 2024). EPC regulations and Minimum Energy Efficiency Standards create compliance obligations as well as marketing opportunities.

Legal

GDPR compliance is required in digital marketing (Information Commissioner's Office, 2026). The Tenant Fees Act 2019 regulates permitted charges to tenants (UK Government, 2019), while HMO licensing requirements (Liverpool City Council, 2026) and Right to Rent checks (Home Office, 2025) shape operational and reputational risk.

According to this macro-analysis, Lions PM works in a highly controlled and dynamic environment. Crucially, the company's website shows that it is aware of compliance by mentioning ICO compliance, PRS, NRLA, or Client Money Protect memberships (Lions Property Management, 2026b). Nevertheless, the business does not make adequate use of these qualifications as marketing tools. Porter (1980) asserts that organisations run the risk of losing their USP if they don't express their distinctive competencies. The compliance record of Lions PM is an underutilised latent source of brand equity.

2.2 SWOT Analysis

The SWOT framework helps to integrate internal organisational factors with the macro-environment outlined in Section 2.1.

Appendix A: SWOT Analysis of Lions Property Management

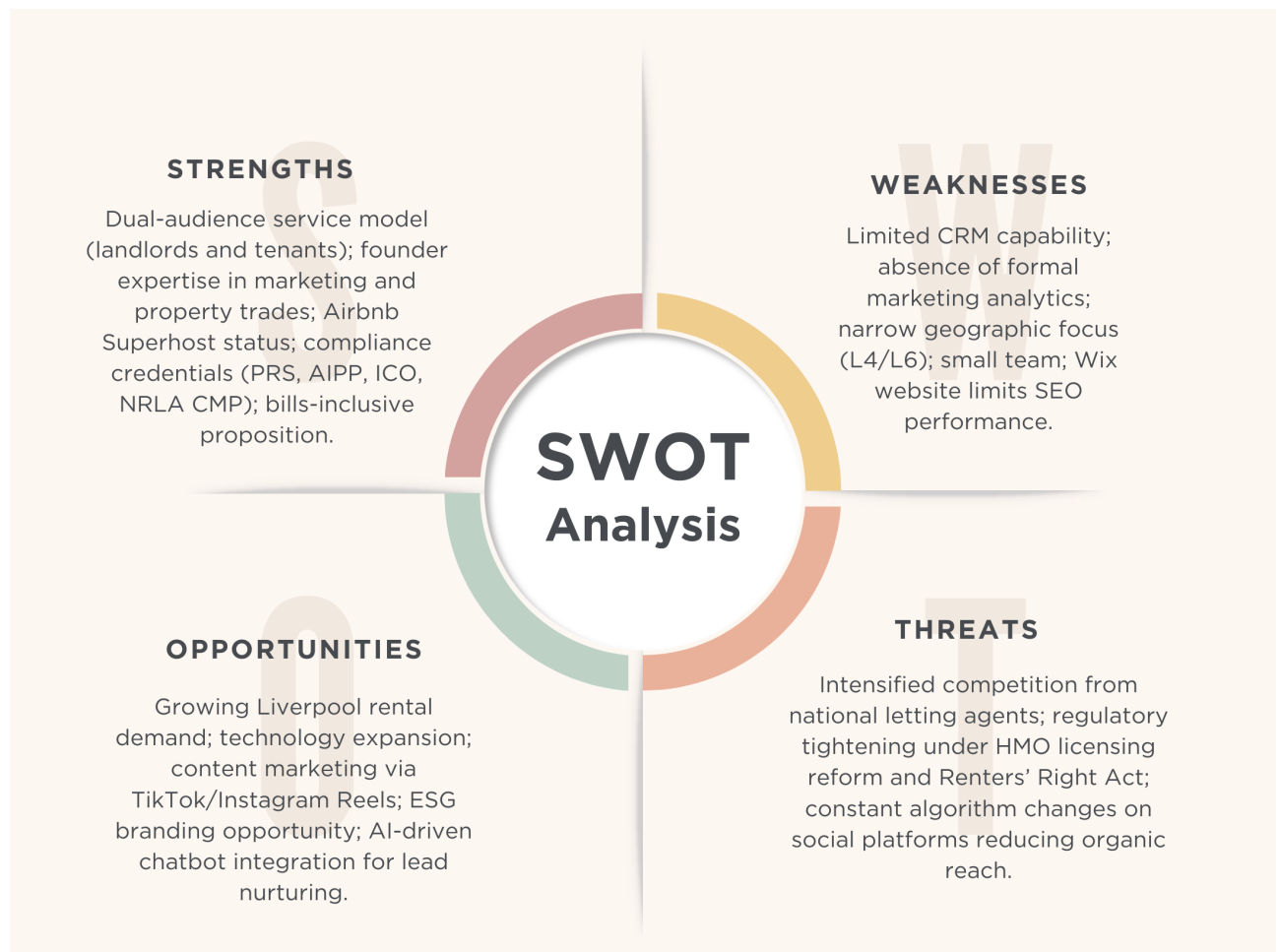


Figure A: SWOT analysis of Lions Property Management. The figure summarises the organisation's key internal strengths and weaknesses, together with external opportunities and threats identified through analysis of the Liverpool private rented sector, regulatory environment, and digital marketing landscape

Lions PM has unique strengths, especially its dual-audience concept and founder-led expertise, as the SWOT analysis shows. The company also has weaknesses in data capability and brand visibility that constrain its marketing effectiveness. Additionally, WIX is a poor customer relationship management solution that significantly affects corporate reach. CRM integration is essential to long-term value generation in service businesses, according to Payne and Frow (2005). Lions PM cannot track customer lifetime value, personalise marketing, or proactively manage tenant and landlord retention without the methodical collection and processing of customer data.

2.3 7Ps Marketing Mix

Booms and Bitner's (1981) extended 7Ps framework including product, price, place, promotion, people, process, and physical evidence is especially appropriate for service organisations such as Lions PM.

Product

Lions PM's primary offerings are its bills-inclusive shared rooms for residents and its guaranteed rent program for landlords. The guaranteed rent approach, which eliminates void period risk, makes the service proposition stand out. However, because it is focused on shared-room accommodations and guaranteed rent, the product variety is still somewhat limited. This is reducing the company's attractiveness to tenants seeking independent living as opposed to shared housing and landlords opting for full-management or let-only services.

Price

Pricing for guaranteed rent schemes is not explicitly published on the Lions PM website which is consistent with the norm in rent-to-rent operations where terms are negotiated.

However, the prices of all the rooms available for rent are transparent and available on the website. Research by Zeithaml, Bitner and Gremler (2018) identifies pricing transparency as a determinant of perceived service quality and trust.

Place

All distribution is done digitally. In addition to its own website for marketing to landlords, the company uses Facebook, SpareRoom, and OpenRent to find tenants. Although the geographic focus on Liverpool L4 and L6 restricts accessibility, it also makes it possible to gain a deeper understanding of local rental values, tenant demand, licensing needs, and property types.

Promotion

Along with its website, the company's main social media platforms include Facebook and TikTok. When it comes to property management TikTok content, Lions PM seems to be a pioneer. Younger tenants are naturally reached by this medium (We Are Social, 2024). However, Lions PM does not have a systematic content strategy, paid digital advertising, email marketing infrastructure, or SEO investment. According to Chaffey and Ellis-Chadwick (2022), SME digital brand growth requires a unified multichannel promotional approach.

People

The people element is a great strength for the business. The founder-led model, with Nicole Ford holding marketing and economics degrees, positions the brand as knowledgeable and credible. The personal narratives visible on the website humanise the brand and align with authentic marketing theory (Gilmore et al., 2007). Nevertheless, dependence on founders for all marketing activity creates a growth limitation.

Process

Lions PM references on their website processes like tenant sourcing, HMO compliance, or maintenance coordination. However, these are not systematically communicated as part of the marketing narrative. Increased documentation and communication via social media platforms would be beneficial for the customer onboarding process, from initial inquiry to signing the corporate lease or rental agreement.

Physical Evidence

The Wix website constitutes the primary physical evidence of brand quality. While functional, the Wix platform imposes technical SEO limitations due to its closed ecosystem and reduced control over advanced optimisation settings compared with more flexible content management systems such as WordPress (LitExtension, 2025). Professional photography, case studies, and landlord testimonials are largely absent from current marketing materials. They would represent low-cost and high-impact physical evidence to reach a wider audience and get more opportunities.

2.4 Segmentation, Targeting and Positioning

Lions PM targets landlords and tenants as separate consumer groups via a dual-segment strategy. According to Kotler et al. (2019), segmentation is the process of breaking a market up into discrete groups of consumers that share demands and goals. The landlord section can be described as time-constrained investors with several properties looking for passive revenue and less trouble with daily operations. Students, young professionals, and contractors looking for flexible, reasonably priced housing in Liverpool make up the renter category.

In terms of positioning, Lions PM occupies a 'trusted local specialist' niche, differentiated from national agents by personal service and larger attention to detail. This is consistent with a focus differentiation strategy (Porter, 1980). Lions PM's brand positioning is mainly implicit, despite the fact that it consistently presents a value offer focused on guaranteed rent, hands-off property management, and bills-inclusive rentals. Instead of establishing a formal positioning statement that clearly identifies the brand in relation to competitors, the website places more attention on operational outcomes and service benefits.

Critically, Lions PM's positioning does not yet leverage ESG or sustainability dimensions, despite growing tenant and investor demand for responsible property management. As sustainability becomes an increasingly important factor influencing consumer attitudes and brand perceptions, greater communication of environmental initiatives could enhance Lions PM's market positioning and attractiveness to prospective tenants (Deloitte, 2024).

2.5 Digital Metrics and Customer Insight

Effective digital marketing requires systematic monitoring of key performance indicators including website traffic, conversion rates, bounce rates, social media engagement and cost-per-lead (Chaffey and Ellis-Chadwick, 2022). Website built on Wix, is unlikely to have advanced analytics integration beyond basic Google Analytics capabilities.

The available evidence which are Airbnb previous Superhost status and strong guest rating on booking.com suggests Lions PM performs well on quality metrics. However, these metrics are platform-dependent and do not provide the company with appropriate customer data about their behaviours online. Fader (2020) argues that the accumulation of first-party customer data is the primary competitive function for digital-age businesses. Lions PM's current reliance on

third-party platforms for both tenant acquisition and performance data represents a strategic weakness.

Furthermore, without customer lifetime value modelling or Net Promoter Score tracking, Lions PM cannot properly assess the long-term returns on its marketing investments. The lack of organised customer insight systems is a major strategic weakness for a service company when landlord retention is crucial.

2.6 Ethical, Cultural and Sustainability Considerations

The ethical dimensions of property marketing are increasingly significant. Lions PM's bills-inclusive model, commitment to clean and compliant HMOs, and transparent communications represent a genuinely ethical service proposition.

From a cultural perspective, the company must concentrate on culturally sensitive marketing due to Liverpool's diverse population, which includes international students, contractors from all over the world, and NHS employees. For communities who primarily use WhatsApp, community forums, or language-specific platforms for housing searches, Lions PM's Facebook reach could not be adequate (Ofcom, 2024).

As energy efficiency becomes a more significant consideration within the private rented sector, the limited promotion of sustainability and property efficiency measures by Lions PM may represent a missed opportunity to enhance brand reputation and tenant appeal (Energy Saving Trust, 2026).

3. External and Internal Forces Driving Change

3.1 Disruptive Technologies

The technological landscape is transforming marketing practice and presents both opportunities and threats for Lions PM.

Artificial Intelligence and Automation

AI is reshaping customer acquisition, lead sourcing, and content production across the property sector. Tools such as ChatGPT, Jasper, and Canva are enabling small firms to produce high-quality marketing content at minimal cost (McKinsey & Company, 2023). AI-powered chatbots can handle initial landlord and tenant enquiries outside office hours which is a critical advantage given Lions PM's Monday-to-Friday, 9:30am-5:30pm operating hours. The integration of AI into property portals would also help in reshaping search behaviour.

Big Data and Personalisation

The growth of PropTech platforms generates vast datasets on rental market dynamics, tenant behaviour and property performance. Organisations that can effectively analyse and utilise this information can improve decision-making, enhance customer insight and strengthen their competitive position within the property market (PwC, 2023). Lions PM currently does not appear to leverage big data sources, representing a gap in competitive intelligence.

Social Media and Short-Form Video

TikTok's content recommendation algorithm prioritises engaging, authentic and informative content, enabling niche sectors such as property and real estate to achieve significant audience reach and engagement (Nahar, 2025). Lions PM's presence on TikTok suggests awareness of

this opportunity, but without a structured content calendar, consistency and engagement analytics, the strategic return on this investment remains uncertain.

Sustainability Pressures and PropTech

Environmental technology is entering property management, from smart energy monitoring to EPC management platforms. RICS (2024) forecasts that landlords will increasingly seek property managers who can demonstrate environmental management competencies and position sustainability as a commercial marketing differentiator rather than a compliance burden.

3.2 Market Dynamics and Consumer Behaviour in the Digital Age

As growing home prices and affordability challenges make buying more challenging for many households, the UK's private rental market continues to see steady demand as more people choose to stay in rented housing (Office for National Statistics, 2024). A favourable market environment for Lions PM's expansion is presented by Liverpool's continued strong demand in the private renting sector, which is bolstered by continuous rental price increases and affordability pressures in the larger housing market (Office for National Statistics, 2024).

The property market is increasingly driven by digital search behaviour, with online platforms such as RightMove serving as a primary source of property discovery and market research for consumers (RightMove, 2024). The decision-making journey for both landlords and tenants is non-linear, involving multiple digital touch points, from social media discovery, to portal listing review, to website assessment and online enquiries. This multi-touchpoint journey demands a more sophisticated marketing funnel than Lions PM currently operates.

Millennials and Generation Z, who constitute an increasing proportion of private renters, exhibit distinctive digital behaviours. They demand instant responsiveness, transparent pricing, visible reviews and brand authenticity (Deloitte, 2024). Internally, Lions PM's growth trajectory is constrained by a founder-dependent marketing model. As the business scales from a handful of properties to a broader portfolio, the informal, relationship led marketing approach will need to be systematised. Gilmore et al. (2007) identify that it's a transition from reactive, informal marketing to planned, process-driven one.

4. Anticipated Future Developments in Marketing

4.1 AI-Driven and Personalised Marketing

The rapid adoption of artificial intelligence in marketing is increasing expectations for personalised customer experiences, suggesting that AI-driven personalisation is likely to become a standard component of effective marketing practice (McKinsey & Company, 2023). For Lions PM, this implies the need to invest in systems that can deliver personalised communications to both landlord and tenant segments.

At the most accessible level, email marketing platforms such as Mailchimp or ActiveCampaign already incorporate AI-driven content recommendation and send-time optimisation. Conversational AI, in the form of website chatbots, will increasingly become a first point of contact for property enquiries. Given Lions PM's limited office hours, AI-powered chatbots can enhance customer service by providing instant responses to common enquiries, supporting lead qualification and automating routine interactions, helping businesses improve customer experience while increasing operational efficiency (IBM, 2025). Tools such as Tidio or Intercom are accessible at SME price points and could be integrated with the current Wix website.

The growing adoption of virtual viewing technology presents an opportunity to improve accessibility and convenience for prospective tenants, particularly students, professionals and contractors relocating from other cities or countries. The use of virtual tours and digital property showcases can reduce barriers to enquiry and support more efficient tenant acquisition, providing a potential source of competitive differentiation within Lions PM's target market (Matterport, 2024).

4.2 ESG-Driven Branding and the Ethics Agenda

Environmental, Social, and Governance considerations are transforming brand strategy across sectors (Eccles and Klimenko, 2019). In property management, ESG-aligned branding is emerging as a key differentiator for landlords who wish to attract ethical investors and institutional funding, and for tenants who prioritise responsible housing providers.

An ESG story is built around Lions PM's dedication to compliant, well-maintained HMOs and equitable tenant treatment. To take advantage of this, the company needs to shift from compliance communication to proactive social impact storytelling, which is, explaining how its management approach benefits renters, the neighbourhood, and the environment.

The Social Value Act 2012 and growing investor interest in responsible property portfolios suggests that Lions PM's landlord-facing marketing would benefit from articulating the social value of its operational model (Public Services (Social Value) Act 2012). Framing guaranteed rent not only as a financial instrument but as a mechanism for stable, well-managed tenancies that benefit the wider community would be favourable.

4.3 Privacy, Data Ethics and Regulatory Compliance

With GDPR, the Data Protection Act of 2018, and the Digital Markets, Competition and Consumers Act of 2024 enforcing more stringent regulations concerning personal data, consumer protection, consent management, and online marketing practices, the regulatory landscape for digital marketing is growing more complicated (Information Commissioner's Office, 2024; Digital Markets, Competition and Consumers Act of 2024). This relates to Lions PM's existing website cookie policy, email marketing consent procedures, and any upcoming CRM deployment.

As digital advertising moves towards privacy-focused targeting approaches, organisations that invest in first-party data collection and customer relationship management are likely to be better positioned to maintain effective audience targeting and marketing performance (IAB UK, 2024). Lions PM should position this regulatory shift as a strategic opportunity to build direct relationships with landlords and tenants, rather than relying on third-party platforms for customer data.

Transparency and ethical data practices are becoming key differentiators in marketing due to growing customer concerns about privacy and the use of personal data. Long-term engagement, customer loyalty, and brand reputation are all more likely to be strengthened by companies that are trusted to handle consumer data properly (Cisco, 2024). A visible “privacy first” marketing approach that is clearly communicated on the website and in communications, can enhance trust and brand equity with privacy-conscious audiences.

5. Recommendations

Appendix B: Strategic Marketing Recommendations for Lions Property Management

Appendix B presents a summary of the strategic marketing recommendations developed from the findings of the marketing audit, internal analysis and external environmental assessment. The suggestions are ranked in order of significance for accomplishing Lions Property Management's marketing goals and their expected influence on business success. There is a brief justification and implementation priority rating for every recommendation.

RECOMMENDATION	DESCRIPTION	HOW IMPORTANT
Implement a CRM System (e.g., HubSpot Free or Zoho CRM).	Enables systematic customer data capture, lead growth, and retention management. Payne and Frow (2005) identify CRM as fundamental to service value creation.	HIGH
Migrate from Wix to WordPress with Yoast SEO plugin.	Wix imposes SEO limitations; WordPress enables technical SEO optimisation including schema markup, site speed, and metadata control. Chaffey and Ellis-Chadwick (2022) emphasise SEO as the primary driver of organic tenant and landlord search traffic.	HIGH
Develop a Structured Content Marketing Strategy for TikTok and Facebook.	Content marketing through short-form video is the most cost-effective channel for reaching young renter demographics. A monthly content calendar targeting landlord education and tenant lifestyle content would significantly increase brand visibility.	HIGH
Explore Email Marketing via Mailchimp for prospective landlord relationships.	Landlord acquisition is a long sales cycle. An automated email nurture sequence that is delivering value through market insights, HMO regulatory updates as well as case studies would maintain brand presence and convert leads (Chaffey and Ellis-Chadwick, 2022).	LOW MEDIUM

Appendix B: Strategic Marketing Recommendations for Lions Property Management

(continued)

Integrate an AI-Powered Chatbot on the Website.	Addresses the gap between office hours and 24/7 tenant/landlord enquiry behaviour. Tidio or Intercom can be integrated with Wix.	MEDIUM
Develop an ESG Narrative and Sustainability Communication Plan.	Proactively communicate compliance credentials, tenant welfare commitments, and energy efficiency practices as elements of a coherent ESG brand story. Position Lions PM as Liverpool's responsible property management choice (Eccles and Klimenko, 2019).	MEDIUM
Introduce Customer Lifetime Value Tracking and NPS Surveys.	Without CLV and NPS metrics, marketing ROI cannot be assessed. Simple quarterly NPS surveys sent via email to active landlords and tenants would provide actionable insight into retention and referral behaviour (Reichheld, 2003).	LOW MEDIUM

6. Conclusion

Using well-known strategic frameworks including PESTEL, SWOT, the 7Ps, and STP analysis, this research has critically assessed Lions Property Management's marketing function. The results show a young but promising company with real strengths, including a unique service offering, founder-led experience, early-mover presence on developing platforms, and solid operational credentials. However, they are constrained by structural marketing flaws common to entrepreneurial SMEs (Gilmore et al., 2007).

Lions PM's current marketing activity is characterised by a digital-first orientation without the supporting data infrastructure, analytical capability, or strategic coherence to maximise its effectiveness. The dual-audience model creates both an opportunity and a complexity: the messaging, channels, and value propositions for landlords and tenants are distinct, demanding two parallel but coordinated marketing strategies that the current approach does not fully deliver.

AI, big data, social media disruption, ESG requirements, and regulatory tightening are some of the forces driving marketing revolution that offer Lions PM both enormous opportunity and difficulties. As the UK rental market continues to digitise, companies who make early investments in CRM, content marketing, ESG positioning, and AI-assisted customer engagement will be better positioned to compete.

The recommendations proposed are grounded in established marketing theory and tailored to the operational realities of a growing SME. Their implementation does not require substantial capital investment but does require strategic intent, organisational commitment and a transition from reactive to planned marketing management. If enacted, these

recommendations have the potential to transform Lions PM's marketing function from a supporting operational activity to a core organisational capability that is driving customer acquisition, retention, brand equity, and long-term competitive advantage in Liverpool's dynamic rental market.

7. References

Accommodation for Students (2023) Tenants want bills included rentals – but choice is restricted. Available at: https://www.accommodationforstudents.com/student-landlord-guides/4267?utm_source=chatgpt.com (Accessed: 31 May 2026).

Booms, B.H. and Bitner, M.J. (1981) 'Marketing strategies and organisation structures for service firms', in Donnelly, J. and George, W.R. (eds.) *Marketing of Services*. Chicago: American Marketing Association, pp. 47–51.

Chaffey, D. and Ellis-Chadwick, F. (2022) *Digital Marketing: Strategy, Implementation and Practice*. 8th edn. Harlow: Pearson Education.

Cisco (2024) 2024 Consumer Privacy Survey. Available at: <https://www.cisco.com/c/en/us/about/trust-center/data-privacy-benchmark-study.html> (Accessed: 1 June 2026).

Deloitte (2024) Creating value from sustainable products. Available at: <https://www.deloitte.com/global/en/industries/consumer/research/consumer-sustainability-report.html> (Accessed: 1 June 2026).

Deloitte (2024) 2024 Gen Z and Millennial Survey. Available at: <https://www.deloitte.com/content/dam/assets-shared/docs/campaigns/2026/2026-genz-millennial-survey.pdf> (Accessed: 1 June 2026).

Digital Markets, Competition and Consumers Act 2024, c. 13. Available at: <https://www.legislation.gov.uk/ukpga/2024/13/contents> (Accessed: 1 June 2026).

Eccles, R.G. and Klimenko, S. (2019) 'The Investor Revolution', Harvard Business Review, 97(3), pp. 106–116. Available at: <https://hbr.org/2019/05/the-investor-revolution> (Accessed: 1 June 2026).

Energy Saving Trust (2026) Minimum standards for the private rented sector. Available at: <https://energysavingtrust.org.uk/minimum-energy-efficiency-standards-private-rented-sector/> (Accessed: 1 June 2026).

Fader, P. (2020) Customer Centricity: Focus on the Right Customers for Strategic Advantage. 3rd edn. Philadelphia: Wharton Digital Press.

Gilmore, A., Gallagher, D. and Henry, C. (2007) 'E-marketing and SMEs: operational lessons for the future', European Business Review, 19(3), pp. 234–247.

Home Office and UK Visas and Immigration (2025) Landlord's guide to right to rent checks. Available at: https://assets.publishing.service.gov.uk/media/6853eeb0f812712f845814f8/Landlord_s_Guide_to_Rent_Checks_Easy_Read.pdf (Accessed: 1 June 2026).

GlobalWebIndex (GWI) (2023) Social Media Trends Report 2023. London: GWI. Available at: <https://www.scribd.com/document/662951321/Social-media-behind-the-screens-GWI> (Accessed: 31 May 2026)

IAB UK (2024) Identity and targeting in a post-cookie world. Available at: <https://www.iabuk.com/opinions/identity-targeting-post-cookie-world> (Accessed: 1 June 2026).

IBM (2025) AI in customer service. Available at: <https://www.ibm.com/think/topics/ai-in-customer-service> (Accessed: 1 June 2026).

ICO (2026) Step-by-step guide to direct marketing for your small business. Available at: <https://ico.org.uk/for-organisations/advice-for-small-organisations/direct-marketing-and-data-protection/step-by-step-guide-to-direct-marketing-for-your-small-business/> (Accessed 31 May 2026).

ICO (2024) Guide to data protection. Available at: <https://ico.org.uk/for-organisations/uk-gdpr-guidance-and-resources/> (Accessed: 1 June 2026).

Johnson, G., Whittington, R. and Scholes, K. (2017) Exploring Corporate Strategy. 11th edn. Harlow: Pearson.

Kotler, P., Armstrong, G., Harris, L. and He, H. (2019) Principles of Marketing. 8th European edn. Harlow: Pearson Education.

LitExtension (2025) Is Wix Good for SEO? Our Test Results 2025. Available at: https://litenextension.com/blog/is-wix-good-for-seo/?utm_source=chatgpt.com (Accessed: 31 May 2026).

Lions Property Management (2025a) About Lions Property Management. Available at: <https://www.lionspropertymanagement.com/about-lions-property-management> (Accessed 31 May 2026).

Lions Property Management (2025b) Guaranteed Rent and Hassle-Free Property Management for Liverpool Landlords. Available at: <https://www.lionspropertymanagement.com/guaranteed-rent-for-landlords> (Accessed 31 May 2026).

Liverpool City Council (2024) HMO licence guidance. Available at: <https://liverpool.gov.uk/business/licences-and-permits/landlord-licensing/houses-in-multiple-occupancy/hmo-licence-guidance/> (Accessed 31 May 2026).

Matterport (2024) Property Marketing Trends Report. Available at: <https://matterport.com/en-gb/industries/real-estate?srsltid=AfmBOooUvywADovYsDglBMY15QDKZiQOSjFtSdKSjRRf60zM32I-4aZV> (Accessed: 1 June 2026).

McKinsey & Company (2023) The Economic Potential of Generative AI: The Next Productivity Frontier. Available at: <https://www.mckinsey.com/capabilities/quantumblack/our-insights/the-economic-potential-of-generative-ai-the-next-productivity-frontier> (Accessed: 1 June 2026).

Ministry of Housing, Communities and Local Government (2026) The Renters' Rights Act Information Sheet 2026. London: Ministry of Housing, Communities and Local Government. Available at: https://assets.publishing.service.gov.uk/media/69bc04b8f7b1c24d8e23ce60/The_Renters__Rights_Act_Information_Sheet_2026.pdf (Accessed: 31 May 2026).

Ministry of Housing, Communities and Local Government (2019) Tenant Fees Act 2019: guidance. Available at: https://assets.publishing.service.gov.uk/media/5f745d308fa8f5189a93d141/Tenant_Fees_Act_2019_-_Guidance_for_landlords_and_agents.pdf (Accessed: 31 May 2026).

Nahar, I. (2025) TikTok's Algorithm Explained Like You're 5 (Because the Official Docs Explain It Like You're 50). Available at: <https://iknahar.medium.com/how-tiktok-recommendation-algorithm-works-complete-guide-0c02479be44f> (Accessed: 1 June 2026).

Ofcom (2024) Adults' Media Use and Attitudes Report 2024. London: Office of Communications. Available at: <https://www.ofcom.org.uk/siteassets/resources/documents/research-and-data/media-literacy-research/adults/adults-media-use-and-attitudes-2024/adults-media-use-and-attitudes-report-2024.pdf?v=3213959> (Accessed: 1 June 2026).

Office for National Statistics (2024) Private rent and house prices, UK: April 2024. Newport: Office for National Statistics. Available at: <https://www.ons.gov.uk/economy/inflationandpriceindices/bulletins/privaterentandhousepricesuk/april2024> (Accessed: 31 May 2026).

Payne, A. and Frow, P. (2005) 'A strategic framework for customer relationship management', *Journal of Marketing*, 69(4), pp. 167–176.

Porter, M.E. (1980) *Competitive Strategy: Techniques for Analysing Industries and Competitors*. New York: Free Press.

Public Services (Social Value) Act 2012, c. 3. Available at: <https://www.legislation.gov.uk/ukpga/2012/3> (Accessed: 1 June 2026).

PwC (2023) *Emerging Trends in Real Estate Europe 2024*. London: PwC and Urban Land Institute. Available at: <https://www.pwc.com/gx/en/industries/financial-services/asset-management/emerging-trends-real-estate.html> (Accessed: 1 June 2026).

Reichheld, F.F. (2003) 'The One Number You Need to Grow', *Harvard Business Review*, 81(12), pp. 46–54. Available at: <https://hbr.org/2003/12/the-one-number-you-need-to-grow> (Accessed: 1 June 2026).

RICS (2024) UK Residential Property Sustainability Guide 2024. London: Royal Institution of Chartered Surveyors. Available at: file:///Users/nicoleford/Downloads/RICS-Sustainability-Report_2024_Final.pdf (Accessed: 31 May 2026)

Rightmove plc (2024) Annual Report and Accounts 2024. Available at: https://plc.rightmove.co.uk/content/uploads/2025/03/RIG001_2024AR_WEB_250321.pdf (Accessed: 1 June 2026).

Savills (2024) Spotlight: European Serviced Apartments 2024. Available at: https://www.savills.co.uk/research_articles/229130/365458-0?utm_source=chatgpt.com (Accessed: 1 June 2026)

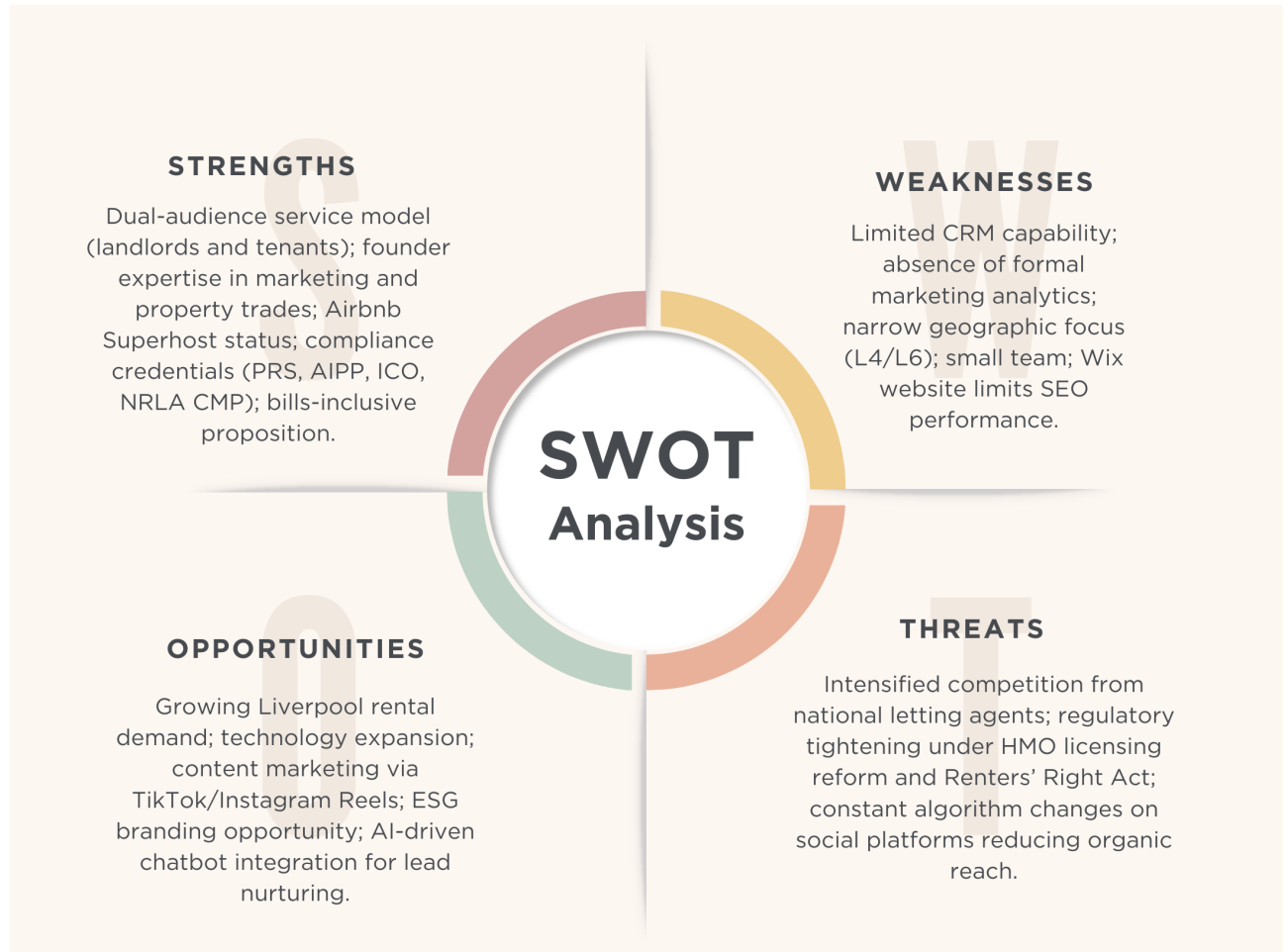
UK Parliament (2023) Renters (Reform) Bill: Explanatory Notes. London: House of Commons. Available at: https://publications.parliament.uk/pa/bills/cbill/58-03/0308/en/220308en.pdf?utm_source=chatgpt.com (Accessed: 31 May 2026).

We Are Social (2024) Digital 2024: 5 billion social media users. Available at: <https://wearesocial.com/uk/blog/2024/01/digital-2024-5-billion-social-media-users/> (Accessed: 31 May 2026).

Zeithaml, V.A., Bitner, M.J. and Gremler, D.D. (2018) Services Marketing: Integrating Customer Focus Across the Firm. 7th edn. New York: McGraw-Hill.

8. Appendix

Appendix A: SWOT Analysis of Lions Property Management



Appendix B: Strategic Marketing Recommendations for Lions Property Management

RECOMMENDATION	DESCRIPTION	HOW IMPORTANT
Implement a CRM System (e.g., HubSpot Free or Zoho CRM).	Enables systematic customer data capture, lead growth, and retention management. Payne and Frow (2005) identify CRM as fundamental to service value creation.	HIGH
Migrate from Wix to WordPress with Yoast SEO plugin.	Wix imposes SEO limitations; WordPress enables technical SEO optimisation including schema markup, site speed, and metadata control. Chaffey and Ellis-Chadwick (2022) emphasise SEO as the primary driver of organic tenant and landlord search traffic.	HIGH
Develop a Structured Content Marketing Strategy for TikTok and Facebook.	Content marketing through short-form video is the most cost-effective channel for reaching young renter demographics. A monthly content calendar targeting landlord education and tenant lifestyle content would significantly increase brand visibility.	HIGH
Explore Email Marketing via Mailchimp for prospective landlord relationships.	Landlord acquisition is a long sales cycle. An automated email nurture sequence that is delivering value through market insights, HMO regulatory updates as well as case studies would maintain brand presence and convert leads (Chaffey and Ellis-Chadwick, 2022).	LOW MEDIUM

Appendix B: Strategic Marketing Recommendations for Lions Property Management

(continued)

Integrate an AI-Powered Chatbot on the Website.	Addresses the gap between office hours and 24/7 tenant/landlord enquiry behaviour. Tidio or Intercom can be integrated with Wix.	MEDIUM
Develop an ESG Narrative and Sustainability Communication Plan.	Proactively communicate compliance credentials, tenant welfare commitments, and energy efficiency practices as elements of a coherent ESG brand story. Position Lions PM as Liverpool's responsible property management choice (Eccles and Klimenko, 2019).	MEDIUM
Introduce Customer Lifetime Value Tracking and NPS Surveys.	Without CLV and NPS metrics, marketing ROI cannot be assessed. Simple quarterly NPS surveys sent via email to active landlords and tenants would provide actionable insight into retention and referral behaviour (Reichheld, 2003).	LOW MEDIUM