

PR & Business Development

Infabode: go-to-market strategy

A young PropTech company with ambitious targets! It's created a global platform to connect industry real estate professional with research and analysis across the sector.

Challenges

As a young start-up Infabode needed a flexible approach to develop their marketing strategy, and deep industry knowledge of the real estate sector in order to hit user and contributor targets. They also needed to secure funding and raise their profile.

What we did

- Focused marketing strategy
- Advised on product development
- Programme of promotional activity centred on key real estate events
- Executed press strategy
- Publicised crowdfunding campaign
- Facilitated 50 press interviews/BD meetings
- Created barter deals to extend reach e.g. Property EU, REVO, ACROSS
- Created opportunities and provided support at MIPIM, EXPOREAL, REVO, LREF, MIPIM UK

Results

- Successfully launched platform at MIPIM 2016 with 25 press and BD meetings
- Facilitated deals with 56 successful content partners (e.g. Aareal Bank, Grosvenor, ICSC, REVO, Glasgow City Council, NAI Global) and generated extensive press coverage
- Highly successful crowdfunding campaign
- Platform now has over 200 content providers and 14,500+ users.
- Now developing phase two securing income streams.

"We were the new guys on the block in 2016 and Lodestar helped us find our feet and become an established and respected Proptech company" **Matt Partridge, CEO Infabode**



Matt Partridge, CEO of Infabode. Speaking at a PropertyEU Investment Briefing session during EXPO Real 2016.

