

As Colliers' is a global organisation, we would leverage our reach to ensure we target the international markets for prospective operators.

Marketing Strategy

We recommend commissioning a marketing brochure to showcase the unique opportunity to the market. It is important highlight the characteristics and features of the property with CGI's and professional photography. This would help to maximise interest, particularly from international and London based operators who may not be familiar with the property's location. We assist the designers to ensure all the key selling points are included in the brochure.

Industry Contacts

The Retail and Licensed and Leisure teams at Colliers have industry wide contacts and between us we would create a tailored target tenant list based on the specification, size and user provisions for the units.

Marketing Services

Once the marketing brochure has been created, we would distribute it through our corporate website, third party platforms and distributions lists.

- Colliers.Com listing
- Rightmove listing
- CoStar Suite listing
- Completely Retail Listing
- Email marketing campaign

Digital marketing

We recommend undertaking an 8-week marketing campaign on LinkedIn which will generate leads and drive website traffic.

We also advertise the property through our personal networks and Colliers' corporate networks.

Conferences

Colliers attend a number of conferences in the year including MIPIM and Completely Retail Marketplace where we arrange meetings with active operators to showcase these high-profile opportunities.

Signage

We suggest including vinyl on the glazing of the commercial units. During the construction phase, we Colliers's branded signage on the hoardings so that any operators canvassing sites in the area can contact us expressing their interest.

Paul Bugeja