

Goadsby

CASE STUDY

rocktime



Goadsby is one of the South Coast's leading independent estate agents ranking in the UK's top property providers. With 25 residential sales offices, 15 letting departments and 3 commercial offices the business has provided professional property services across residential and commercial marketing since 1958.

The Challenge

Rocktime has been a long standing digital supplier to Goadsby though for a number of years the business had focused entirely on aggregator channels and offline marketing activity which had left their online position completely out of alignment.

During early 2014 Rocktime was invited to pitch to Goadsby a vision of how the business could address this misalignment and by doing so take advantage of new technology. Understanding the property market Rocktime produced an extensive proposition which would see the business reignite and transform itself online.



The Solution

Through a process of lengthy consultation with key company stakeholders Rocktime was able to define a path to Digital Transformation. Involving all areas of the business through a number of strategy workshops to achieve:

- Audit evaluating the wealth of information held, prioritising the value that it holds for the various stakeholders
- Determined channels and demands for service/ products
- Established methods of engagement for intended audience
- Developed 'Thought leadership' with key members of Goadsby team
- Created a sense of responsibility for ownership of content and its creation
- Established Success Measurement Criteria

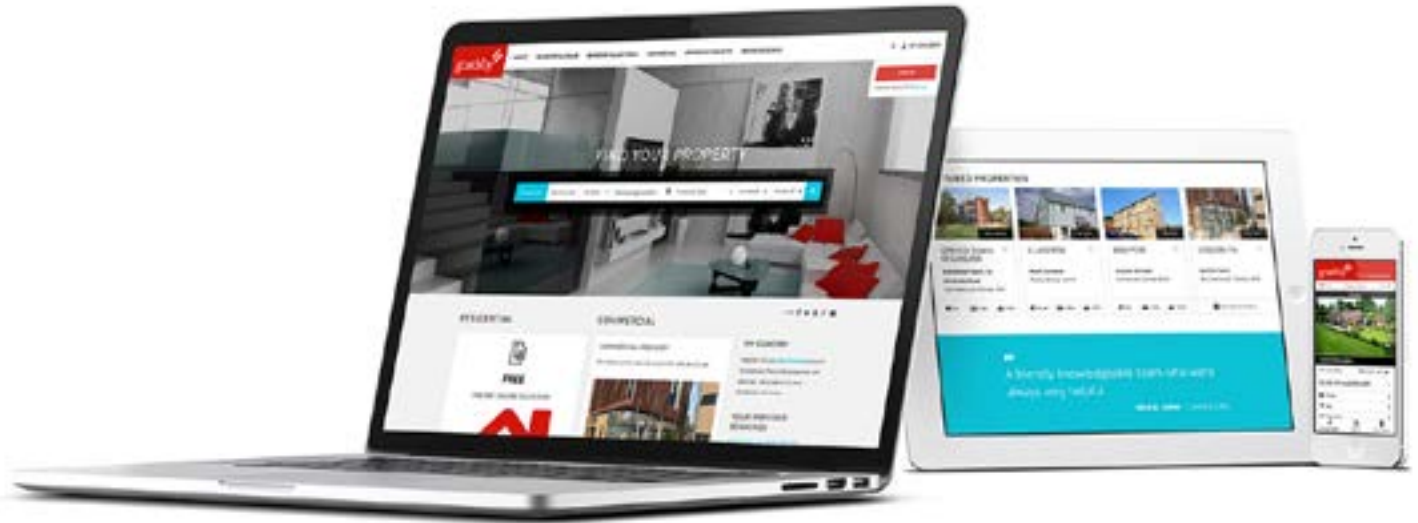
The output of the above process enabled Rocktime and Goadsby to successfully formulate an action plan combining:

- User-Centred Design and Usability
- Required Accessibility and Web Standards
- Visual Design (creating site personality)
- 'Findability' Best Practice Principles (satisfying directed information seekers)
- Persuasive Design, Copywriting and Web Analytics

Using Rocktime's Logic CMS platform the agency subsequently built a comprehensive service and property website built on a responsive framework with an accompanying tailored mobile website proposition. Using an agile approach, it was possible to explore new ideas for enhancing the experience of customers whilst also integrating with the business's backend property systems Caldes (commercial) and Aspasia (residential).

The website enables the use of intelligent search logic supported by integration with Google Maps to offer site visitors a visual and interactive experience whilst searching for properties within specific geo-locations.

My Goadsby Account offers site visitors the ability to record their onsite activity for repeat visits and access a library of market knowledge and up to date industry news from leading professional individuals within the business.



Success

The new website has completely rejuvenated the business's online presence now aligning itself with the company's position in the marketplace as a leader in the property sector. Internally this has meant encouraging team participation in content creation as well as a greater sense of ownership and pride in what the website represents to the business.

Rocktime's ongoing support on the best use of new technology will allow Goadsby to strengthen its market position, and grow the business.



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Get in touch

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