

Public Relations Handbook

7 April 2009

Twitter added to estate agent's property portal

An estate agency in London has added Twitter to its property portal in a bid to increase the number of hits on its website.

Young London estate agency has integrated social networking tool Twitter into its business offering and it claims the service enables tenants, landlords, sellers and buyers to keep up to date with the latest property news and market information.

The company already has a successful site, which receives 200 per cent more than Google's benchmark figure for estate agents and the firm hopes that the latest salvo in its marketing strategy will strengthen those numbers.

Commenting on the success of the group's property portal, chief executive officer Neil Young said: *"These days a Facebook presence and Twitter profile should be the norm, not the exception, in any effective marketing campaign.*

"It's all about broadening the reach and encouraging internet users to refer, recommend and chat to each other about your products."

Meanwhile, Twitter co-founder Biz Stone has played down Google takeover rumours.