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Competitor Analysis

INV China

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  （Xiaohongshu，Douyin，Wechat）
- Mini Programs
- Event

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- Knight Frank
- JLL
- CBRE
- Savills

Strong Competitors

- Foxtons（房科顿）
- SJW Investment（世嘉英国房产）
- Champs（尊臣置业）
- LANSHA（英国蓝莎置业）
- Thamestone（泰晤石英国置业）
- OWR（One World Reality）
- City Wharf（英诚置业）
- New Vision（英国房产群）

Influencers

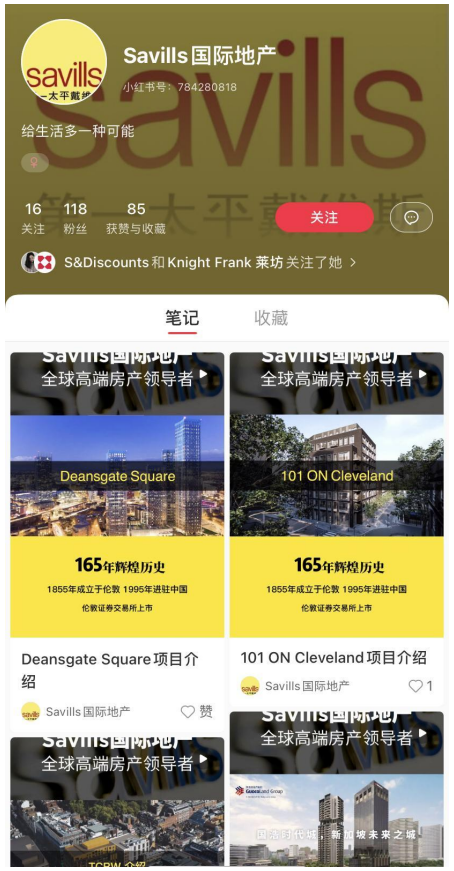
- Tutu
- 英伦投资客

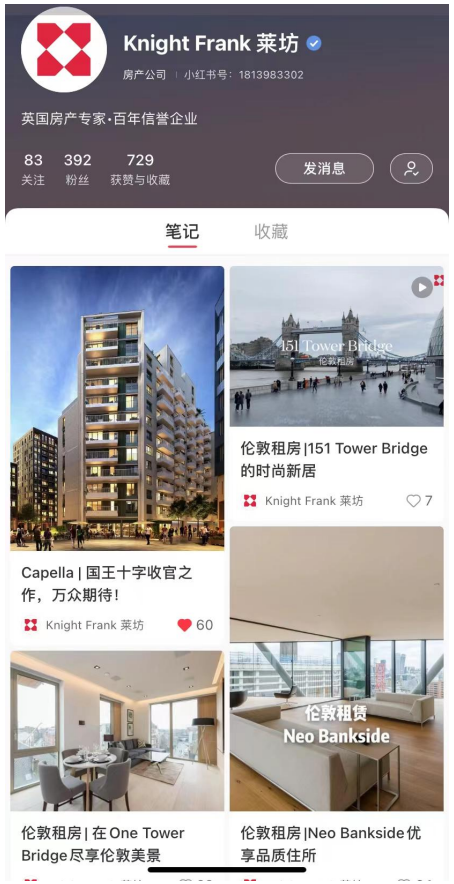
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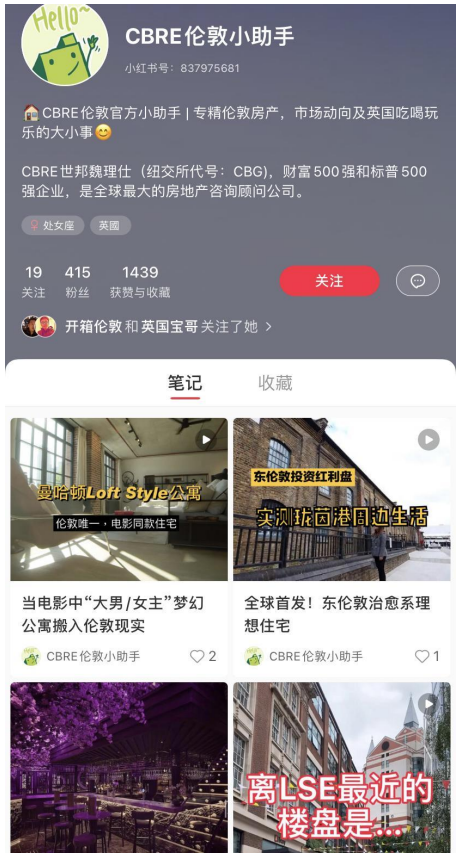
- Xiaohongshu

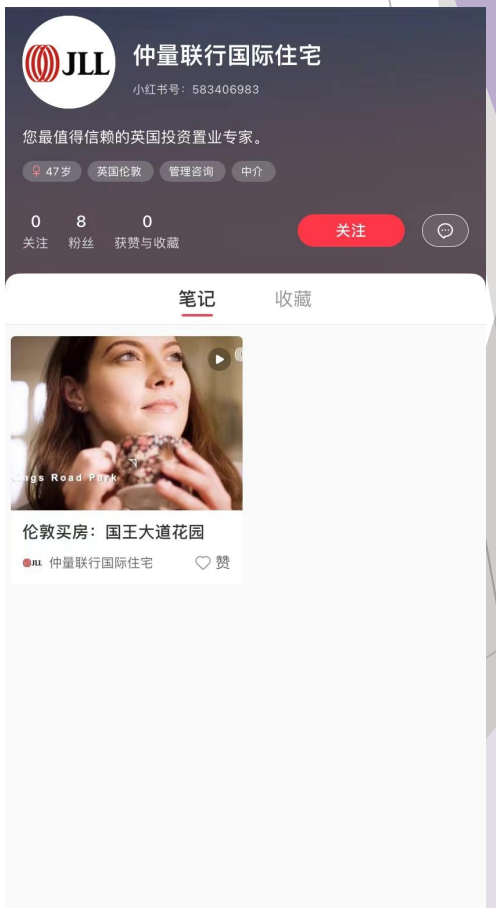
Industry Leaders

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Strong Competitors



SJW



CHAMPS



LANSHA



OWR

Strong Competitors

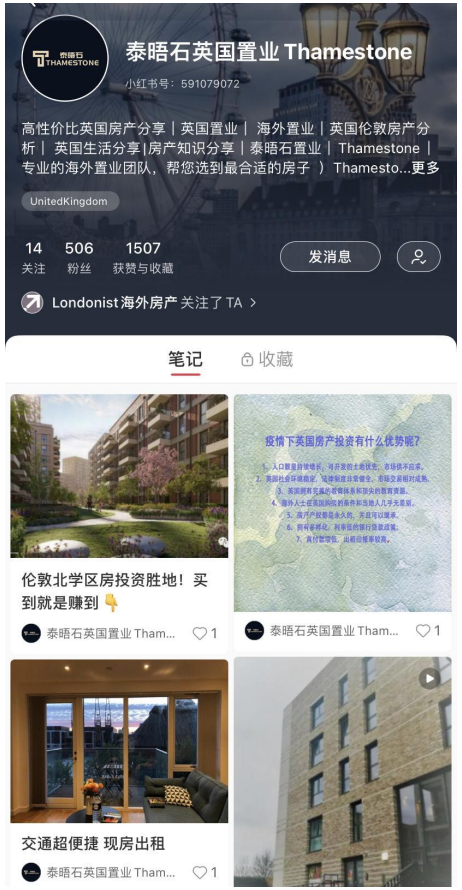
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New Vision



Foxtons



Thamestone



City Wharf

Influencers





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- Young people and young families are the primary users of Little Red Book. Industry leaders like Knight Frank and JLL did not include a social media message on the platform. Personally, I don't believe their target market is here; I believe it is more high-end, high-net-worth individuals.

- Small and medium-sized real estate agents and influencers rely on Xiaohongshu as an important platform, making it challenging for them to attract high-net-worth clientele through this one channel.

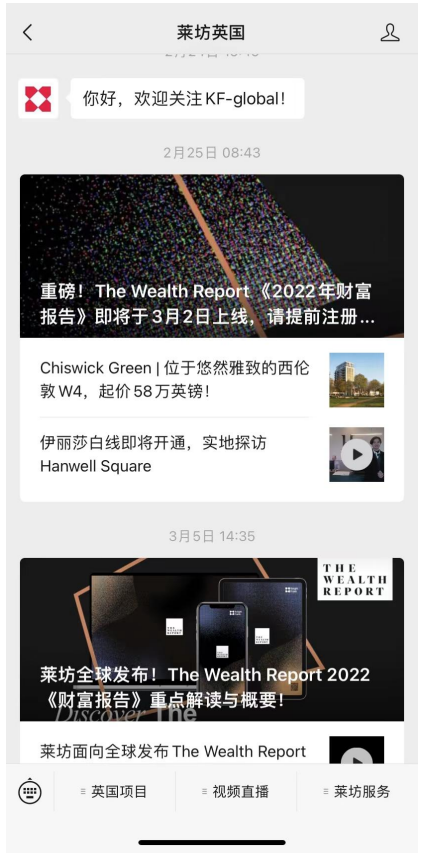
- Small and medium-sized agencies update at least three to four posts every week, with many updating the most recent information daily to ensure that their platform reaches more customers.

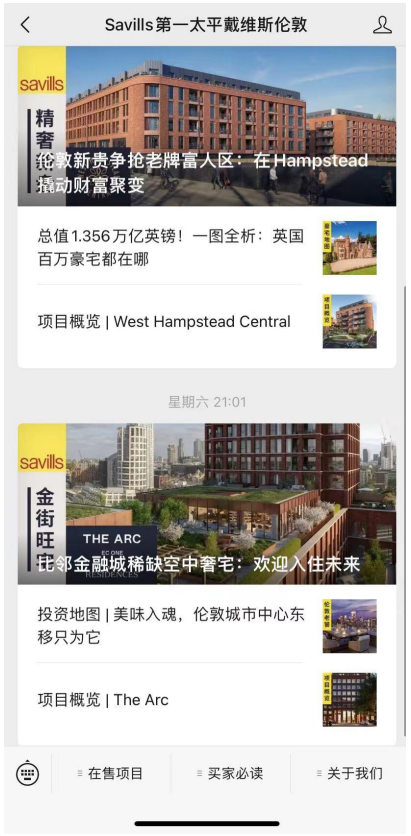
- Higher update frequency, on-camera explanations by real people, and a consistent colour theme design are all characteristics of accounts with more followers and interaction.
- Videos are more popular than pictures

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- WeChat

Industry Leaders









Strong Competitors

OWR and Thamestone do not have WeChat Blog

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SJW



CHAMPS

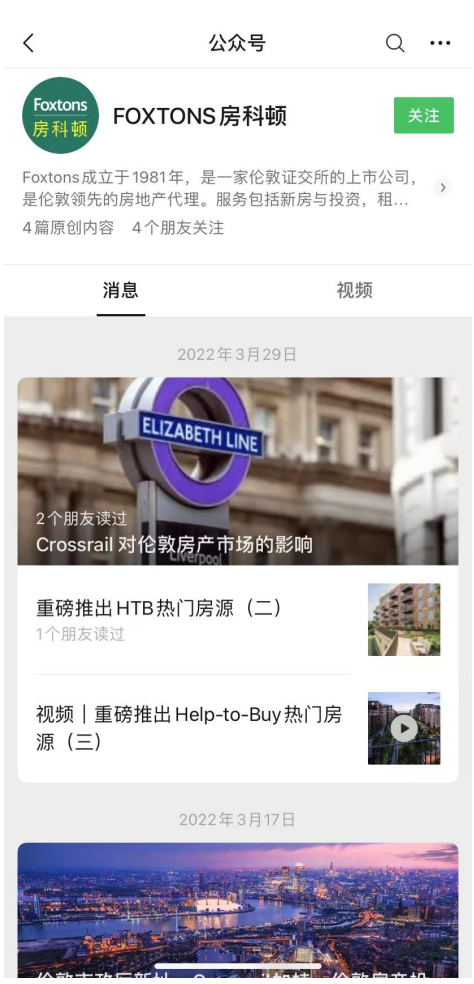


LANSHA

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New Vision



Foxtons



City Wharf

Influencer


公众号
英伦投资客
发消息
只推有价值的讯息和干货，博主常驻伦敦
2064篇原创内容 46个朋友关注
视频号：英伦投资客
#伦敦严选好盘
#伦敦大学周边新房合集
展开
消息
视频号
服务
今天
3个朋友读过
世卫警告新变种XE或为传播速度最快的新冠毒株！英国近半数地区感染上升...
香港人继续买进伦敦，爆出两笔十亿级大交易！
3个朋友读过
昨天
TORIES OUT
TAX THE RICH
NOT FIT TO GOVERN
6个朋友读过
英国多地爆发游行，抗议生活成本飙升！回国不便，英国再次加长疫情滞留签证

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- Articles are the major focus of this relatively traditional social media platform. Clearly, industry leaders are focusing more on this platform in stead of Xiaohongshu.
- WeChat can reach clients of a larger age range and make it easier for them to receive detailed information.
- The similar cover design, as well as the banner and contact design after the article, can make our page more appealing and professional.

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- Douyin

Industry Leaders

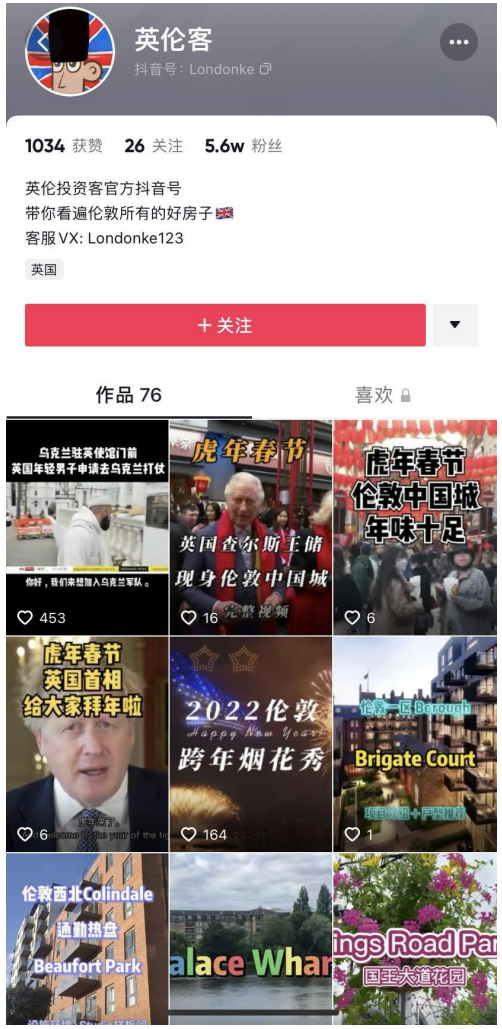




Strong Competitors






英伦客
抖音号：Londonke
1034 获赞 26 关注 5.6w 粉丝
英伦投资客官方抖音号
带你看遍伦敦所有的好房子
客服 VX: Londonke123
英国
+ 关注
作品 76
喜欢
453
16
6
6
164
1
8


伦敦土土
抖音号：960027311
42.9w 获赞 1015 关注 13.1w 粉丝
中央圣马丁艺术与设计学院
从00后的视角分享在英国生活的有趣故事
英国学生公寓 租房 买房 申请 求职等等留学相关问题请私信
关注我 带你看遍英国
男 英国
进入橱窗 12
粉丝群 加群
直播动态
已关注
私聊
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喜欢
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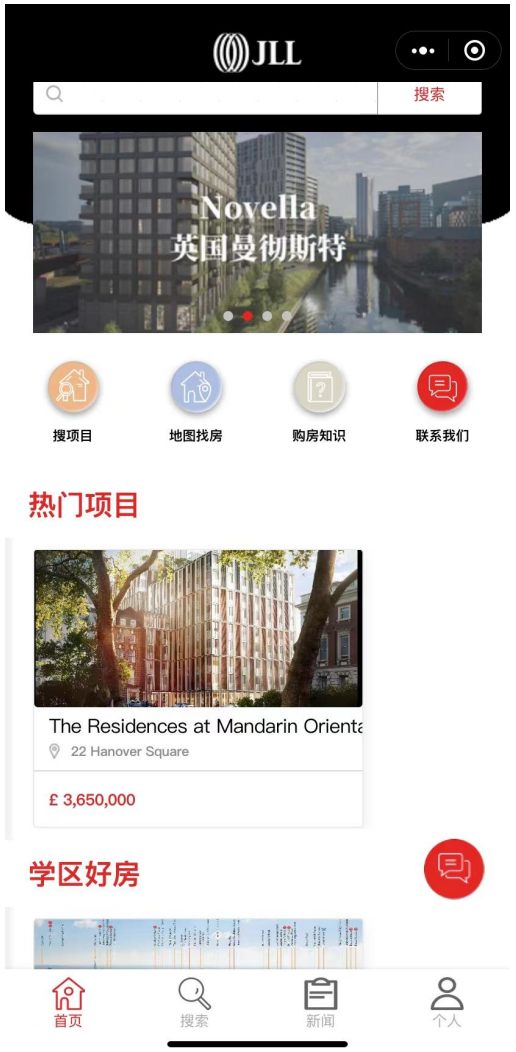
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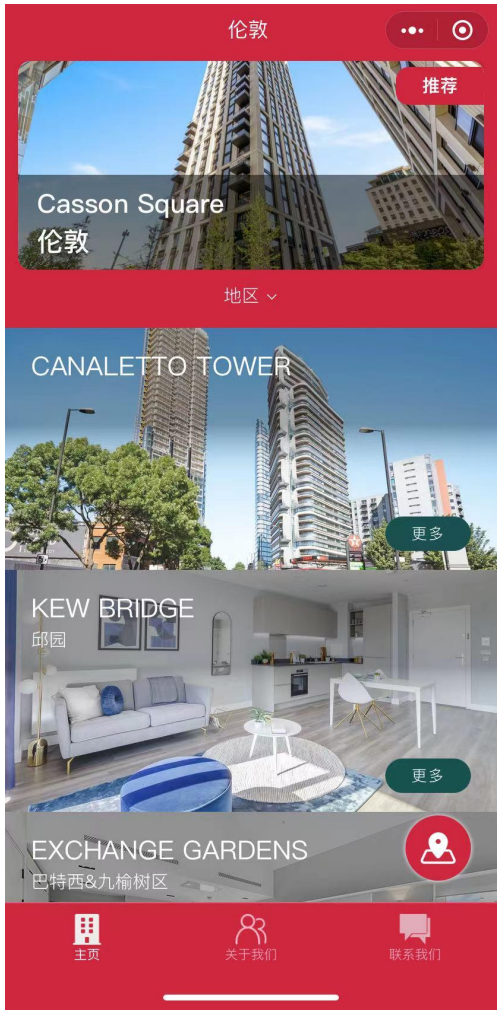
- Our competitors are investing less effort into running Douyin. The content are mostly separated into two categories: living experience in the United Kingdom and professionally made property viewing videos.
- On the one hand, I believe it will be difficult for this platform to attract people who are really interested in purchasing real estate. More people just would like to know about British culture and life in the UK from this platform.
- It's also difficult to gain new followers without investing in the platform.
- However, for individual influencers, it is an excellent social media platform to attract new followers.
- Another suggestion I have is to rename our account. For the Chinese market, the current English name is unappealing.

Mini Programs

Industry Leader

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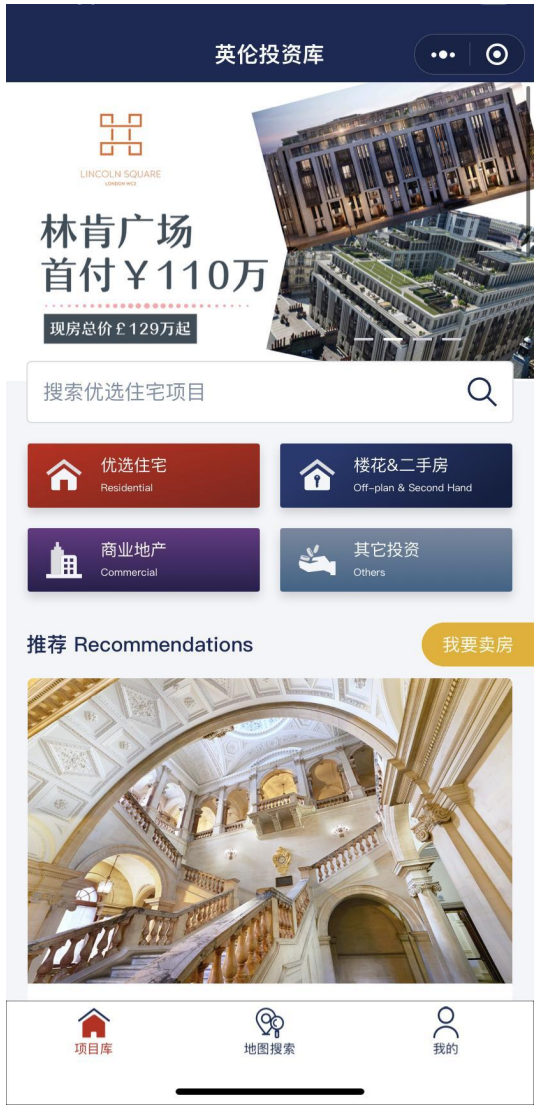


Strong Competitors

- No competitors mentioned above developed Mini programs

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Influencer



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- For real estate agents, the mini program is not more as a publicity platform, but as a way to update information with customers on WeChat.

- In my opinion, our strong competitors do not choose to develop applets for the following two reasons: 1. High cost 2. It takes a lot of time and manpower to maintain.3. it is difficult to bring new lead from this platform.

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- Event



Knight Frank

活动：Hanwell Square诚邀您参加伦敦首套置业Help to Buy交流会

莱坊英国 2022-03-17 13:04

Hanwell Square

作为颇具魅力的国际大都市，伦敦一直以来都吸引着全球的精英。

英国有着悠久的历史，优美的生活环境与高质量的教育水平，高品质的生活水准，令精英们在追求自己梦想的同时，期待能在此安家乐业。

谈及置业，不得不说英国政府推出的就业援助计划 # **HelptoBuy（HTB）**，为首次在英国置业的年轻人提供了巨大的便利。

近年来使用HTB置业个人首套房产的买家越来越多，而该政策目前仅开放至2023年。是否能抓住政府福利拿下个人首套住宅，准备得是否充分非常重要。



Recent events are related to Help to Buy Scheme