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**Update on marketing for the ‘Support for Kent Landlords’ campaign**

January 2022

* PR and marketing agency Maxim is continuing to promote the COMF funding until 31 March 2022.
* Relevant updates are being regularly posted on Kent Housing Group’s [Facebook](https://www.facebook.com/VoiceofHousinginKent), [LinkedIn](https://www.linkedin.com/company/kent-housing-group) and [Twitter](https://twitter.com/KentHsgGroup) channels to promote the campaign.
* A Facebook campaign was run for one week in January on Kent Housing Group’s page targeting adults living in Kent. The primary aim was to attract more people to [www.supportforkentlandlords.co.uk](http://www.supportforkentlandlords.co.uk).

During the week, the advert reached 13,863 people, 4,760 engaged with the ad and 153 clicked the link for the website.

* Below are figures for website visitors to [www.supportforkentlandlords.co.uk](http://www.supportforkentlandlords.co.uk) from 1-31 December 2021, as well as views of the animation on social channels.

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| No. of website users | 349 |
| No. of video views on website (via YouTube) | 10 |
| No. 3 second video views on Facebook | 831 |
| No. of video views on LinkedIn | 106 |
| No of video views on Twitter | 122 |

* Two further blogs have been drafted and added to the Support for Kent Landlords website offering generic advice to landlords. This content was shared on KHG’s social channels and will benefit the website in terms of Search Engine Optimisation.
* A poster was drafted and designed to encourage people to contact their Local Authority for support. This has been distributed to the LAs with the suggestion that it’s printed and posted locally. It does not specifically mention COMF funding to ensure it will be valid after 31 March 2022.
* Databases were purchased for Kent-based solicitors, letting agents and property managing agents. Separate emails were drafted for each audience and these have been distributed.
* An email has also been sent to Local Authorities to pass to their landlord forums, encouraging people to visit the website.
* Maxim is currently seeking opportunities for a follow-up press release which they hope to issue before the end of the month.
* Brian Horton has agreed to be a spokesperson if Sharon Williams is not available. He has been briefed accordingly.

ENDS