Oodles

Building teams *for you*

Case Study

Software as a Service

Content Marketing

In our content marketing approach, we focus on enhancing brand recognition by emphasizing unique selling propositions and fostering audience engagement. Our strategy involves creating high-quality, relevant content that resonates with our target audience's interests and needs, thereby establishing a strong connection and encouraging brand loyalty. By utilizing various content formats—such as blog posts, videos, and infographics—and distributing them across appropriate channels, we effectively showcase our brand's value and authenticity. Collaborations with influencers and incorporation of user-generated content further amplify our reach and credibility, as consumers often trust peer recommendations over traditional advertising. This comprehensive approach not only drives meaningful engagement but also positions our brand as a trusted authority in the industry.

Content Strategy

Industry Authority & Expertise

- Establish credibility by sharing in-depth insights, trends, and expert perspectives that position the brand as a leader in its field.

Educational & Value-Driven Content

- Deliver informative blogs, carousels, and videos that provide actionable solutions, industry tips, and thought-provoking discussions.

Storytelling & Social Proof

- Leverage case studies, testimonials, and behind-the-scenes content to build trust, engagement, and community connection.

Driving Engagement

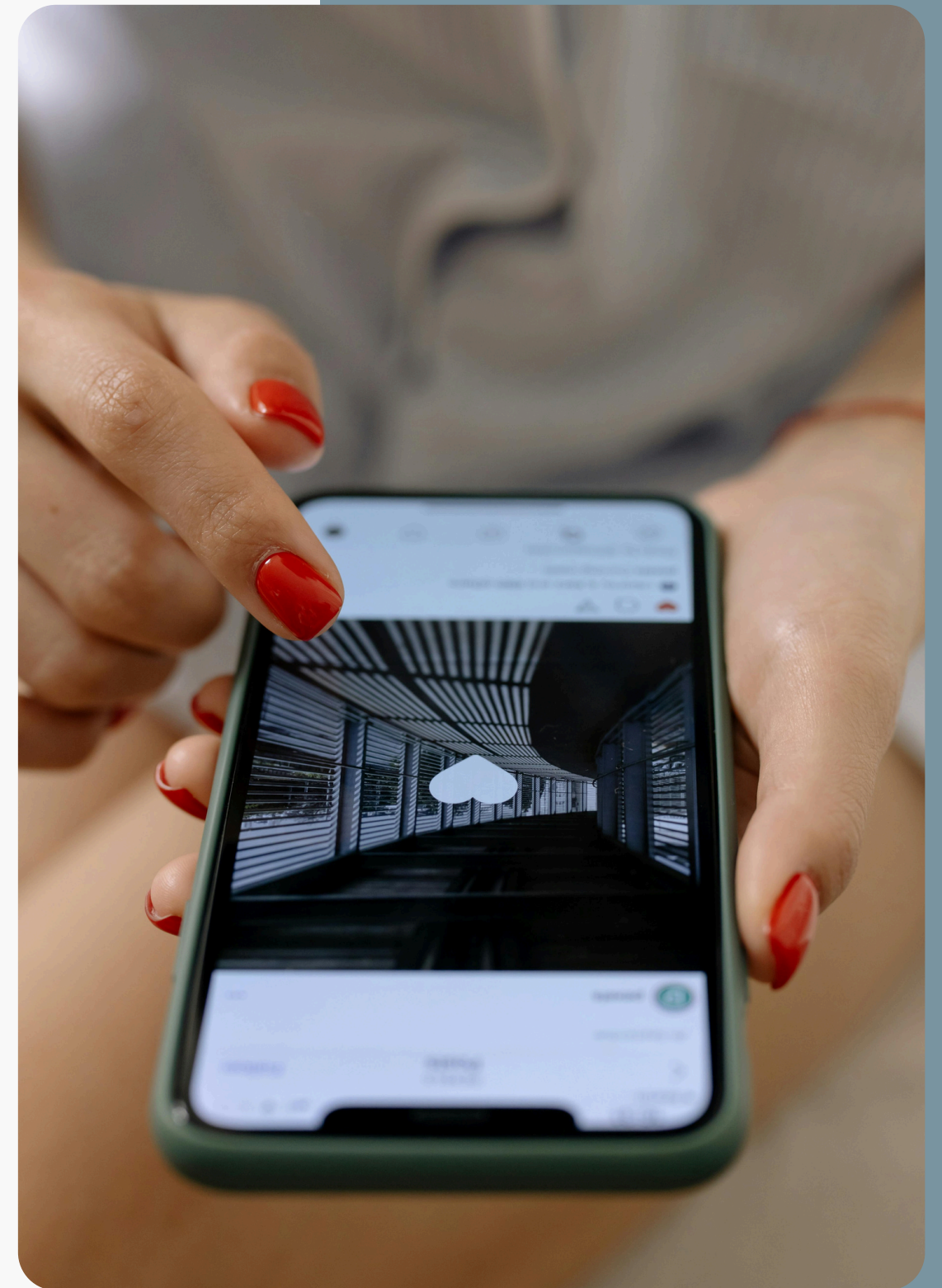## Engaging & Interactive Content

- Created compelling carousels, reels, and blogs that encourage discussions, shares, and audience participation across platforms.

Community-Driven Storytelling

- Leveraged testimonials, user-generated content, and case studies to foster authenticity and build a loyal brand community.

Strategic Content Distribution

- Maximized reach by optimizing content for SEO, repurposing across formats, and sharing in relevant industry groups.

Analysis & Optimisation

Reviewing Engagement Metrics

- Monitored key performance indicators like story views and interactions to assess the effectiveness of engagement strategies.
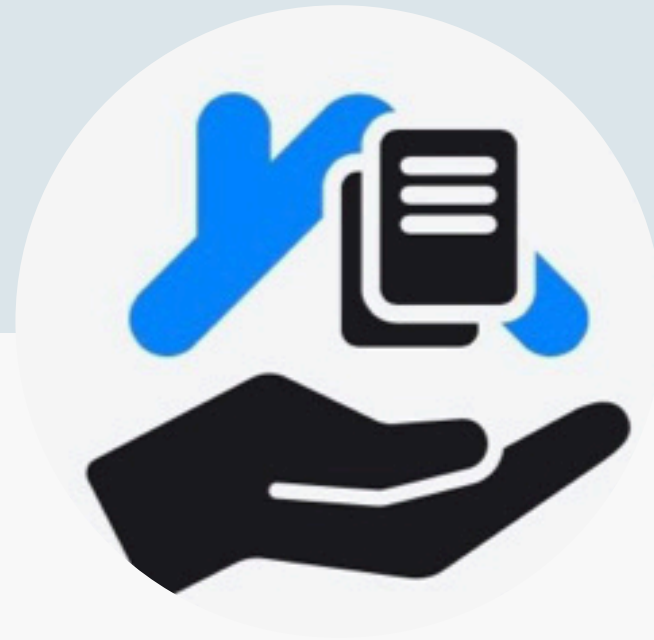
Adjusting Content Strategy

- Utilized data to refine content themes, posting frequency, and timing for better reach.

Improving Posting Schedule

- Optimized the posting schedule based on peak user activity to ensure maximum visibility and engagement.

Table of Content

Property Control 360

A Property Management WebApp
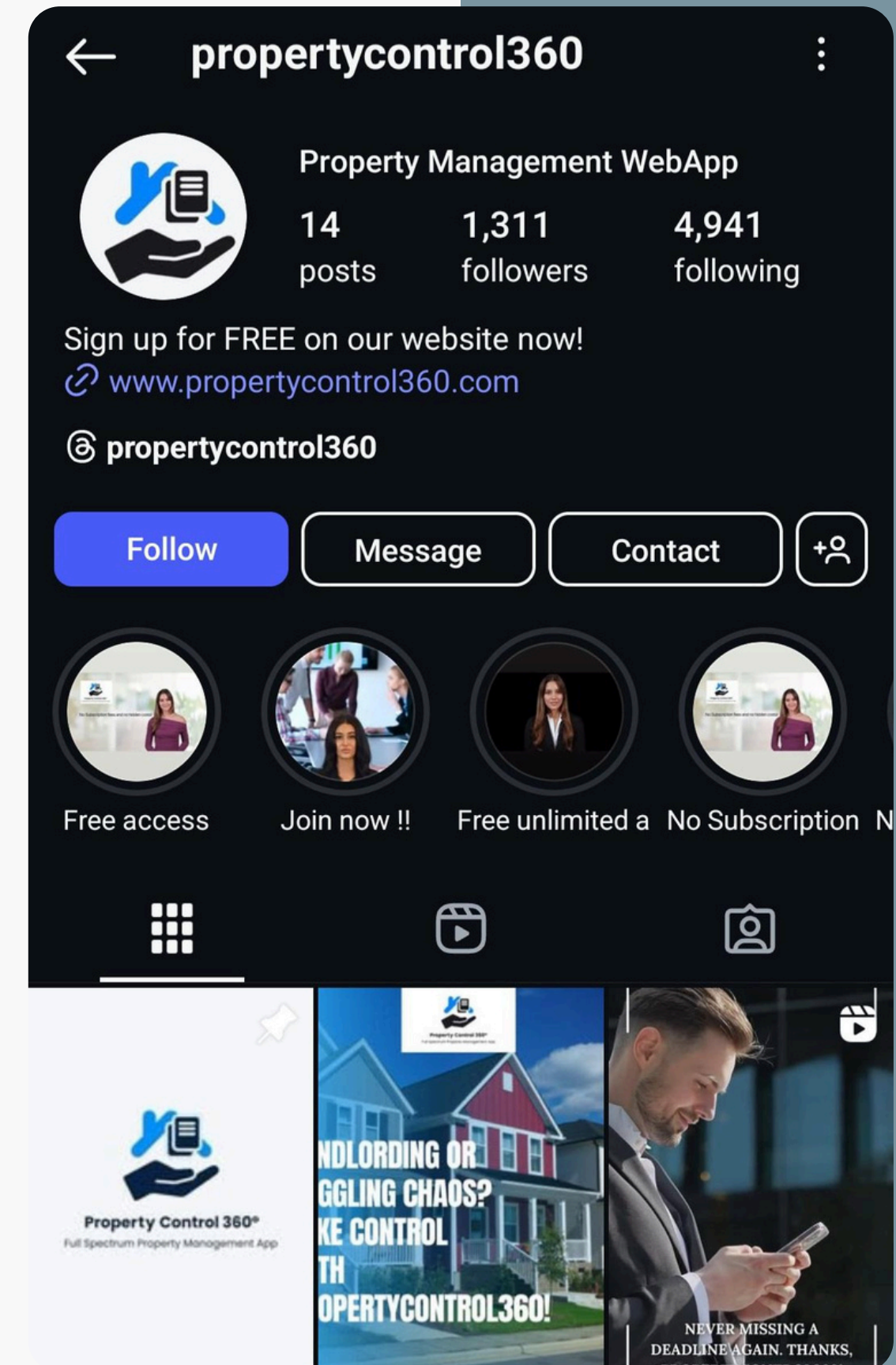
About Property Control 360

Property Control 360 offers comprehensive property management solutions, ensuring real estate assets are well-maintained and profitable. With customized strategies designed to streamline operations, the company helps property owners maximize efficiency while reducing stress and operational complexities.

It supports landlords, real estate investors, and property managers seeking reliable asset oversight. From tenant management and maintenance coordination to financial reporting, Property Control 360 provides the tools and expertise needed to enhance property value and long-term profitability.

Objectives

- **Enhance Brand Visibility:** Expand awareness of Property Control 360 through diverse content formats, including carousels, reels, blog posts, and interactive social media engagement.

- **Establish Thought Leadership:** Position Property Control 360 as a trusted leader in property management by sharing expert insights, maintenance tips, and real estate trends.

- **Drive Engagement and Bookings:** Increase client inquiries and service bookings through compelling storytelling, educational content, and platform-specific marketing strategies.

Static Post Content

propertycontrol360
United Kingdom

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propertycontrol360 Being a landlord isn't just about collecting rent.
It's about juggling lease agreements, handling maintenance requests, tracking income & expenses, and staying compliant with ever-changing regulations.
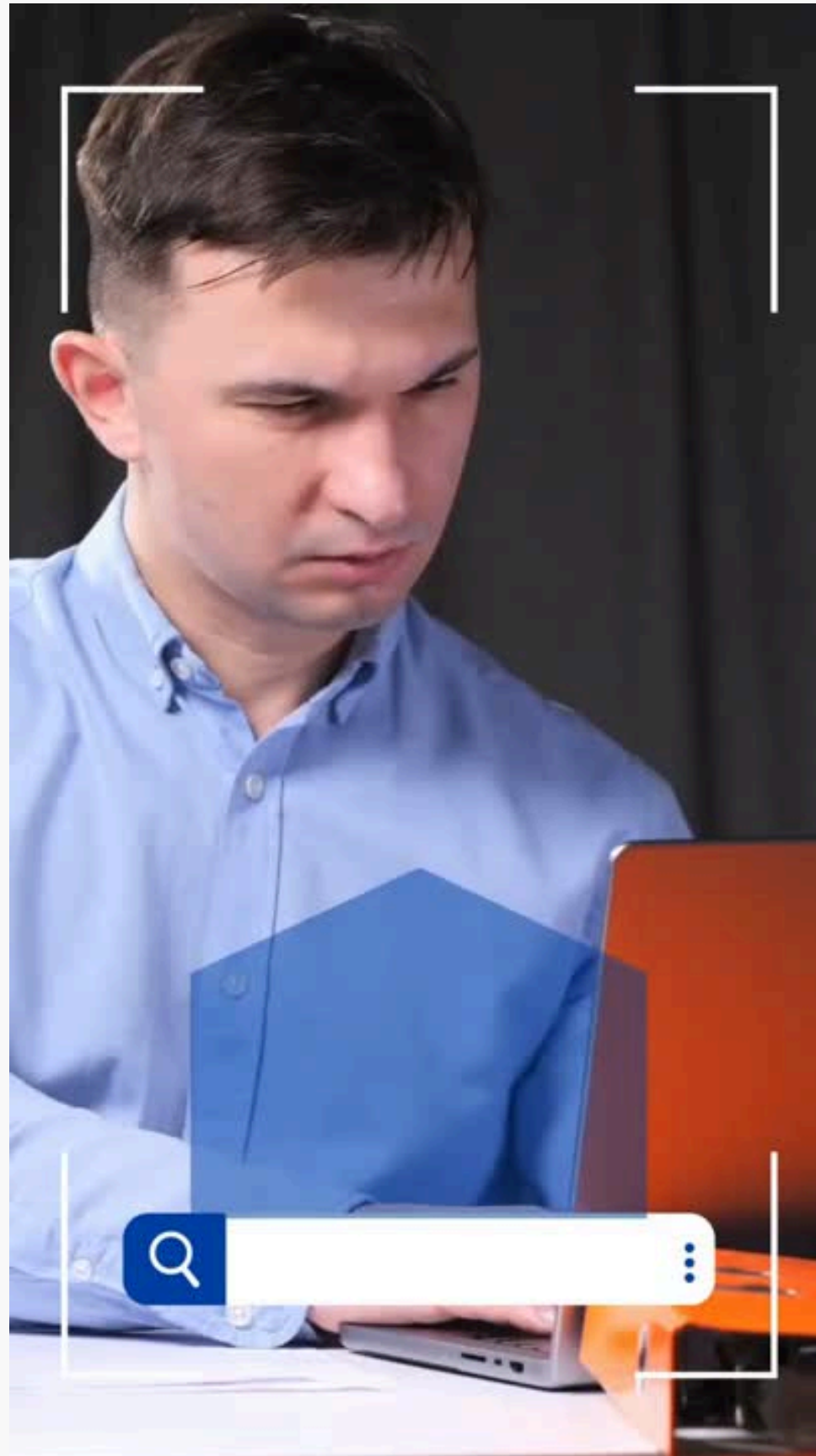
It's time to upgrade to PropertyControl360, your all-in-one property management assistant.
Save time, reduce stress, and take full control of your properties!

Click the link in bio to start your hassle-free property management journey today.

[Property Management, Landlord Struggles, Smart Landlords, Free Demo Friday, Landlord Life Simplified, Property Control 360, UK Landlords, Simplify Property Management, Your Challenges Our Solution, Landlord Tips, UK Real Estate]

7 w

Reel Scripts of PC360

propertycontrol360
Original audio

propertycontrol360 Ever forgotten a rent due date or an important renewal?

We've all been there!
With PropertyControl360's built-in reminders, you'll never miss:

🚨 Rent due dates
🚨 Lease renewals track
🚨 Tax deadlines and reports
🚨 Maintenance schedules

Let the system do the remembering while you focus on growing your portfolio! Try it for FREE today.

[Property Management, Landlord Struggles, Smart Landlords, Free Demo Friday, Landlord Life Simplified, Property Control 360, UK Landlords, Simplify Property Management, Your Challenges Our Solution, Landlord Tips, UK Real Estate]

Edited · 7 w

Carousel Post Content

NEVER MISS A DEADLINE WITH SMART REMINDERS

Still managing properties the hard way?

HERE'S WHAT YOU'RE MISSING OUT ON!

✅ Automated reminders & compliance tracking
✅ Tenant & lease management made easy
✅ Stress-free rent tracking & expense management

THE SMART WAY TO MANAGE YOUR PROPERTIES IS HERE!

propertycontrol360
London, United Kingdom

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propertycontrol360 Swipe to explore the game-changing features of PropertyControl360!

Managing rental properties has never been easier! Try PropertyControl360 for FREE today! Link in bio.

#LandlordHacks #RentalSuccess #PropertyControl360 #StressFreeLandlording #FreeDemoFriday #LandlordSolutions #SimplifyManagement #PropertyControl360 #StressFreeLandlording #PropertyManagement #LandlordLife #UKRealEstate #SimplifyYourDay

8 w

Blog Writing

Blogs Published

- [Top 10 Property Management Software: Which is Best for You?](#)
- [How to Choose the Right Property Management Software?](#)
- [Top 5 Must Have Features of Property Management Software](#)
- [Should Landlords Use Property Management Software in 2025?](#)

Strategic Topic Selection

These topics align with high-intent keywords, strengthen topical authority, and address customer pain points, boosting SEO rankings, brand credibility, and audience engagement for long-term growth.

Blog Writing

Topic Clusters

Blog Title	Keywords Focus	Content Pillar
Top 10 Property Management Software: Which is Best for You?	top 10 property management software, best property management software	Property Management Software
How to Choose the Right Property Management Software?	how to choose property management software, best property management software	Property Management Software
Top 5 Must Have Features of Property Management Software	must-have features property management software, key features of property management software	Property Management Software
Should Landlords Use Property Management Software in 2025?	should landlords use property management software, property management software 2025	Property Management Software

Building Topical Authority

These topics align with high-intent keywords, strengthen topical authority, and address customer pain points, boosting SEO rankings, brand credibility, and audience engagement for long-term growth.

Blog Writing

Optimization Strategies

- **Reducing bounce rate:** We crafted engaging, well-structured content with clear headings to keep readers hooked and reduce bounce rates.

- **Enhancing Readability:** Used concise paragraphs, bullet points, and easy-to-scan formatting to improve readability and user experience.

- **Improving engagement:** Optimized blogs with relevant, high-quality visuals and interactive elements to increase user engagement and time spent.

- **Driving traffic to valuable pages:** Integrated internal links to valuable resources, guiding users to explore related content and improve site traffic.