



CASE STUDY

POD Management

www.podmanagement.co.uk



POD Management offers comprehensive property management services for freeholders, developers, and investors across the UK, specialising in block and estate management, build-to-rent, and consultancy for new builds. Their approach combines operational excellence with innovative technology to ensure safe, well-maintained buildings and streamlined processes, enhancing both asset value and resident satisfaction.



Property Management



Borehamwood, UK

The Challenge

POD, a property management company in London, came to VerriBerri for support with social media management, PR, and organic SEO. This would help to further establish POD as a leader in their field, increasing reach among key demographics.



**Public
Relations**



Organic SEO

The Process

Our social media team were tasked with the management of their LinkedIn business page. To achieve the goals set for us, we created a three-pillar strategy broken down into thought leadership and industry news, a service focus showcasing their achievements and clients, and company updates and content demonstrating the strength of the POD team. We also introduced a LinkedIn newsletter, with the aim to build their community presence on LinkedIn.

PR played a pivotal role in positioning POD as industry leaders and showcasing their expertise. Our approach combined reactive PR, providing timely commentary on legislative updates, with proactive thought leadership, highlighting their forward-thinking insights. Collaborating closely with the client, we came up with unique, disruptive angles designed to cut through the noise and spark conversation.

Our SEO team also worked alongside POD to create relevant and engaging blog posts for their website. These included highly relevant keywords and search terms, helping to improve their overall site health and visibility.





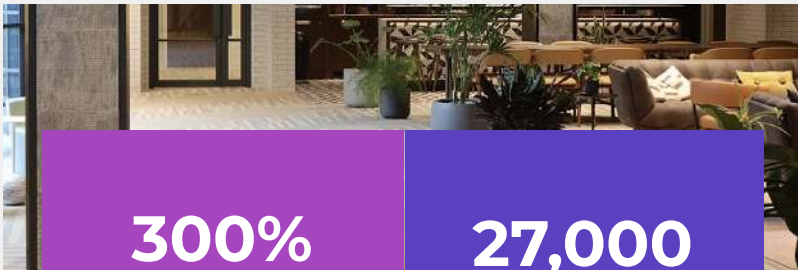
Key Metrics

In the first 7 months of working together, we have increased POD's LinkedIn following by 33%. In the first month alone, their comments increased by 300% and their page reactions by 40%.

Following the first LinkedIn newsletter, 25% of POD's page audience had subscribed to the content. What's more, within the first day of the newsletter being posted, 20% of these subscribers had read or engaged with the article.

Our reactive PR efforts secured high-impact media coverage in national outlets like *The Metro*, as well as key trade publications. Meanwhile, our thought leadership strategy delivered outstanding results, with placements in respected industry titles including *Property Week*, *Property Secrets*, and a standout opinion piece featured on the RICS website.

In just over a year, our organic SEO efforts have brought almost 27,000 new users to the POD website, with an average engagement time of almost 2 minutes! This showcases the true value in search engine marketing.



300%

of POD's page audience
had subscribed to the
content

27,000

new users to the
POD website