

Seddon Homes News Release

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Seddon Homes embraces mobile internet and social media

Upmarket housing developer Seddon Homes is embracing digital technology as it seeks new ways of connecting with customers.

The residential homebuilder, headquartered in Warrington, Cheshire, has launched a mobile phone-compatible version of its website and is using micro-blogging website Twitter to keep in touch with potential buyers.

Smartphone users can now access the mobile version of the company's website, www.seddonhomes.co.uk, to find their nearest Seddon Homes development and search for a new home by county.

Separate Twitter feeds have been set up for three of the company's developments – The Hop Yard in Sandbach, Cheshire, St George's Rise in Malpas near Chester and Tingley Hall in Yorkshire.

Followers on the social media site receive news of special offers, open weekends and exclusive online discounts before anyone else.

Denis Maddock, sales and marketing director at Seddon Homes, said: "The homebuyer of 2011 wants information on demand and uses their iPhone or BlackBerry to find that information. "Here at Seddon Homes we are always keen to use technology to find new ways of engaging with our customers, who are invariably extremely busy people who require information while on the move. "It is our job to meet that need, which is why we are determined to be at the forefront of the industry when it comes to digital and online tactics."

He added: "By having individual Twitter feeds for different developments, we are able keep potential buyers up to date with news and offers relevant to them. "A family looking to buy a five-bedroom house in Cheshire, for example, doesn't want to know about a three-bedroom property in Yorkshire. Our strategy is designed to reflect that."

Seddon Homes belongs to the Seddon Group, one of the UK's biggest privately-owned construction groups. Properties are currently available at a total of 16 Seddon Homes developments spread across Cheshire, Shropshire, Greater Manchester, Lancashire and Yorkshire.

Potential buyers can follow Seddon Homes on Twitter at twitter.com/stgeorgesrise, twitter.com/tingleyhall and twitter.com/hopyard_seddon.

Ends

For more information, please contact Outwrite Public Relations on 01352 706260.

The screenshot shows the Seddon Homes website interface. At the top, the logo 'Seddon Homes.co.uk' and the tagline 'Building for life' are visible. A navigation menu includes links for 'Developments', 'Design Features', 'Home To Sell?', 'New', 'FAQ', 'About us', and 'Contact us'. Below the menu is a search bar with the text 'Find your home' and a 'Search' button. A large banner image shows a residential development with the text 'A Seddon home to built for life... your life.' Below the banner, there are two promotional boxes: 'Special Announcements' with a 'Read... Giving Your Dream Move Every Chance' button, and 'Ask us about part exchange' with a 'Download detailed PX Pack' button. At the bottom of the screenshot, small text reads 'New Homes Leads - New Homes That You'll Love - The Specialist in Sales - Quality & All you need 2011'.

Seddon Homes
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