

JSL MARKETING & WEB DESIGN

E-BOOKS



COMMERCIAL REAL ESTATE MARKETING

The JSL Guide.



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Introduction

2020 has been a big year for the commercial real estate industry. The Covid 19 pandemic has changed consumer preferences across the world and disrupted industry trends that were once considered immovable.

Working out of an office, commuting, and living in large cities are elements of 2019 that might go up in smoke in the post-2020 world for large segments of the population. Your CRE business is at a crossroads in 2020, the perfect point to evaluate your marketing and advertising strategies to maximize ROI and tweak underperforming elements.

The JSL Marketing & Web Design team has been working with commercial real estate clients for years. Below are some of our main takeaways from how CRE marketing strategies need to shift post-2020.

- **Focusing on key areas and clients are the best routes to increase profitability in 2020.** Rising construction costs and changes in consumer preference mean that your firm will likely find certain types of properties and markets to be much more profitable than others. You need targeted and measurable methods to capture your preferred client in an ever-shifting global marketplace, methods that are scalable and measurable.
- **Your firm needs to consider new ways of showcasing properties.** The Amazon generation expects to assess everything with a search term and a few clicks. Commercial real estate is no different. Drone tours, digital photo galleries, and curated video walkthroughs have already begun to enter the CRE industry and look to become even more common in the 2020s. To make those unique ways of viewing properties, you will need to emphasize great videography in ways that you never had to prior to 2020.
- **Old value propositions will not cut it anymore.** If you haven't updated your firm's website in the last three years, it's unlikely that your website mentions cybersecurity, building automation, and digital tours. Pair that with Google's constant updating, the prioritization of mobile-compatibility, and the newest trends in user search terms, and your website is most likely not up to snuff. A redesign or facelift might be necessary.
- **The CRE marketing industry will change again.** All the trends that were mentioned above will be relevant for the next decade. However, that is not to say that there won't be new and groundbreaking innovations that will upend how marketing is done in the CRE space. It's critical to keep an experienced and savvy team close by to navigate these changes for maximum effectiveness.

To capitalize on these marketing opportunities, you'll need a high-powered and custom-tailored marketing strategy. Our team has put together our industry-specific recommendations in this ebook to help you do just that!

Digital Marketing Terminology

Before we dive into our marketing process, let's review some of the industry's most common terms. We love our acronyms in the digital marketing industry, but they can get a little confusing if you aren't working in the industry on a daily basis. We compiled this handy list to walk you through some of the more common industry terms!



SEO: SEARCH ENGINE OPTIMIZATION.

The process of making your website easy to find on search engines through the content topics on your website's page and off-page elements of your site.



KEYWORDS: SPECIFIC SEARCH TERMS USERS ARE TYPING INTO SEARCH ENGINES.

These are typically insightful for finding what users are looking for via search engines. Figuring out the keywords your website ranks for and the keywords your users are looking for is a great first step in upgrading your website's SEO.



SERPS: SEARCH ENGINE RESULTS PAGES.

The results pages of search engines like Google, Bing, and DuckDuckGo. 90% of users find what they are looking for on the first page of any SERP, with the first four to five results getting the most traffic.



ORGANIC SEARCH: NON-PAID TRAFFIC TO YOUR WEBSITE THAT COMES VIA USERS FINDING YOU ON SERPS.

Every website you find on Google that isn't an ad or on Google Maps is considered "organic."



LOCAL SEARCH: NON-PAID TRAFFIC TO YOUR WEBSITE THROUGH SEARCH ENGINE MAP FUNCTIONS LIKE GOOGLE MAPS AND BING MAPS.

This medium is often called 'reputation management,' as the number and quality of reviews on a listing is an important ranking factor for local search.



PPC: PAY-PER-CLICK ADVERTISING.

A medium where advertisers pay for every click received on an ad. The most common examples are Facebook ads and Google ads. This tactic lets advertisers target audiences on multiple levels to help them reach their perfect clients with more precision.

CONTENT



Any written word, whether in your email marketing campaigns, on your website, or within your social media posts.

Often referred to as "copy," digital writing needs to be impactful and engaging. Emails and social media posts aren't the places to be long-winded. Users will tune you out if they don't find what they're looking for ASAP, so be sure that any written word included in your website, social media channels, or email campaigns is punchy and powerful!

UX/UI DESIGN



The art of creating a user interface for a crisp, beautiful, and navigable user experience.

This is extremely important for your website; a clunky and ugly website will drive users away, and Google evaluates websites based on how long users spend on those sites.



Our CRE Marketing Process

If you're trying to create a powerful and effective commercial real estate marketing plan, it's important to follow this overall process to move the needle.

This timeline might look different from client to client and market to market, but this general process is how we would recommend you approach your firm's marketing.

ANALYZE

What does your local market like? What are the strengths and weaknesses of your firm? What are the strengths and weaknesses of your competitors? What are the opportunities and threats within your local market?

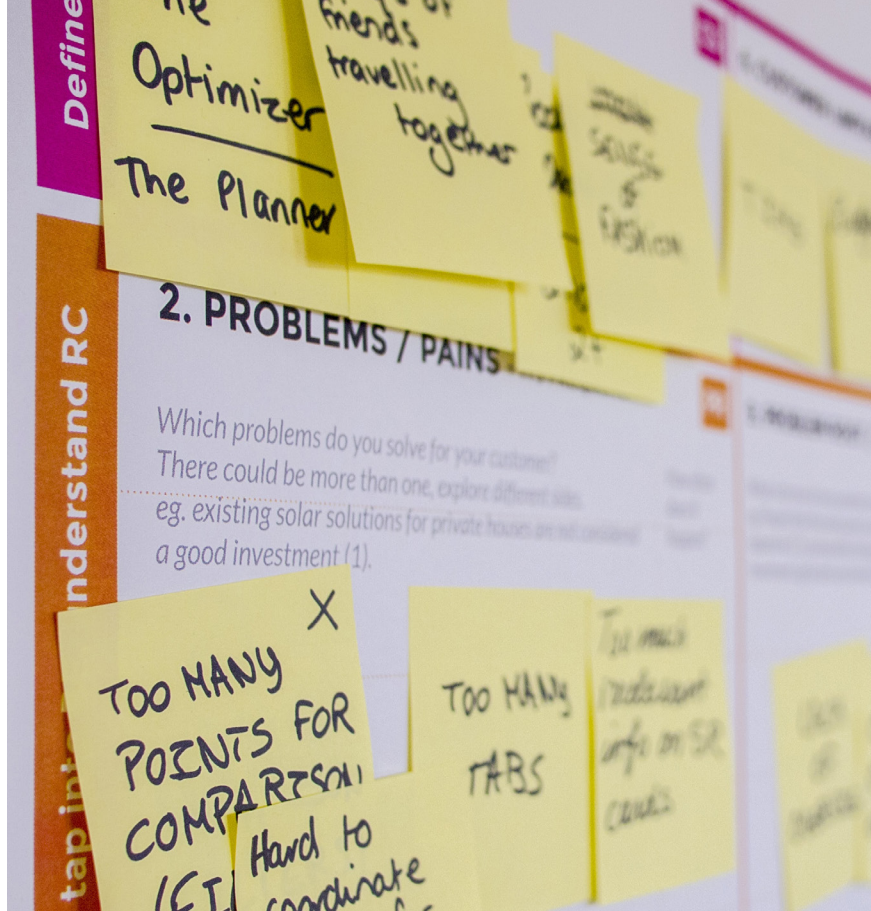


EMPHASIZE WHAT SEPARATES YOU FROM THE COMPETITION

Your value proposition is the lynchpin of your marketing plan. However, very few advertisers put as much time into this as they should. Determine what separates you from the pack of commercial real estate competitors in your area.

DEFINE THE GOALS

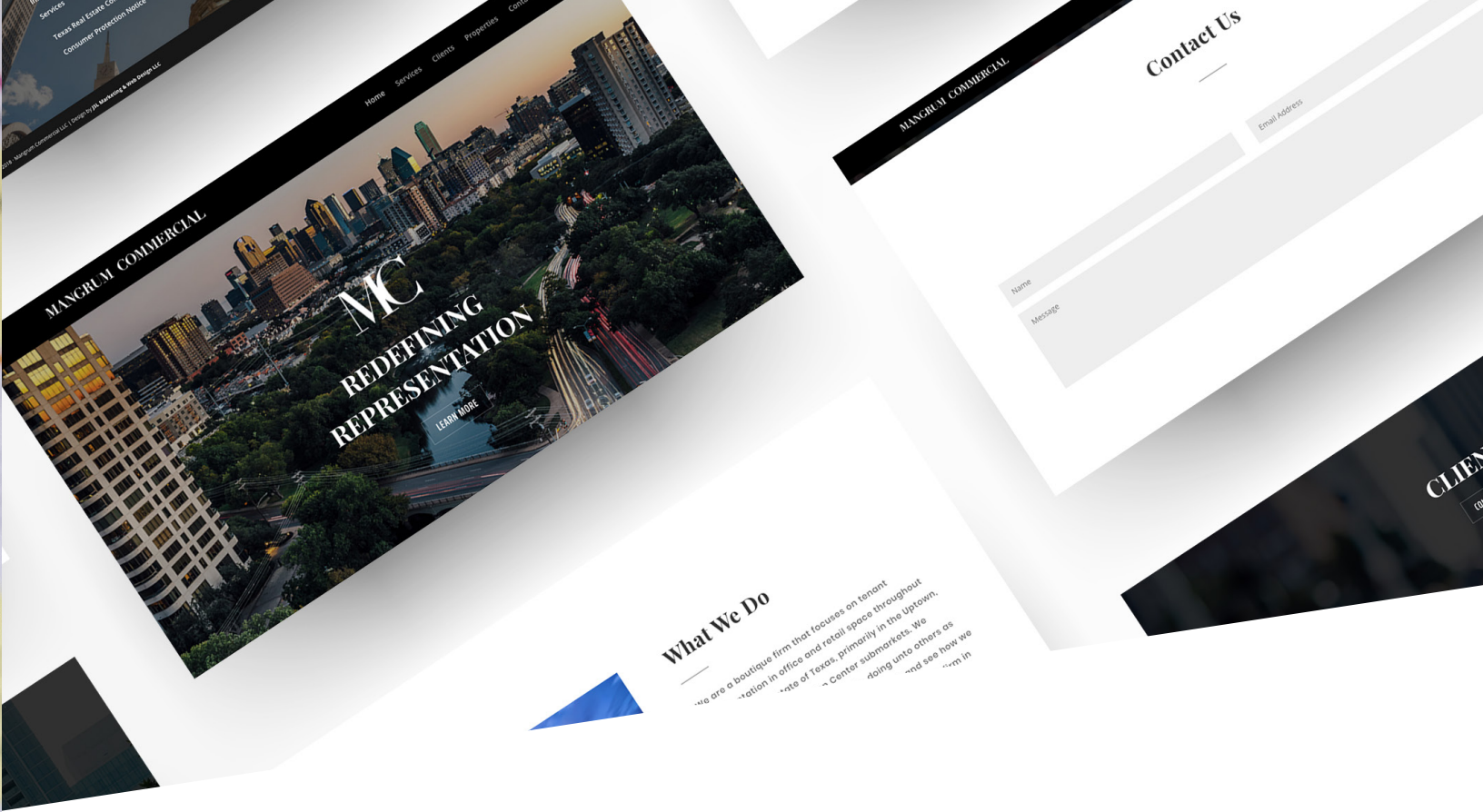
What is the end business goal here? Do you want to have ten closes in the year from existing customers? Do you want to close \$1,000,000 in new business? Do you need to outsell a competitor in a new town?



DETERMINE YOUR TACTICS

It's worth pointing out that this is one of the last steps in your marketing strategizing, but it's often one of the first things advertisers do! Planning posts on social media, paid ad campaigns, and email marketing newsletters is all well and good, but you need to figure out what those advertising materials will say first! You wouldn't try to become a published author without figuring out what you're going to write about first. Yet so many CRE clients immediately start thinking of where they'll advertise. They really should be thinking about WHAT they'll say in that advertising!





Mangrum Commercial: A CRE Case Study

Commercial real estate marketing is paradoxically simple and complex. The process of marketing is rather straight-forward from a 10,000-foot view. However, once you get into the weeds of evaluating your competitors, defining your perfect buyer persona, keeping up with Google's algorithm changes, and producing valuable content, it becomes a lot more complicated. If you're already slammed with prospecting, negotiations, and paperwork, offload that work to the experts at JSL Marketing & Web Design!

Our team has helped commercial real estate clients reach that next level time and time again!

When we first met Mangrum Commercial in 2018, they were a growing firm in Dallas, TX, but they faced some challenges. Dallas's hot CRE market was extremely competitive, and Mangrum needed to put their best foot forward to close deals. To do that, they needed a high-powered website. We worked to put together some branding and website recommendations tailored to Mangrum's specific situation. In their case, it made the most sense to build a new website optimized for the latest SERP and CRE trends. We did just that for Mangrum, and they couldn't be happier with the results!

“JSL did a tremendous job for my company in the designing of our logo as well as constructing and developing our entire website from the ground up. I highly recommend them - they even stick to deadlines - what a rarity!”

*-- Collin Mangrum,
Mangrum Commercial*



Their praise means so much to us, but as a team, we were just as pleased to see tangible results. The number of users on Mangrum's new website increased by nearly 70% between Month 1 and 6, and overall site users then rose over 60% again over the next six months!

In Conclusion

The tips and tricks laid out in this ebook are helpful, but they can be difficult to implement if you're preoccupied with your CRE client base all day. Take Collin's advice and experience the JSL Marketing & Web Design difference if you do need that extra lift with your marketing. We never offer cookie-cutter solutions. We can help you with whatever your firm needs, whether it's branding, VR tours, property photography and videography, PPC ads, social media marketing, print advertising, and more!

*Call JSL Marketing & Web Design at (817) 435-1350
to discuss further!*



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