



We have the Solutions

We're focused on providing your business with all the cost-effective, relevant and strategic Traction Marketing Solutions for your notice-ability in the marketplace for lasting connections and business continuity with your clients and colleagues for a positive value equation that will lead the way to your company's sustainable income and growth.

INTEGRATED DIGITAL AND PRINT MARKETING

- Property brochures
- Property e-cards
- E-mail campaigns
- E-mail campaign analytics
- Direct mail campaigns
- Tenant rep announcement
- Disposition portfolio
- Property tour books
- Investment offerings
- Offering memorandums
- Full rec packages
- Trade publication advertising
- Digital curation
- Newsletters

MAPS

- Custom property aerials
- Custom fly over aerials
- Demographic overview
- Retail strategy
- Roll-out presentation

DEMOGRAPHICS

- Industry standards for retail touring and site selection

LEAD GENERATION

- Business literature
- Custom contact lists
- Email subscriber profiles
- Drip e-mail campaigns
- Referral systems
- Telemarketing
- Listing maintenance—costar, loopnet, xcelligent...
- Promotional deliveries
- Leaflets drop-offs
- Website blogging
- ICSC Recon digital set-up

BRANDING/RE-BRANDING:

- Logo design/transformation
- Brand definition/tagline
- Service/product Management

WRITING SERVICES

- Press releases
- Company/broker bio's
- Property listing descriptions
- Website content
- Social media content
- Visual content

WEBSITES AND MANAGEMENT:

- Design/re-design
- All-inclusive website service subscription hosting/support/maintenance
- Property listing updates

SOCIAL MEDIA

- Account set-up
- Custom design/template
- Property highlights/updates
- Monthly content curation/management
- Promotion creation
- Video
- Strategies

MULTI-MEDIA

- Property photos
- Executive portraiture
- Videos- company, individual bio, property and product/service
- Event documentation
- SMS (texting)
- CD Rom buzzcards
- QR codes