



JSL MARKETING & WEB DESIGN

WHITE PAPER

COMMERCIAL REAL ESTATE

*Take your commercial real estate business to the next level
with a customized and strategic marketing plan.*



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CRE Marketing Experts

The only constant is change. It's a bit of a truism, but it's certainly true in the commercial real estate industry. The industry has seen immense changes in the last few decades, and that state of flux looks to continue into the foreseeable future.

To better help your firm stay up to date with the industry's future, we at JSL Marketing & Web Design have compiled this report on CRE market trends and marketing opportunities that arise from these changes. The world is changing; your marketing will need to adjust as well. Use this whitepaper to better educate yourself on how groundbreaking developments within the industry will impact your marketing strategy and vice versa.

The Future of Commercial Real Estate

A number of trends that have been pivotal in the last decade will become even more seminal in the next ten years. Here are some of the most salient courses we've identified.

DIGITAL PRIVACY

Cybersecurity continues to dominate news cycles, and it's no different in the CRE space. Tenants, whether companies or families, expect to occupy spaces with sound digital infrastructures, and CRE firms can expect to field more questions about cybersecurity in the next few years.

RISING CONSTRUCTION COSTS

It's no secret that urban construction costs are increasing and leading to exodus from urban centers. By one estimate, the NYC housing inflation rate rose 19% between 2007 and 2017, primarily driven by costs related to the construction of new units.

CHANGES IN PROFITABILITY

2020 has exacerbated trends that already existed prior to the coronavirus pandemic. Younger, college-educated workers, now with more latitude to work remotely, have fled expensive markets like the San Francisco Bay area and NYC for cheaper suburbs and exurbs and smaller markets. This shift means that suburban and exurban construction will most likely be much more profitable than urban core construction in the next decade.



**AGAINST THIS BACKDROP OF CHANGE,
THERE IS ONE BIG TAKEAWAY...**

Your marketing is now more timebound than ever.

These changes will continue to impact bottom lines and profitability for the foreseeable future, with or without the cataclysmic shift COVID-19 is bringing to the global economy. Planning, perfecting, and implementing an impactful marketing strategy offers a substantial strategic advantage over your competitors in uncertain times. Be prepared to capitalize by honing in on your perfect clients for maximum profit in an uncertain economy.

Enter JSL Marketing & Web Design! We've been helping CRE clients grow their client lists for years and are ready to help take your firm to the next level.

Digital Marketing Tactics to Grow Your CRE Firm

Depending on your business goals and target audience, we might recommend any of the following.

SEM

Capitalize on high intent with measurable, cost-effective, and targeted pay-per-click advertising.

PHOTOGRAPHY & VIDEOGRAPHY

Share insight into floor plans and space before a lead ever sets foot on the property. This could include VR tours, drone flyovers, and many other neat ways of showcasing your properties.

EMAIL MARKETING

Your client-base is everything. Use automated email campaigns to keep your contacts up to date on everything that's happening within both your firm and the market. Make sure you're using well-written and well-designed email blasts that match your website's tone and branding.

SEO & CONTENT CREATION

90% of all search engine users find what they are looking for on the first page of results pages. Ensure that your firm can be found in your area by identifying the search terms you want to rank for and incorporating them into the content you create. It's not just a great way of highlighting case studies and value propositions. It's also a great way to build a solid SEO strategy to bring in new traffic via Google.

WEB DEVELOPMENT

Is your site mobile compatible? Does it have an interactive map of properties, a search bar for specific units, and a client portal? Talk to our UX experts to get the ball rolling on a customized CR website.

PRINT ADVERTISING

Bring in leads with exceptional printed materials, whether it's flyers, mailers, postcards, or brochures.

BRANDING

Your CRE firm needs to be separated from the pack of competitors in your area. Do that with a crisp, clean, customized logo, as well as a supporting cast of strong brand collateral, whether it's business cards, letterheads, or pens. (Your leads and clients will love them!)



A JSL CASE STUDY

Mangrum Commercial

It's critical to be aware of trends in the commercial real estate space and how to best capitalize on them. That's why experience is usually the best teacher, especially in marketing. Fortunately, JSL Marketing & Web Design has the CRE industry-specific knowledge and expertise to accelerate your marketing.



Take Mangrum Commercial, for example. Mangrum Commercial is a Dallas-area CRE firm, but one that wasn't as well known within their market as they wished to be. After meeting with the Mangrum team, we were able to identify several areas within their overall marketing strategy that could be improved upon.

After our initial consultations with Mangrum, we laid out the following fixes. To begin, we needed to design a new logo. From there, we needed to design a new website centered around keyword-rich commercial real

estate content, visually stunning images, and a sleek and customized website design. This site also needed to be well-organized, user-friendly, and mobile-optimized to compete on search engine results pages.

The combo of beautiful design, well-written copy, and effective SEO made for an excellent website for Mangrum Commercial. The Mangrum team was very pleased with the look and feel of their website, but more importantly, the end results were just as strong. Site users rose 69% between months 1 and 6 and then an additional 62% from month 6 to date!

While that was extremely rewarding for our team to see, the glowing feedback we received from Collin Mangrum took the cake.

“ 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.

Collin Mangrum isn't just an outlier either. Our Google listing has thirty 5-star reviews from happy customers just like him who have experienced the JSL Marketing & Web Design difference. We're equally as proud of the digital marketing industry awards our hard-working team has won.

(insert award graphics)



Call us at 877-514-0276 to learn more about our services and get started with your own customized CRE marketing plan today!

MC
MANGRUM COMMERCIAL





Our Leadership...



JAMES | CEO

James has always been passionate about sales and marketing. His experience goes back 15 years between running his own businesses and also working for other companies in the sales arena. His current areas of expertise are Inbound marketing, including content marketing and SEO. His favorite is SEO, because he loves to beat the competition. James is all about helping your business grow and succeed online (and off-line!) through the power of lead generation and amazingly effective sales and marketing techniques.

SARAH | PRESIDENT & CREATIVE DIRECTOR

Sarah is passionate about creating copy that converts and brings you more traffic online – whether that be for your website, your blog, social media accounts or anywhere in between. A wordsmith at her core, she’s also got a sharp eye for design and loves to create beautiful websites that truly compliment your brand.



SHANE | MARKETING DIRECTOR

Shane's love for the arts and constant learning is accompanied by her desire to help our clients achieve their business goals. Her work encompasses marketing, project management, and business development. These efforts include managing and overseeing events, client acquisition and retention, JSL's branding and messaging, video production, and design projects.



COLIN | VP OF SALES & MARKETING

Colin is our resident (and sometimes remote) SEO and social media expert. He loves traveling the world, any and all outdoor activities, and of course, a good challenge. Which is why he is a great match for JSL Marketing and finding innovative ways to make your social media work how it was always meant to – to be seen and shared!

TIERNEY | CONTENT MARKETING MANAGER

Tierney is our content writer, blogger, and SEO researcher. Anything to do with your analytics or trends, and you can bet she has studied them. With degrees in psychology statistics, and a long history of marketing analytics and writing (both for work and for fun) she will make your copy interesting, educational, and inviting to your customers.



LINDSEY | SENIOR DESIGNER

Lindsey comes to us with a wealth of experience from both startup and global level marketing agencies. She moves easily between both print and digital design, having spent over 7 years as an esteemed designer in the fast-paced and every-changing industry. She loves finding new ways to create beautiful websites, digital media, and brand collateral every week.



ANNA | DESIGNER

A graduating graphic design student from Truman State University (MO). Anna is a creativity-oriented individual who enjoys challenging herself in every artistic field ranging from graphic design to art to music.

Her work encompasses to printing material, animation, graphic and web design. Anna is efficient when it comes to time management as well as concept development, she can work and organize a multitude of different projects at the same time and loves to keep multiple plates spinning.

ANGEL | WEB DEVELOPMENT MANAGER

Angel is an experienced web developer who enjoys bringing people's visions to life. As our web development manager, Angel develops and maintains our websites and uses his expertise to create sleek, custom websites that are fast and interactive. When he is not building websites, Angel enjoys exploring the great outdoors and making memories with his wife and two beautiful daughters.





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Want to learn more about JSL Marketing & Web Design?
Ready to get started on your next commercial real estate project?
We'd love to hear from you! Get in touch with
us today using the information below:

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