



Let's get digital: Trends to help CRE companies grow - by Ioana Good

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With the commercial real estate industry (CRE) becoming increasingly more competitive, companies are looking for new ways to stay ahead of their competition. Traditional marketing and public relations strategies have dramatically and rapidly changed due to the pandemic, and marketing teams are recalibrating and retooling their programs to compete in the new normal we have all found ourselves in.

The digital space is booming and providing increased opportunity to connect with customers to develop strong loyalty and brand awareness. "More and more companies are shifting their marketing dollars to support strong PR programs and compelling digital content," says Pushpa Gowda, JLL's managing director of global technology engagement. "In order to compete, companies must provide valuable information and enhanced platforms."

According to Deloitte's 2021 Global Marketing Trends Report, more than 70% of the individuals polled agree that they value digital solutions that deepen their connection with other people, and 63% believe they will rely on digital technologies more than they did prior to the pandemic, even well after it subsides. The report shares how to meet human needs holistically and authentically through human experience, trust, agility and more.

Moving into 2021 and beyond, companies will need to prioritize their media relations efforts, digital content, and social media to drive traffic to company websites and enhance engagement. Media placements and blogging will also continue to be crucial assets for CRE companies as they provide thought leadership pieces and point to trends that are of interest to their customers. Video is also a great way to share content and drive traffic. In fact, according to Cisco, video marketing is expected to make up about 82% of all consumer internet traffic by 2022.

While the global economy is expected to rebound following the rollout of the COVID-19 vaccines, leaders will need to rethink their marketing efforts and focus more heavily on digital efforts, media placements, and videos.

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