



## **Commercial Real Estate Guide: Digital Marketing: About KLOUD Real Estate Marketing**

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KLOUD Real Estate Marketing was established in 2020 at the height of the COVID-19 pandemic to amplify the digital presence of commercial real estate companies through innovative marketing solutions. For decades, CRE companies had generated leads and business opportunities via face-to-face interactions, but as the world shut down and traditional approaches became obsolete,

many companies lacked the digital expertise needed to reach their target markets.

To help meet this need, KLOUD's founder and CEO, Kimberly Zar Bloorian, created a full-service marketing agency that specifically caters to the CRE sector, with each member of the KLOUD team holding a depth of experience in both commercial real estate and marketing.

Based in New York, KLOUD employs holistic, top-to-bottom real estate digital marketing strategies to get your brand attention, then translates that attention into concrete results in the form of sales and leases.

KLOUD's expertise includes social and paid media, creating content guaranteed to reach specific markets and drive audience engagement. KLOUD skillfully pinpoints the right social media platform for its clients' marketing initiatives and creates targeted campaigns on platforms such as LinkedIn, Instagram, Twitter, Facebook, and TikTok. KLOUD has also helped clients formulate major news stories and interviews that appear across a full spectrum of the industry's top publications. Other services include; interactive website design, graphic design, brochure design, email marketing, influencer partnerships, virtual events, and podcasting.

Some of KLOUD's most notable clients include Meridian Investment Sales, Eastern Union, Klosed Properties, Nassimi Realty, Kassin Sabbagh Realty, CleanFund, Lev Capital, SAB Capital, The Zar Group, and more.

KLOUD's creative approach, combined with its industry expertise enables commercial real estate businesses to remain at the forefront of the industry. KLOUD handles your marketing so that you can close deals.