



Who's Who in Advertising, Marketing & PR Firms - Marino

June 14, 2022 - Spotlights

Marino.

Company Name: Marino

Founder: Frank Marino

Leadership: John Marino (President), Frank Marino (CEO)

Year Founded: 1993

Total # Employees: 55

Services Provided: Media relations, strategic counsel, branding & reputation management, public affairs, community relations, integrated marketing, digital design, social media, corporate communications, e-commerce and retail advertising programs, crisis management, media training & special events.

Website: <https://marinopr.com/>

Social media channels:

<https://twitter.com/marinopr>

<https://www.linkedin.com/company/the-marino-organization/>

<https://www.instagram.com/marino.pr/>

<https://www.facebook.com/marinopublicrelations>

If your firm had a “secret sauce”, what would the base be and why?

Marino Public Relations is a full-service strategic communications firm that creates tailored, strategic programs for each client, offering a breadth of capabilities across public relations, public affairs, marketing, and digital services. Our team takes a multi-channel approach to help clients communicate their message and reach their target audiences. Our differentiator is our ability to focus on the results that matter to help clients achieve their business objectives.

Marino serves a broad national client roster and is home to a talented, committed and diverse team of communications professionals and digital strategists in New York, Los Angeles and Miami. Now in its 29th year, the company represents clients from diverse sectors including real estate and property innovation, economic development, food and beverage, cannabis, energy, higher education, issue advocacy and the nonprofit world.

The firm is among the national leaders in real estate communications and marketing firms because we are deeply entrenched within the complex, multi-layered real estate lifecycle, including land use and zoning, finance, accounting, architecture and design, construction, development, leasing, property management, asset management, technology, investing, capital markets, and investments sales. Throughout the history of the firm, Marino has represented some of the most influential projects and organizations in the real estate industry—a reflection upon the quality of work we deliver on behalf of clients and a demonstration of the influence we command in telling our clients’ stories.

Elizabeth Latino and Nick Derasmo are senior vice presidents and co-leads of Marino PR’s Real Estate & Property Innovation practice, which includes a roster of clients from commercial real estate owners, developers and brokerages including Jamestown, The Moinian Group, LCOR, BRP Companies, Douglaston Development, BEB Capital, Lee & Associates NYC and NJ, to construction companies, including Skanska, and PropTech and digital experience companies, including VTS, Dealpath, Doorsey, and WiredScore.

Marino’s Real Estate & Property Innovation practice has helped activate properties and generate buzz to drive leasing and sales campaigns, create and implement powerful and well-targeted messaging initiatives, position industry executives as insightful and in-demand thought leaders, and launch some of the most groundbreaking new technology companies into the space.

In the last 12 months:

What recognition, honors or awards has your firm received?

Over the last year, Marino has been recognized for its work, results and influence with placements in Crain’s New York’s Notable Leaders in Advertising, Marketing and PR list; AMNY & PoliticsNY’s Real Estate and Development Power Players list; City & State New York’s 2022 Real Estate Power 100 and Political PR Power 50 lists; as well as agency award recognitions including the PRNEWS’ Agency Elite Top 100; PRNET’s Top 100; Titan Award for best public affairs strategy; and an honorable mention for best COVID-19 campaign from PR Daily’s Content Marketing Awards.

What project or campaign are you most proud of and why?

Marino has emerged as the leading firm in the proptech and innovation space for both established and startup companies including among others our ongoing work to position VTS as the global leader in CRE technology with strategic top-tier placements promoting notable fundraises and a slew of recent acquisitions.

Which marketing trends have been most successful for your clients?

Clients have the most success by taking a multi-channel approach to communicating their message across various platforms. We help clients unify their message and develop a strategy that may include earned, owned or paid tactics. All these vehicles work together to drive maximum success and exposure.

Pro Tips:

With an increased need for digital marketing and PR to connect to a brand's overall marketing plan, what are some trends that are yielding a greater ROI for your clients?

We have found that clients who are committed to fully integrating social media into their communications programs are the ones that benefit the most. This includes creating dedicated themes for content across social media channels and using a range of content vehicles such as video, polls and other engaging forms of content to drive engagement.

With the opportunities to build trust through face-to-face contact being replaced by virtual first impressions, what can firms do to ensure that their brand identity is strong and cohesive online?

It's important that core company external-facing messaging is consistent and carried out across all online and social media platforms. How you choose to then engage with online audiences from a tactical standpoint across those channels is up to you and how you want to portray your brand.

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