



A commercial real estate super power: Content marketing - by Kimberly Zar Bloorian

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In today's digital landscape, content marketing has emerged as a superpower among marketing strategies across all industries. Its primary objective is to provide valuable information to audiences without overtly promoting a company or business. Examples of successful content marketing include Cushman & Wakefield's Insights Reports, Marcus & Millichap's Market Reports, James Nelson's "The Insider's Edge To Real Estate Investing," and Raven Property Advisor's Rich Velotta's video series. When it comes to commercial real estate, content marketing can be a game-changer, enabling companies to captivate leads, engage existing clients, boost brand visibility, and ultimately drive successful deals.

1. **Informative Blog Posts:** Creating informative blog posts allows CRE companies to share industry insights, market trends, investment strategies, and tips with their audience. Blog posts can establish thought leadership and provide valuable information to potential/current clients. You can publish your blogs to your website to drive traffic or post them as long-form content on your LinkedIn page to grow your social audience.

2. **In-Depth White Papers and Research Reports:** Producing in-depth white papers and research reports can showcase the company's expertise and analysis of market trends, property sectors, and investment opportunities. These content pieces can be used to educate and attract serious investors and clients seeking in-depth industry knowledge.

3. **Engaging Videos:** Videos are a highly engaging content format that can be used to showcase property tours, market updates, expert interviews, and client testimonials. Videos can effectively capture attention, convey information, and bring properties to life, helping CRE companies stand out in a competitive market.

4. **Case Studies and Success Stories:** Sharing case studies and success stories allows CRE companies to demonstrate their track record, expertise, and the successful outcomes they have achieved for clients. These real-life examples provide tangible evidence of the company's capabilities and help build trust with potential clients.

5. **Email Newsletters:** Email newsletters are an effective way to nurture client relationships, deliver valuable content, and keep the audience informed about market updates, property listings, and industry insights. Newsletters can help companies stay top-of-mind with clients and prospects, fostering engagement and driving repeat business.

6. **Social Media Content:** Social media offers unparalleled opportunities to share diverse content, ranging from captivating videos and informative infographics to timely market updates and enticing property highlights. By leveraging social media platforms, CRE companies can extend their reach, actively engage with their target audience, and drive substantial traffic to their website.

Content marketing has become the superpower of marketing strategies in today's digital landscape, and commercial real estate companies can leverage its potential to great advantage. Embracing

content marketing allows companies to position themselves as thought leaders, build trust with clients, and ultimately stand out in a competitive market.

Kloud, a leading content marketing platform, provides comprehensive support and tools to optimize your content marketing efforts, helping you streamline processes, track performance, and drive better results for your commercial real estate business.

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