



Improve your commercial real estate marketing using data - by Kimberly Zar Bloorian

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In times of market uncertainty, data-driven decision-making isn't just a luxury—it's a necessity. By leveraging data analytics, you can uncover market trends, measure campaign efficacy, and confidently make strategic choices for your commercial real estate business. As you step into the realm of data, your commercial real estate marketing endeavors will flourish in ways you've never imagined.

Here's how data can enhance your marketing approach:

1. Tailoring Your Messaging to Your Target Audience's Preferences: Data-driven strategies involve understanding your audience's preferences. Analyzing social media engagements or website interactions reveals what resonates with potential clients and investors. These insights empower you to tailor your messaging and service offerings effectively, establishing stronger connections both with your specific audience and within the broader realm of the commercial real estate industry.

2. Measuring The Impact of Your Marketing: With data analytics, you can accurately measure the impact of your marketing campaigns. Metrics like website traffic, social media engagement, and email performance show you what's effective and what needs tweaking. This empowers you to allocate resources wisely and maximize your marketing efforts.

3. Leveraging Tracking Tools: There is an array of tools at your disposal to monitor the performance of your CRE marketing initiatives. Google Analytics offers deep insights into website performance, while social media platforms provide engagement metrics. Email marketing platforms give you a close look at audience behavior. Using these tools allows you to create targeted and impactful campaigns.

4. Making Confident Decisions: Data turns uncertainty into confidence. Empowered by data insights, you can make informed decisions about marketing platforms, ad spend, posting times and more. Utilizing data minimizes risks, especially in crucial moments such as a challenging market.

5. Refinement and Continuous Improvement: Data analytics is an ongoing process of improvement. Regularly analyzing trends empowers you to refine your marketing strategies proactively ensuring you stay ahead of your competitors.

Crafting marketing for your commercial real estate company goes beyond adapting to change – it's about driving it. Embrace data to make informed decisions, shape your marketing strategies, and close more deals!

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