



Commercial real estate marketing in 2024: Choose quality over quantity - by Kimberly Zar Bloorian

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In today's fast-paced world of commercial real estate, where competition is fierce yet opportunities abound, the age-old principle of "quality over quantity" is more and more relevant. Promoting your commercial real estate business requires a shift towards careful and thoughtful approaches. It's about building real connections – instead of just posting for the sake of it.

But how do you emphasize the quality of your content in your marketing? Here are three tips that will help your commercial real estate business prioritize quality over quantity in your 2024 marketing program:

1. Focus on Intentional and Personalized Engagement Rather Than Mass Marketing: One of the key pillars in the shift towards quality marketing is the need for intentional and personalized engagement with potential clients. Instead of relying on generic, mass emails or automated campaigns, take the time to understand the unique needs and preferences of your target audiences. Tailor your communications to address specific pain points or aspirations that resonate with them. This level of personalization not only enhances the effectiveness of your marketing but can also help establish a valuable foundation for meaningful, long-term connections.

Tip: Invest in customer relationship management (CRM) tools that enable detailed profiling and segmentation. Such tools can help you craft personalized messages and targeted campaigns – and will help ensure that your marketing more directly aligns with your audiences' interests.

2. Deliver Rich, High-Quality Content Instead of Bombarding Audiences with Posts: In an era of information overload, it can be challenging to capture and maintain the attention of potential clients – and sometimes even existing clients. Instead of bombarding them with an abundance of content, deliver high-quality, relevant information that adds value. Develop content that showcases your expertise in the commercial real estate industry, provides insights into market trends, and offers practical solutions to common challenges faced by clients. Quality content not only positions your business as an industry authority but also attracts and retains a more-engaged audience.

Tip: Create a content calendar that balances frequency with substance. Consistently publish insightful articles, case studies, and market analyses that demonstrate your understanding of the industry and its nuances.

3. Try to Make an Authentic Human Connection with Your Audience: Building trust is a crucial aspect of commercial real estate, and establishing authentic human connections stands at the heart of this endeavor. Move beyond scripted cold calls and generic messaging. Humanize your interactions to foster a sense of trust and reliability – and maybe even a level of intimacy. Your clients will be more likely to choose your services over competitors.

Tip: Share behind-the-scenes glimpses of your team with unscripted videos, celebrate successful deals with personalized events, and showcase your participation in industry conversations at networking sessions and conferences. This not only allows for face-to-face engagement but also

showcases the human side of your business.

The landscape of commercial real estate marketing is evolving, and businesses that prioritize quality over quantity are better positioned for success. By adopting intentional and personalized engagement strategies, emphasizing content quality, and establishing authentic human connections, commercial real estate businesses can not only improve their marketing effectiveness but also build lasting relationships that contribute to long-term success in a competitive industry.

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