

40+ Ways to Promote your Commercial Property



SharpLaunch

Introduction

Creating visibility and generating leads for your commercial real estate listings is something a lot of CRE professionals struggle with in today's ultra competitive market.

CRE marketing has gone through a lot of transformations in the past decade and simply creating and publishing a property listing may not be enough to achieve results for your lease-up or sales efforts.

The truth is that once your property listing is online, you need to actively promote it to help attract potential prospects - whether brokers, tenants or investors.

This does not necessarily mean you need allocate a large marketing investment for your properties, there are plenty of effective strategies (both paid and free channels) to help you create a steady stream of new leads and potential clients.

This eBook contains 40+ actionable ideas to extend the footprint of your properties that you can start implementing today.

OWNED MEDIA ASSETS

1 Launch a Property Website

An [effective property website](#) is the foundation of any digital marketing campaign and is the first and most important impression on your prospects.

2 Your Company Website

Feature your property on the company website and include a link to your property site or listing page for more details.

3 Your Blog

If you have a company blog, publish a dedicated blog post to highlight your property and include a call-to-action to the property website.

4 News Items

Publish a news item on your company's website highlighting any relevant news or news about the property.

5 Press Release

Write and distribute a press release about a specific event about the property and make sure to include the property website link.

6 Email Signature

Add your property website to your email signature for a certain period of time. Ask the same of your colleagues.

EMAIL

7 Targeted Email Blast

Send a targeted [email campaign](#) promoting your property to a list of potential prospects. Make sure to include a call-to-action to drive visitors to your listing page.

8 Personal Email to Colleagues

Send a personal email to colleagues (current and former) and close friends to ask them if they could spread the word and share your property on social media.

9 Email your Tenants

Email your tenants and let them know there is a website for the property. Often times, they will link to it from their own website.

10 Company Newsletter

Include your listings as part of a bigger company newsletter. Keep the property in the spotlight and share updates or key highlights.

11 Contact Project Team

Contact the project team (brokers, architect, property manager, etc.) to let them know about your property website and encourage them to share the website link.

12 Contact other Service Providers

Ask the property photographer and interior designer to add the property website link on their website and send out a newsletter showcasing the latest project.

PRESS & SOCIAL MEDIA

13

Pitch Local Press

Contact local press media and pitch them exclusive news about the property before announcing it yourself.

14

Pitch Specialized Press

If your property has recently been redeveloped and has an interesting design or architectural value, contact interior design or architectural magazines to write a piece about it.

15

Tweets

Get busy on Twitter (share photos, relevant news, updates, etc.) and always include a link to property website or listing page.

16

LinkedIn Posts

Leverage [LinkedIn](#) to publish posts that highlight interesting market data or updates related to your property and invite people to learn more about your property.

17

LinkedIn Groups

Engage in relevant LinkedIn groups related to your local market or your client's industry and make a mention of your property.

18

LinkedIn Updates

Share status updates on LinkedIn with relevant updates and include your property website link.

19

LinkedIn Profile Links

Include the property website URL in your LinkedIn profile under "websites".

20

Facebook Posts

Publish a post on Facebook highlighting interesting market data or updates related to your property and invite people to learn more about your property.

21

Google My Business

Get your property on [Google My Business](#) and make sure you include a phone number and website link.

22

Facebook Business Page

Create a Facebook Business Page for the property and let your tenants and colleagues know about it and ask them to share it.

23

Instagram Posts

Create an Instagram account for your property and use hashtags to highlight the location or special events.

24

Foursquare Profile

Create a Foursquare profile for the property and encourage anyone that goes to the building to check in.

25

Yelp Profile

Create a Yelp profile for the property. This works especially well if you have any retail establishments at the property.

ONLINE CHANNELS

26

Large CRE Portals

Visibility in large CRE portals like Loopnet, Costar, Xceligent and the MLS are highly important to get your listing in front of the brokerage community.

27

Alternative CRE Portals

Consider promoting your property in [additional CRE listing sites](#) that are more widely used by prospective tenants.

28

Write a Guest Post

Ask bloggers if you could write a guest post for them and share your expertise, then include your property website URL in the byline.

29

Leave Comments

Engage in comments section of bloggers, business journals and news sites that are relevant to your market.

30

Wikipedia Page

Create a Wikipedia page for your property and cite your website as one of the sources.

31

Case study for Software Providers

Offer to participate in a case study to showcase the results of software use and link to the property website you're using the services for.

OFFLINE

32

URL on Print Materials

Make sure your property's URL is displayed in all print materials, such as the property brochure, flyer or offering memorandums.

33

Direct Mailing

Send direct mailers or postcards to local tenants or local businesses about the property and also reference the website link where they can find more information.

34

URL on Building Signage

Include your property website URL as part of your "now leasing" building signage.

35

Tenant Video Testimonials

Ask existing tenants to provide a quick video testimonial about the property. Publish on YouTube and use it across your marketing channels to attract other tenants.

36

Local Partnerships

Create partnerships with local establishments (cafes, restaurants, etc.) in exchange of promoting your property to local customers.

37

Host an Event

Use your vacant space to host events or temporary "pop up" shops to get people through the door and talking about your building.

38 Exhibit at Conferences and Events

Bring your building's promotional materials to industry conferences and events where you can exhibit and meet potential prospects.

39 Attend Local Events

Attend local events relevant for your target tenants to meet prospects face-to-face. Consider sponsoring or other means to get visibility for your property.

PAID ADVERTISING

40 Premium listings on CRE Portals

Pay for premium listings for your property on relevant commercial real estate portals to show up on more pages.

41 Trade Publications

Pay for advertising or sponsored articles about your property in trade journals and publications.

42 Google AdWords

Create a pay-per-click campaign based on [specific keywords](#) relevant to your property that your prospects might be searching for.

43

LinkedIn Sponsored Posts

Create a sponsored post promoting your property on LinkedIn targeting your prospects by location, industry, role and more.

44

Sponsored Tweets

Create a sponsored post promoting your property on Twitter to specific audiences relevant to your property and location.

45

CRE News sites

Pay for advertising or sponsored articles about your property in commercial real estate news sites.



Need a solution
for marketing your
commercial real estate?

**Learn more about SharpLaunch's
powerful CRE marketing platform and
get a free demo today.**

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