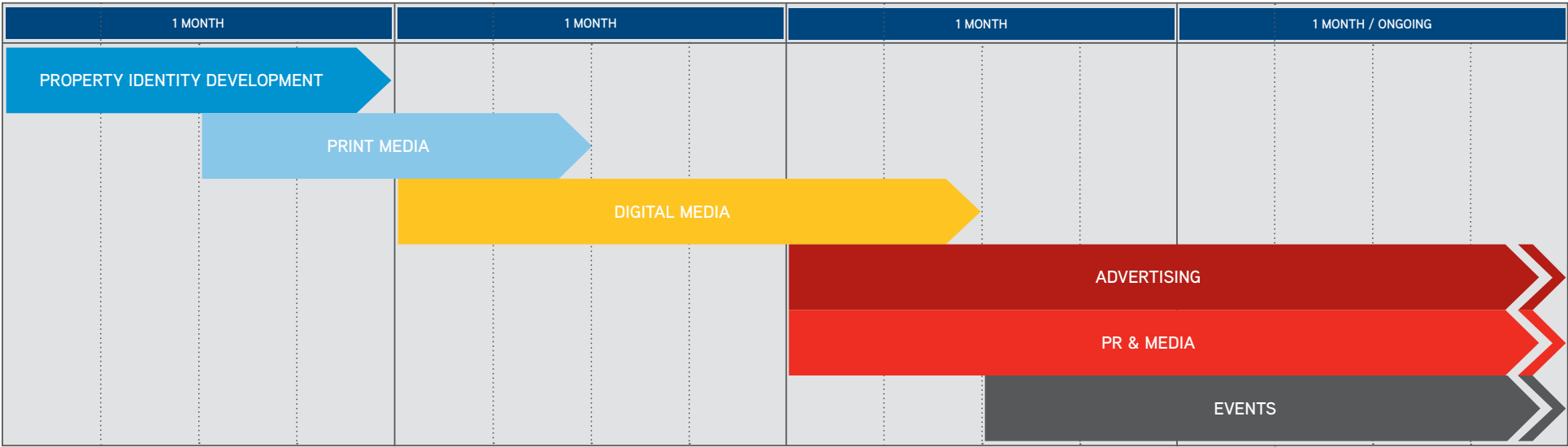


CUSTOM MARKETING

We will partner with you to identify your objectives and then customize your positioning and rollout strategy to fulfill those needs by creating engaging collateral and implementing creative tactics.



PROPERTY IDENTITY DEVELOPMENT

- Property naming options
- Custom property logo
- Messaging brief
 - » Develop messaging copy for property re-position
 - » Develop visual mood boards

PRINT MEDIA

- Custom listing brochure
 - » Fact sheets
 - » Site/Floor plans
 - » Amenity maps
 - » Market/Demographic information
- Custom vacancy posters
- Custom targeted print mailers

DIGITAL MEDIA

- Mobile-optimized property website
- Custom e-blasts
 - » Tenant prospects
 - » Brokerage community
- Virtual 360 tours
- Photography*
- Drone footage*
- Property video*

ADVERTISING

- Colliers listing site signage
- Minneapolis-St. Paul Business Journal announcement print and/or digital ads*
- Event publications/sponsorships*

PR & MEDIA

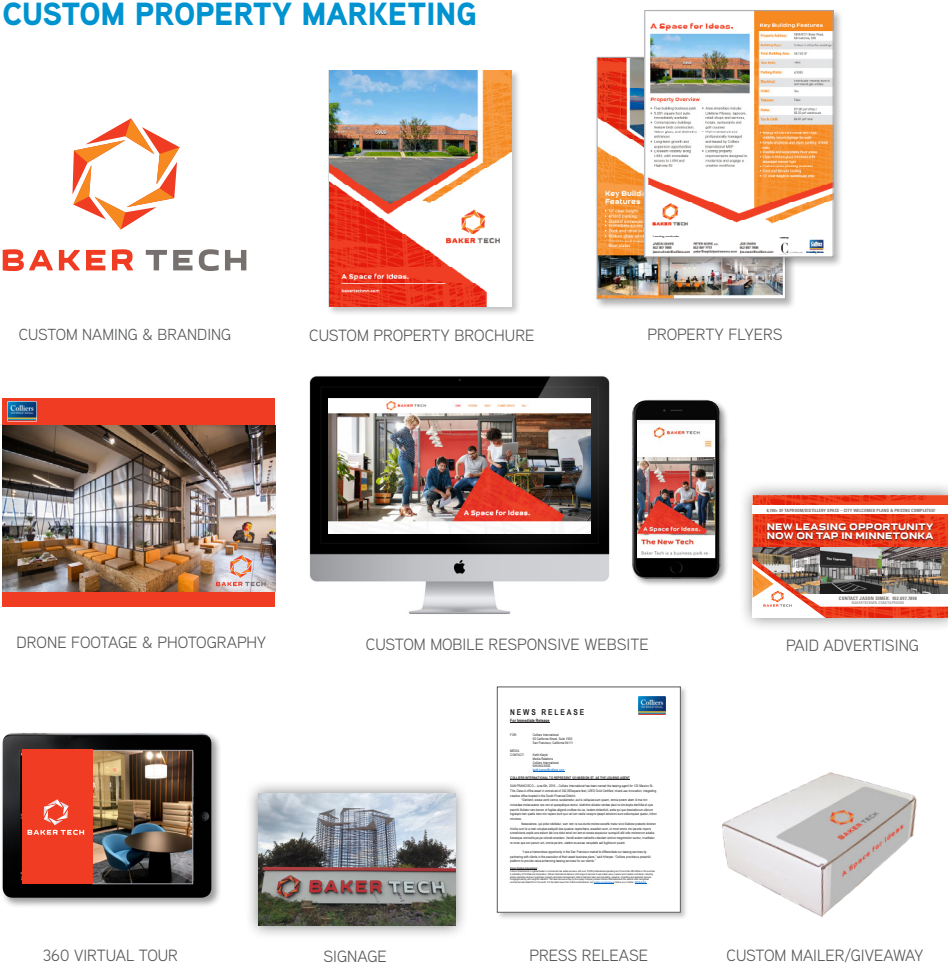
- Colliers Int’l listing announcement
- Press release
- Ongoing media relations
 - » Story pitches
 - » Earned media
 - » Thought leadership
- Social media channels
 - » Twitter, LinkedIn, Instagram, blog

EVENTS

- Broker tour/open houses
- Event planning services
- Event/sponsorship/hospitality opportunities
- Custom invitations with RSVP tracking
- Broker or tenant bonus/giveaways*

* Subject to vendor pricing and based on property needs

CUSTOM PROPERTY MARKETING



IN-DEPTH RESEARCH & MAPPING (GIS) CAPABILITIES

Every sound business decision starts with good research, and your company’s real estate is no exception. Our combination of local, in-depth knowledge and a global network of resources enables us to provide the very best information on the market.

- Comparative market analysis
- Market trends
- Quarterly reports
- Market segmentation
- Demographics
- Sales data analytics
- Employment & transportation analysis
- Geo-special trend analysis & cartography

MARKETING & RESEARCH



MARLY RAMSTAD
Marketing Manager



CHELSEA ECKBERG
Graphic Designer



LAUREN DELOZIER
Digital Marketing Specialist



RACHAEL PARTYKA
Research Coordinator



COMMUNICATIONS SPECIALIST
Now Hiring!

colliers.com/msp