



ELEMENT CASE STUDY

# VIRTUALLY REACHING KEY PROSPECTS

Discover how an integrated marketing campaign helped establish **Cushman & Wakefield | Boerke** as the leader in Wisconsin's commercial real estate.



The background of the slide features a close-up of two hands shaking in a firm grip, symbolizing a business deal or agreement. The hands are positioned in the center-right of the frame. In the background, a blurred city skyline with various skyscrapers is visible under a bright, hazy sky. A semi-transparent white rectangular box is overlaid on the left side of the image, containing the text.

# THE SITUATION

## BROKERS LIKE TO SHAKE HANDS

COVID-19 changed the game for commercial real estate and forced companies to interact with prospective clients in new ways.

The Boerke Company needed a new, integrated approach to reach highly-targeted leads without traditional in-person interactions.



# THE STRATEGY

## CONSTRUCT AND BUILD A MUST-SEE CAMPAIGN

Create a highly-focused marketing strategy that brings to light The Boerke Company's experience, specificity, and expertise, differentiating it from its competitors and capturing increased market share for recurring revenue.

## HOW WE HELPED

1. Nurture and convert target prospects
2. Grow and establish relationships within the commercial real estate (CRE) world
3. Elevate their brand as a thought leader





# ESTABLISH INDUSTRY LEADERSHIP

## VIRTUAL ROUNDTABLE EVENTS

These events were used to tell The Boerke Company's story, highlight key partnerships, and establish expertise by openly discussing trends and the future of commercial real estate in Wisconsin.

Element created a strategy that would create pre-event buzz, increase awareness and registration, and continue to gain traction after the event.



# NURTURE TARGET PROSPECTS

## PRE-EVENT: 3D MAILERS

Element designed 3D mailers that targeted lead lists for each of the three vertical markets.

These 3D mailers were used to generate awareness for the virtual roundtable events, as well as lead prospects to register.





# CONVERT TARGET PROSPECTS

## PRE-EVENT: EMAIL CAMPAIGN

To help amplify the pre-event buzz, Element implemented a series of emails to promote the roundtable events and remind lead list contacts to register.

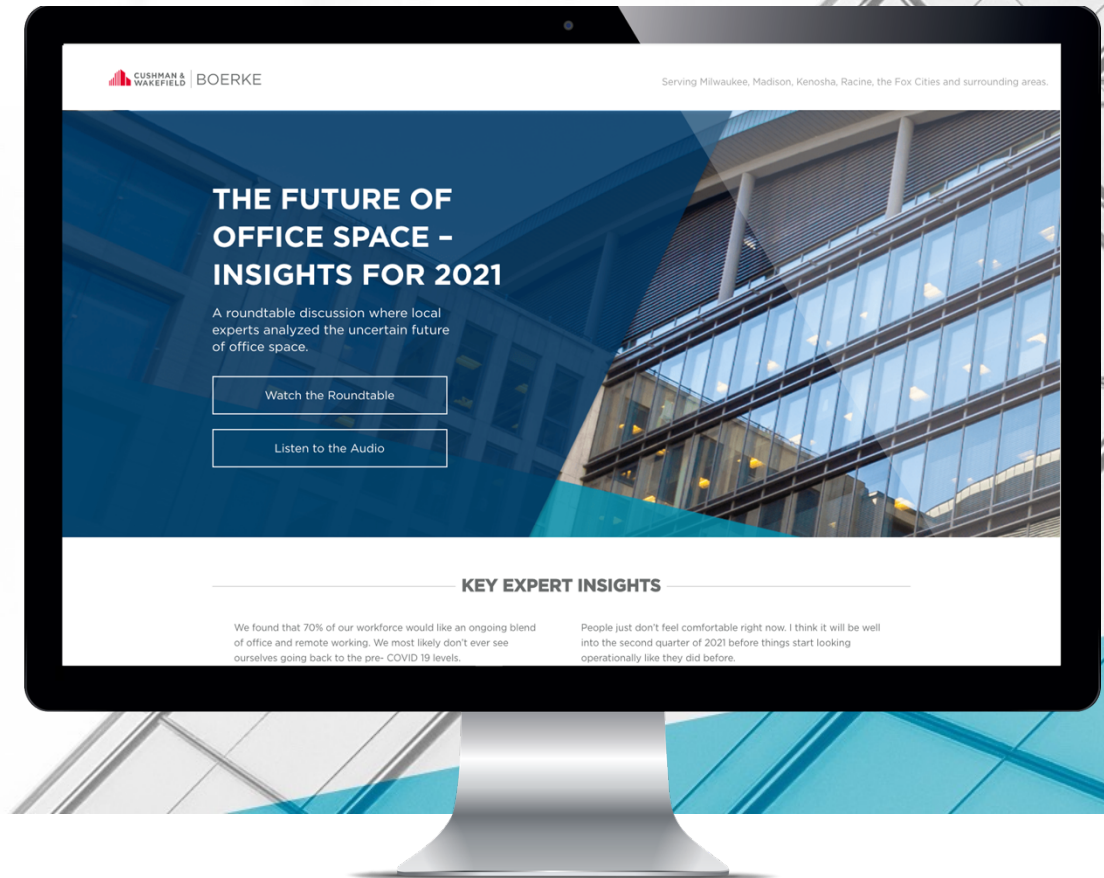


# ELEVATE THOUGHT LEADERSHIP

## POST-EVENT: LANDING PAGES

Following the roundtable events, Element designed and launched landing pages to house the recorded roundtable events and encourage contacts to reach out for further information, including:

- Key insights from the webinars
- Panelist bios
- Contact forms





# ELEVATE THOUGHT LEADERSHIP

## POST-EVENT: LINKEDIN ADS

To continue the post-event buzz, Element used the lead lists to market precise, qualified users on LinkedIn to watch the recorded roundtable events.

**EXCLUSIVE WEBINAR**

### AREA EXPERTS DISCUSS

- Inflation
- Interest Rates
- Technology
- Trends in Wisconsin
- and More!

**BRAD SWEENEY**  
Senior Vice President of Acquisitions at STAG Industrial

**MAX MEYERS**  
Principal & CIO at R2

**ALEXI PANAGIOTAKOPOULOS**  
Partner & CIO at Fundamental Income

**JAMES COPE**  
Executive Vice President & Managing Director at Walker & Dunlop

**WATCH NOW**

**EXCLUSIVE ROUNDTABLE**

## 2021 INDUSTRIAL OCCUPIER INSIGHTS

Industrial market leaders discuss growth opportunities and challenges in a world that needs everything NOW!

**WATCH RECORDED WEBINAR**

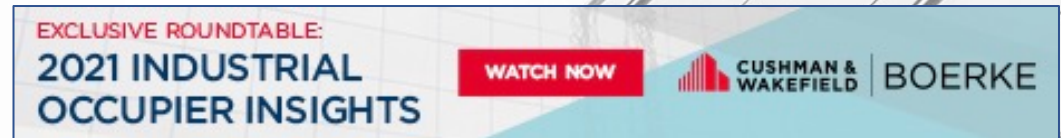
**FASTENAL** | **CHCoakley** | **Milwaukee**



# ELEVATE THOUGHT LEADERSHIP

## POST-EVENT: PAID GOOGLE ADS

Element designed and placed Google ads to continue targeting leads and encourage them to watch the recorded roundtable events.



# EVENT PERFORMANCE

## RESULTS

- **The Future of Office Space**  
*feat. Andrew Jensen, The Boerke Company*
- **The Future of Commercial Real Estate Investing**  
*feat. Ben Adank, The Boerke Company*
- **2021 Industrial Occupier Insights**  
*feat. Jeff Hoffman, The Boerke Company*

**123**  
ATTENDEES

**51** MIN  
AVG. WATCH TIME

**671**  
LEADS



# LINKEDIN

## RESULTS

**257 VIDEO CLICKS**

AND

**408 VISITORS**

TO WEBSITE

GENERATED OVER

**60K IMPRESSIONS**

INVESTING MESSAGE AD EARNED

**204 CLICKS**

AND

**205 TOTAL ENGAGEMENTS**

# PAID GOOGLE ADS

## RESULTS

PAID SEARCH:

**5.77% CTR**  
**5.8K CLICKS**

GMAIL ADS:

**32.6% CTR**

DISPLAY ADS:

**2.4M IMPRESSIONS**

GOOGLE ADS:

**2.5K SITE VISITORS**





# ELEVATE YOUR **POTENTIAL**

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