

The Colliers logo is a dark blue rectangle with the word "Colliers" in white serif font. Below the text are three horizontal stripes: yellow, red, and blue.

Colliers

What your marketing team was up to in 2023

Marketing Scoreboard

117

New Listings

New Listings

Optimizing Property Listings Across Diverse Spaces and Sizes

Upon receiving a new property listing, the team undertakes an extensive range of tasks, regardless of whether it's a 500-square-foot retail space or a sprawling 500,000-square-foot industrial bulk building.

The marketing process involves compiling property photos, videos, and Matterports, creating marketing brochures, refining floorplans, uploading listings to various online platforms, orchestrating property email campaigns, and arranging signage. This comprehensive approach ensures the effective presentation and promotion of the property in the market.



Media Mentions

Top Media Mentions for 2023

Title	Brokers Covered	Link
Retail solutions company buys expansion facility for \$5 million	Bill Keefer, Chuck Ackerman & Jeffrey Kroeger	https://www.bizjournals.com/cincinnati/news/2023/01/12/peter-gaietto-associates-milford-manufacturing.html
Cincinnati craft beer vet Jason Brewer opening Wandering Monsters Brewing, with duckpin bowling, in Anderson	Connor Fahrnbach & Justin Rex	https://www.bizjournals.com/cincinnati/news/2023/01/13/wandering-monsters-brewing-duckpin-bowling.html
Robert Lucke Group to start \$10 million office, retail development in Sycamore Township	Elaine Gillespie	https://www.bizjournals.com/cincinnati/news/2023/01/24/robert-lucke-group-northlake-commons-sycamore.html
Dayton sees 'explosion' of industrial real estate in record-breaking year	Norm Khoury & Todd Cochran	https://www.daytondailynews.com/local/new-details-2022-was-strong-for-dayton-industrial-real-estate/BUMFQZDGENDFRMIT6OQZE5XTVE/
Colliers Brokers Sale of 14-Building Industrial Portfolio in Metro Cincinnati	Erin Casey, John Gartner & Andrew Jacob	https://rebusinessonline.com/colliers-brokers-sale-of-14-building-industrial-portfolio-in-metro-cincinnati/
Colliers leader sees hybrid model as future of work	Joe Wiles	https://www.bizjournals.com/cincinnati/news/2023/08/24/colliers-leader-sees-hybrid-model-as-future-of-wor.html
Growing Dayton manufacturer will expand with a \$6.5M acquisition	Norm Khoury, Andrew Mullen & Todd Cochran	https://www.bizjournals.com/dayton/news/2023/10/12/nk-parts-expanding.html?utm_source=st&utm_medium=en&utm_campaign=BN&utm_content=dy&ana=e_dy_BN&j=33003493&senddate=2023-10-12

47
Media
Mentions

Emails

1,235 email blasts designed, scheduled and sent.

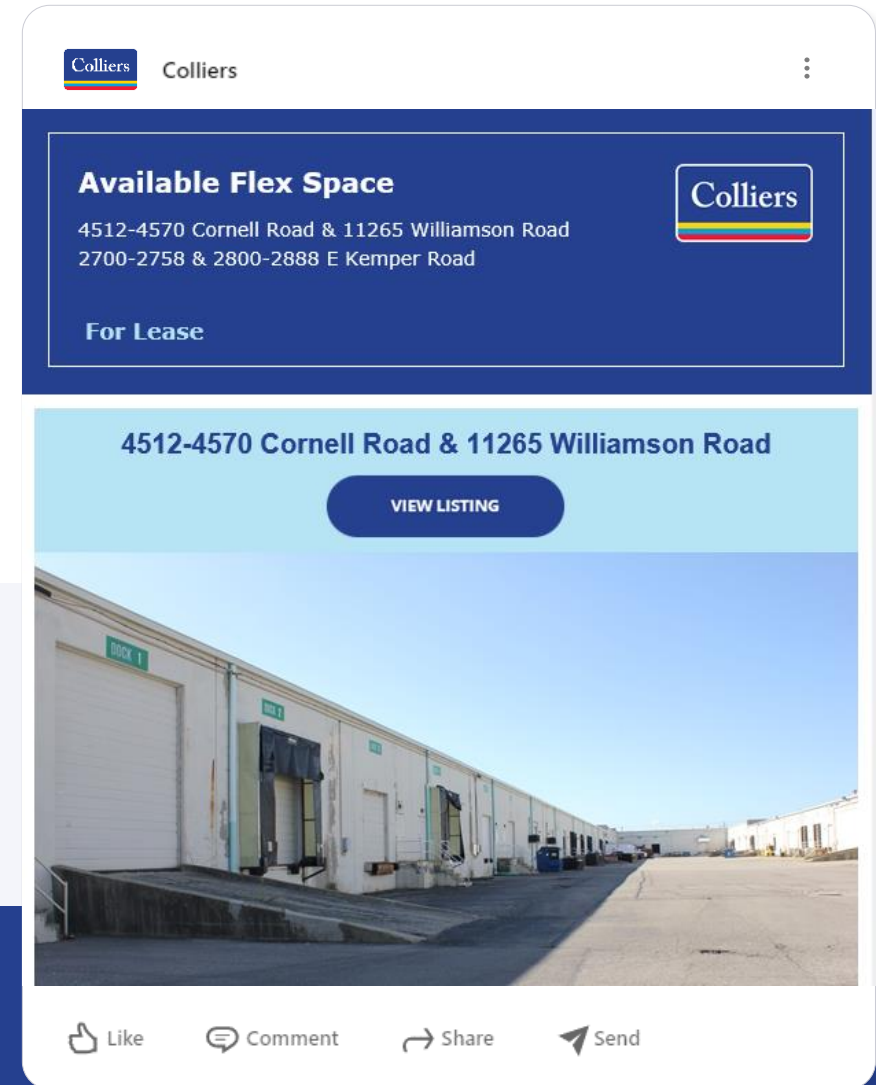
Effective utilization of emails is a crucial component in the success of any marketing campaign. During the year, our team underwent a transition to a new platform, necessitating a meticulous process of refining contact lists, reconstructing eblasts, and redesigning scheduling strategies.

The transition to the new platform, specifically the email studio, resulted in a noteworthy 18% increase in our open rate and a 2% boost in our click rate.

1,235
Emails

33.4%
Average Open Rate

2.98%
Average Engagement Rate



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Have you seen our emails?

12

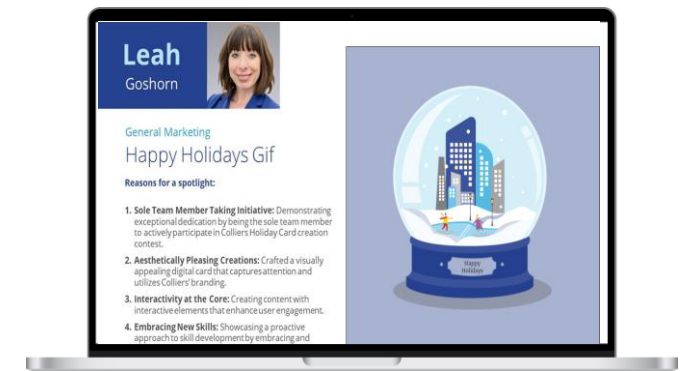
Colliers
Connect

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In The
News

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Marketing
Spotlights



Matterport 29 – 360 Tours

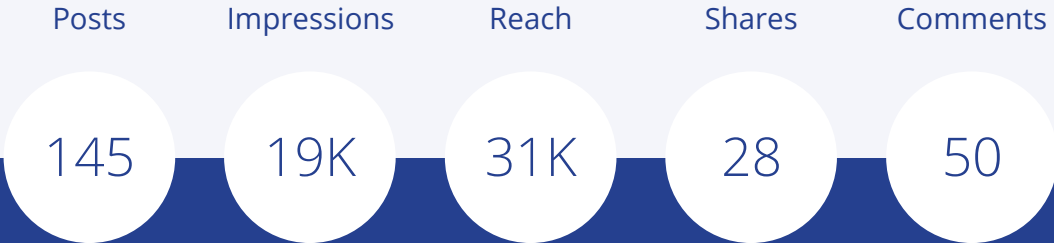
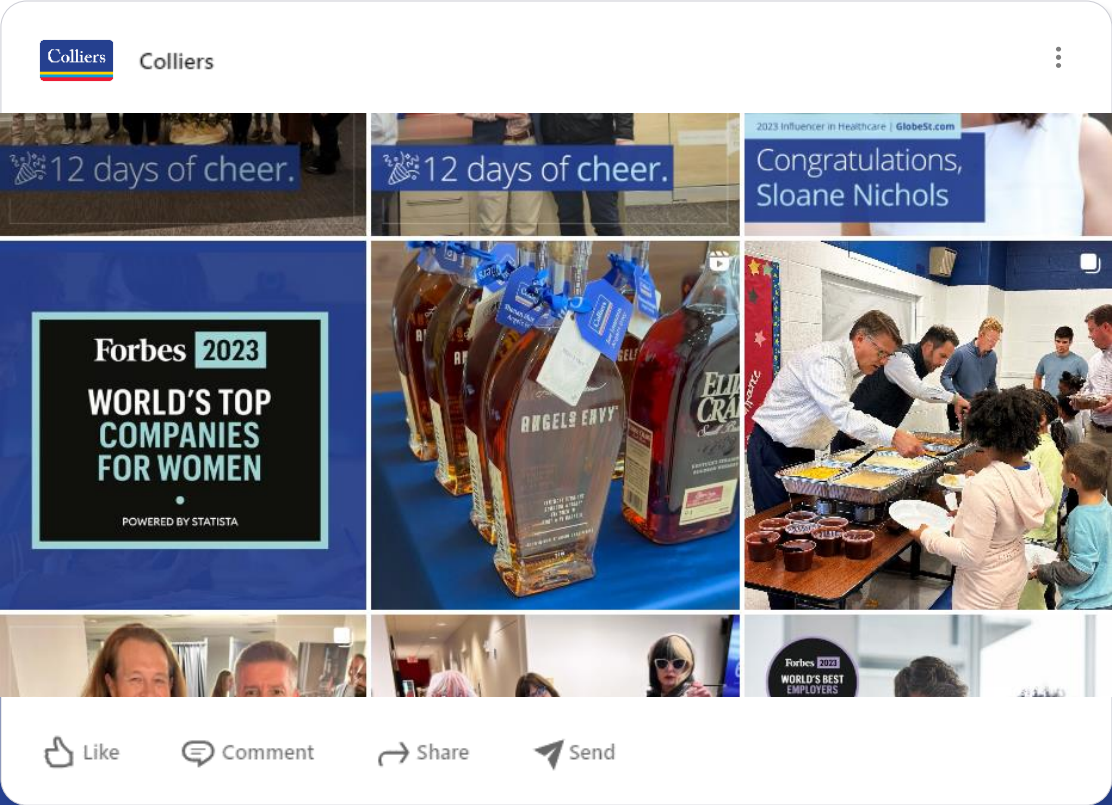
Matterport stands as a highly valuable internal tool within our office. Over the course of the last year, we have harnessed its capabilities to capture and present 29 different spaces.

This has proven to be a significant advantage, offering potential clients the opportunity to digitally explore these spaces without the necessity of scheduling physical tours. The convenience and efficiency provided by Matterport contribute significantly to enhancing client engagement and streamlining deals.



Social Media

Increased our reach across all platforms by 19K!



Presentations

Business Development Opportunities

120

Broker Opinion of Values



75

Tourbooks/Site Studies



14

Pitches/Presentations



Our Team

The ones that make it all possible!



Catherine Williams, CPMC
Director of Marketing



Frank Telles
Senior Client Services Coordinator



TBD
Research Analyst



Fred Macke, Jr.



Leah Goshorn
Marketing Coordinator

Greater Cincinnati Office Team



Thomas Drought



John Schenk



Matt Smyth



Erin Casey



John Gartner



Andrew Jacob



Taja Ford
Marketing Coordinator

Cincinnati Industrial Solutions Team



Chuck Ackerman



Bill Keefer



Jeffrey Kroeger



Elaine Gillespie



Sloane Nichols



Gil Richards

Cincinnati Multifamily Team



Maddie Fischer
Marketing Coordinator

Cincinnati Retail Team



Justin Rex



Dustin Marks



Connor Fahrnbach



Max Murphy



Richard Meder



Shannon Huffer

Southwest Ohio Aerospace Team

Louisville Team



Janine Mason
Marketing Coordinator

Cincinnati Capital Markets Team



Christian Evanchec



Christian Rahe

Cincinnati Dental Team



Patrick McGonigal



Norm Khoury

I-75 Advantage Industrial Team



Todd Cochran



Andrew Mullen



Accelerating success.