



# Housing Colorado NOW! Conference 2010

KEOS

MARKETING GROUP

Build. Market. Perform.



## The A and $\Omega$ of Marketing an Event (Beginning, Middle, and End)



# The A and the $\Omega$ of Marketing an Event



## What will you be **IGNITED** with?

- How do you build awareness about your event?
- How do you create engagement through online tools?
- What do you do for follow up after the event?



# Building Awareness



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## How do you **BUILD AWARENESS** about your event?

- Email Marketing
- Print Materials
- Promotional Items
- Word of Mouth Marketing

# Building Awareness



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**Stapleton Happenings**  
EVENTS & ANNOUNCEMENTS | EVENTS & ANNOUNCEMENTS

**movies music & more**

**WHAT'S HAPPENING IN YOUR NEIGHBORHOOD**  
July/August

July

- Every Friday - Main Street Summerfest - The Shops at Northfield - 4 - 8 pm
- Every Sunday - Stapleton Farmers Market - The Green - 8:30 am - 12:30 pm
- July 16th, Friday - Movie Night - "Julie & Julia" - The Green - 8 pm
- July 17th, Saturday - Community Garage Sale - Stapleton Community - 8 am - 1 pm
- July 24th, Saturday - Bike Tour of Stapleton Public Art - 29th Ave. Fountain - 3 - 5 pm
- July 24th, Saturday - Summer Concert Series - Opie Gone Bad - The Green - 6 - 8 pm
- July 30th, Friday - Movie Night - "The Blind Side" - The Green - 8 pm
- July 31st, Saturday - Sweet William Market - The Green - 9 am - 2 pm

August

- August 7th, Saturday - Summer Concert Series - The Nacho Men - The Green - 6 - 8 pm
- August 13th - Friday - Movie Night - "Cloudy with a Chance of Meatballs" - The Green - 8 pm

## Building Awareness

- Email Marketing

# Building Awareness



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## Building Awareness

- Print Materials

**Find the right price range here.**

**\$100s - \$200s**

**A New Town Builders**  
From the low \$100s  
2017 Holmes Street  
303-535-3389  
1,362 sq. ft. R.  
2 & 3 bedrooms

**B New Town Builders**  
Central Park New Homes at Leverage  
From the mid \$100s  
2017 Holmes Street  
303-535-3389  
1,362 sq. ft. R.  
2 & 3 bedrooms  
(Make opening only vacant)

**C McStain Neighborhoods**  
Casitas  
From the high \$100s  
120 Central Park Boulevard  
303-535-4024  
194-1200 sq. ft.  
2 & 3 bedrooms

**KB Home**  
Palmco Homes  
From the low \$100s  
2124 N. Spruce Street  
303-535-3397  
1,150-1,657 sq. ft.  
2 & 3 bedrooms

**D Wonderland Homes**  
Dancey Residences  
From the high \$200s  
2885 E. 30th Avenue  
303-535-3029  
1,220-1,657 sq. ft.  
2 & 3 bedrooms

**\$300s - \$400s**

**E KB Home**  
Marble Shores  
From the low \$300s  
3542 26th Avenue  
303-535-7293  
2 bedrooms & options

**F New Town Builders**  
Slate Collection  
From the high \$300s  
2524 Adams Street  
720-941-8355  
1,540-2,277 sq. ft.  
2, 4, & 6 bedrooms

**G Infinity Home Collection**  
Slate Collection  
From the low \$400s  
2502 Tucker Street  
720-770-7023  
1,521-2,047 sq. ft.  
2, 3 & 4 bedrooms & study

**H Parkwood Homes**  
Academy Collection  
From the low \$400s  
2506 E. 30th Avenue  
303-535-4038  
2,145-3,200 sq. ft.  
3, 4 & 5 bedrooms

**\$500s - \$900+**

**I Infinity Home Collection**  
Oak Collection  
From the high \$500s  
3865 E. 32nd Avenue  
303-535-7293  
2,046-2,703 sq. ft.  
2, 4, 5 & 6 bedrooms & study

**J Denver Brownstones**  
at Central Park  
From the mid \$700s  
3855 Montview Street  
303-535-9564  
1,242-1,474 sq. ft.  
2 & 3 bedrooms  
By appointment only

**K Urban Estate Homes**  
From the \$800s  
8744 E. 29th Avenue  
720-243-5138  
3,128-4,248 sq. ft.  
4 & 5 bedrooms  
By appointment only

**Find the model homes here.**

Home price categories are based on average home closing prices for 2013. Prices and specifications are subject to change without notice.

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# Building Awareness



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## Building Awareness

- Promotional Items



# Building Awareness



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## Building Awareness

- Word of Mouth Marketing
- Encourage Viral-ness
- Social Media Networking Tools
- Build an Anticipation

# Create Engagement



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## How do you **CREATE ENGAGEMENT** through online tools?

- Blogs
- Micro Blogs
- Social Media Networking



# Create Engagement



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The screenshot shows the Keos Marketing Group website. At the top, there are navigation tabs for Home, About Keos Marketing Group, Keos Marketing Group Home, and Keos Marketing Group News. Below this is the Keos Marketing Group logo and the title 'KEOS MARKETING BLOG'. A search bar is visible. The main content area features a post titled 'Keos Marketing Group News' with a sub-header 'Real Estate Developers and Real Estate Builders worry no more about marketing strategies that only appeal to aesthetics...'. The post text discusses the company's commitment to dynamic marketing strategies. To the left, there are sections for 'Pages' (About Keos Marketing Group, Keos Marketing Group Home, Keos Marketing Group News), 'Tweet Keo Frazier, Principal of Keos Marketing Group', and 'Recent Posts' (How much money are your networking contacts worth to you?, Dear Google, if you love somebody, let them go, if). To the right, there is a calendar for August 2010 and an 'Archives' section listing months from April 2010 to July 2009. A 'Blogroll' section lists various real estate and marketing related links.

## Create Engagement

- Blogs
- Expert Blogger
- Guest Blogger

# Create Engagement



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## Create Engagement

- Micro Blogs
- Comments
- Reviews

The screenshot shows the Yelp San Francisco homepage. At the top, there's a search bar with the text "Search for (e.g. taco, cheap dinner, Max's)" and a "Near" field set to "San Francisco, CA". Below the search bar is a navigation menu with options like "Welcome", "About Me", "Write a Review", "Find Reviews", "Invite Friends", "Messaging", "Talk", "Events", and "Member Search". The main content area is titled "Yelp San Francisco" and features a "Best of yelp" section with six category-specific lists of businesses. Each list includes a small image, a title, a review count, and a numbered list of top-rated businesses. A "Categories" section on the right lists various categories and their corresponding review counts.

Category	Review Count
Shopping	4844
Restaurants	4403
Health and Medical	3320
Food	2982
Home Services	2435
Beauty and Spas	2394
Local Services	1890
Event Planning & Services	1711
Arts & Entertainment	1507
Active Life	1487
Professional Services	1301
Nightlife	1109
Automotive	1012
Hotels & Travel	946
Education	853
Real Estate	721
Pets	479
Financial Services & Government	406
Local Flavor	387
Mass Media	213
Religious Organizations	188

# Create Engagement



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**Denver Real Estate** What does a nearly \$1 billion makeover look like? Officials at Denver International Airport revealed their multi-million dollar plans for the south terminal today!

**Denver Development Projects**

July 29 at 3:45pm · Comment · Like · Share

Alex Tooke likes this.

**Denver Real Estate** 9News Video: <http://www.9news.com/video/default.aspx?bctid=309122052001>  
July 29 at 3:56pm · Like · Flag

**Stephanie Bowman** I think the question is...what does it look like for condo owners in the area that want to unload them?  
July 29 at 4:14pm · Like · Flag

**John Jarrard** Why don't they spend \$1Billion to get the damn light rail out there????  
July 29 at 4:28pm · Like · Flag

**Nader Kawas** What does a \$1 billion makeover look like? Cher, that is what it looks like! Seriously, does anyone remember the delays it took in the first place when the airport was constructed? I am just saying!  
July 29 at 4:41pm · Like · 1 person · Flag

**Denver Real Estate** Stephanie - when was the last time you took a look at the market activity in your complex and surrounding neighborhood? Would you like me to check it out for you? How are your tenants treating the place?

John - Guess what?? The light rail...  
See More  
July 30 at 10:21am · Like · Flag

## Create Engagement

- Social Media Networking
- Daily Updates / Posts
- Solicit Feedback
- Anticipate Engagement

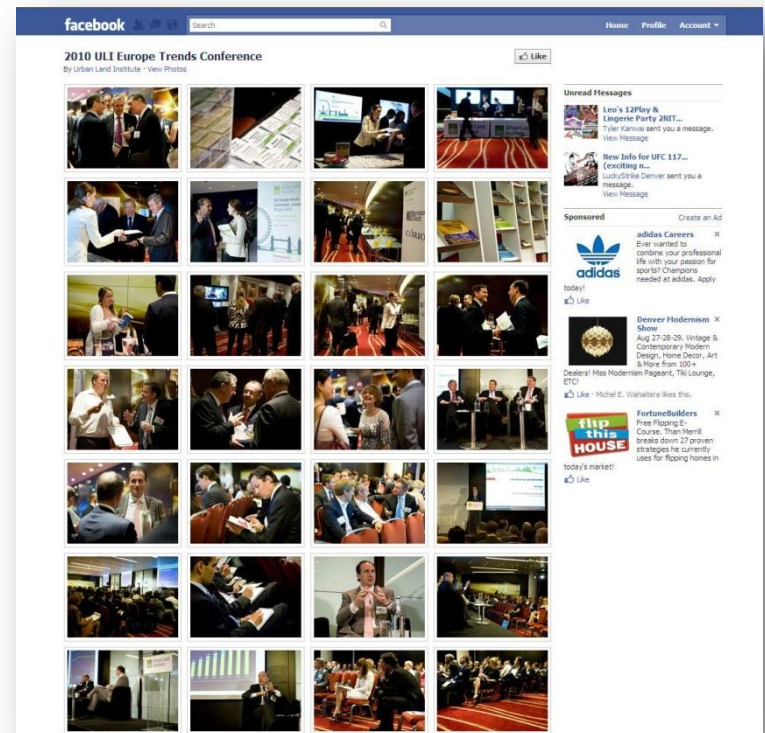


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# During the Event

## What to do during the event?

- Engage with your Audience
- Take Pictures and/or Video





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# During the Event

## What to do during the event?

- Post Updates *real time*
- Have Fun





## What do you do for follow up after the event?

- Continue Engagement
- Donations
- Funding
- Future Involvement



# Event Follow Up

## KEOS MARKETING GROUP Build. Market. Perform.



### Young Philanthropists Foundation

Thank you for your participation in the Youth Advisory Board beta group. We are interested in your thoughts and feelings about your experience so that we can make improvements as the program grows and expands. Your honesty and candor is appreciated and will be useful. *Thank you!*

#### Youth Advisory Board Program Evaluation for YAB Members

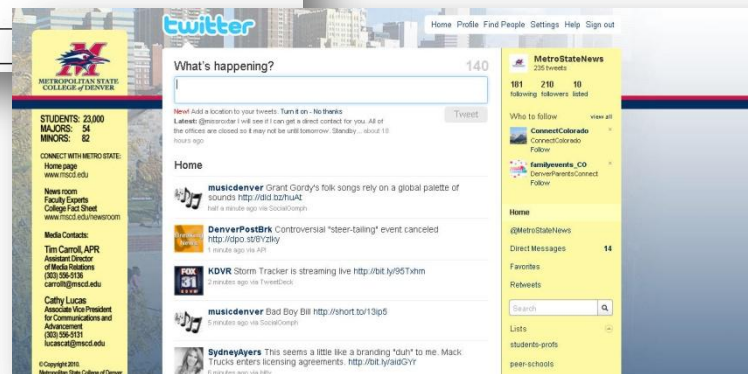
1. How did you find the application experience, rate easy to difficult on a 1 to 5 scale?  
1 (Easy)      2      3      4      5 (Difficult)
2. What did you like most about the Youth Advisory Board?

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## Continue Engagement

- Social Media Networking
- Feedback Surveys (formal or informal)
- Email Marketing





# Event Follow Up

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## MOBILE GIVING



Text KIDS to 50555 to donate \$5 to help stop child abuse

## KEMPE GIVING CARD



Plan your holiday gifts now-  
family, friends, employees  
[Give the Kempe Giving Card](#)

## Donations / Funding

- During the Event (text campaign)
- After the Event (text, online, social media)
- Distant Future (email, print)



# Event Follow Up

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**JRES**  
JAMES  
REAL ESTATE  
SERVICES

**KENNEY ARCHITECTS, P.C.**  
SHAPING THE FUTURE AND PRESERVING THE PAST

**DMCAR**  
Denver Metro Commercial  
Association of REALTORS®  
We Are Commercial Real Estate.

**UNIVERSITY OF DENVER**  
FRANKLIN L. BURNS  
SCHOOL OF REAL ESTATE &  
CONSTRUCTION MANAGEMENT  
DANIELS COLLEGE OF BUSINESS

**Appraisal Institute**  
Professionals Providing  
Real Estate Solutions  
Colorado Chapter

**REAL ESTATE PERSPECTIVE**

July 28, 2010

SHARE [Facebook] [Twitter] [LinkedIn]

Here are the headlines of the latest articles compiled for **Real Estate Perspective** from various publications and websites in the Denver metro area.

**Real Estate Perspective** is pleased to introduce free **searchable access to all of the articles** in the REP library back to 2001! Now you can research a property or a market based on location, date, source or even a word in the text. Click below to access the database and and research your next property of interest:

[Real Estate Perspective Article Database](http://www.jres.com/articles/)  
(or copy and paste the following link into your browser:  
<http://www.jres.com/articles/> )

And if you are interested in apartments, the 1st Quarter 2010 **Apartment Perspective** newsletter is now also available by clicking the link below:

## Future Involvement

- During the Event (print)
- After the Event (email, social media print)
- Distant Future (email newsletter)



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Build  
Awareness  
About the  
Event

Create  
Engagement  
Around the  
Event

Engage at the  
Event

Follow up After  
the Event

**Build Awareness**

**Create Engagement**

**Engage at the Event**

**Follow up After the Event**



# The A and the $\Omega$ of Marketing an Event

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*“Failure to market your event from the beginning to the end will hinder the potential success of your event and you will not get your desired results from the event.”*

*Go forth and market!*

*-- Keo Frazier, Principal, Keos Marketing Group*

# IGNITE Your Business



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## Contact Us

[info@keosmarketing.com](mailto:info@keosmarketing.com)

1.877.536.7552 (877.KEOS.LLC)

## Want to Know More?

<http://blog.keosmarketing.com/>

To access this presentation online go to:

<http://keosmarketing.com/Keos-Marketing-Strategy.html>