



Build. Market. Perform. _____

KEOS
MARKETING GROUP
online media events strategy data

Keos Marketing Group Strategy _____

Keos Marketing Group has proven success with increasing leads to companies and organizations. Here is an outline of our strategic approach.

BUILDING LEADS FOR REAL ESTATE

Keos Marketing creates a strategy for lead generation and lead conversion for real estate properties.

Being a real estate developer and builder of commercial, residential and mixed-use real estate is a rewarding challenge. The challenge of creating a piece of real estate that is part of a community is the reward the real estate developer is able to achieve. This challenge should not have to extend past the developer's real estate building and land development expertise. That is where Keos Marketing Group picks up the challenge and builds a marketing strategy that translates into sold real estate units.

Keos Marketing Group stays with the real estate builder and real estate developer from the beginning to the end of a project. Keos Marketing Group begins with a marketing strategy that focuses on generating leads. This marketing strategy is custom to each real estate developer and real estate builder and custom to each specific development project within the developer's real estate portfolio.

ONLINE MEDIA STRATEGY

Keos Marketing offers social media marketing, search engine marketing (SEM), pay per click campaigns (PPC), search engine optimization (SEO), banner advertisement, reciprocal linking for increased page rank for your real estate development project.

Online media is a term that encapsulates all aspects of internet marketing. Keos Marketing Group will review all of your marketing efforts: print, audio and internet marketing, to make strategic marketing suggestions for your real estate development projects. These suggestions include social media networking, social media marketing, search engine marketing strategies (SEM), search engine optimization of your website content and website code (SEO), search engine pay per click campaigns (PPC), reciprocal linking to achieve page rank status on search engines and strategic banner advertisement strategies through real estate directories and real estate organizations. This piece of the marketing strategy is designed to generate leads that can be converted to real estate property sales

EVENT MARKETING STRATEGY

Keos Marketing offers real estate event marketing, promotions marketing, guerilla marketing, interactive marketing, and grass roots marketing for the real estate buying audience.

Event marketing allows the real estate property to be showcased with marketing branding and marketing consistency. Event marketing brings the audience that found the real estate property through an internet marketing effort to the real estate property. This process is converting the leads generated through online media internet marketing to real estate property sales.

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MEASURING PERFORMANCE

Keos Marketing creates marketing strategies for real estate projects that perform for the real estate developer and real estate builder.

Keos Marketing Group measures the performance of our marketing strategy by utilizing internet marketing analysis tools, assessing direct email marketing response rates and tallying attendance and return visits from real estate events.

Keos Marketing Group focuses on digital media, online marketing and interactive marketing tactics that are engaging for the consumer. We also extend our expertise to traditional media such as outdoor marketing, broadcast commercials and print advertisements.