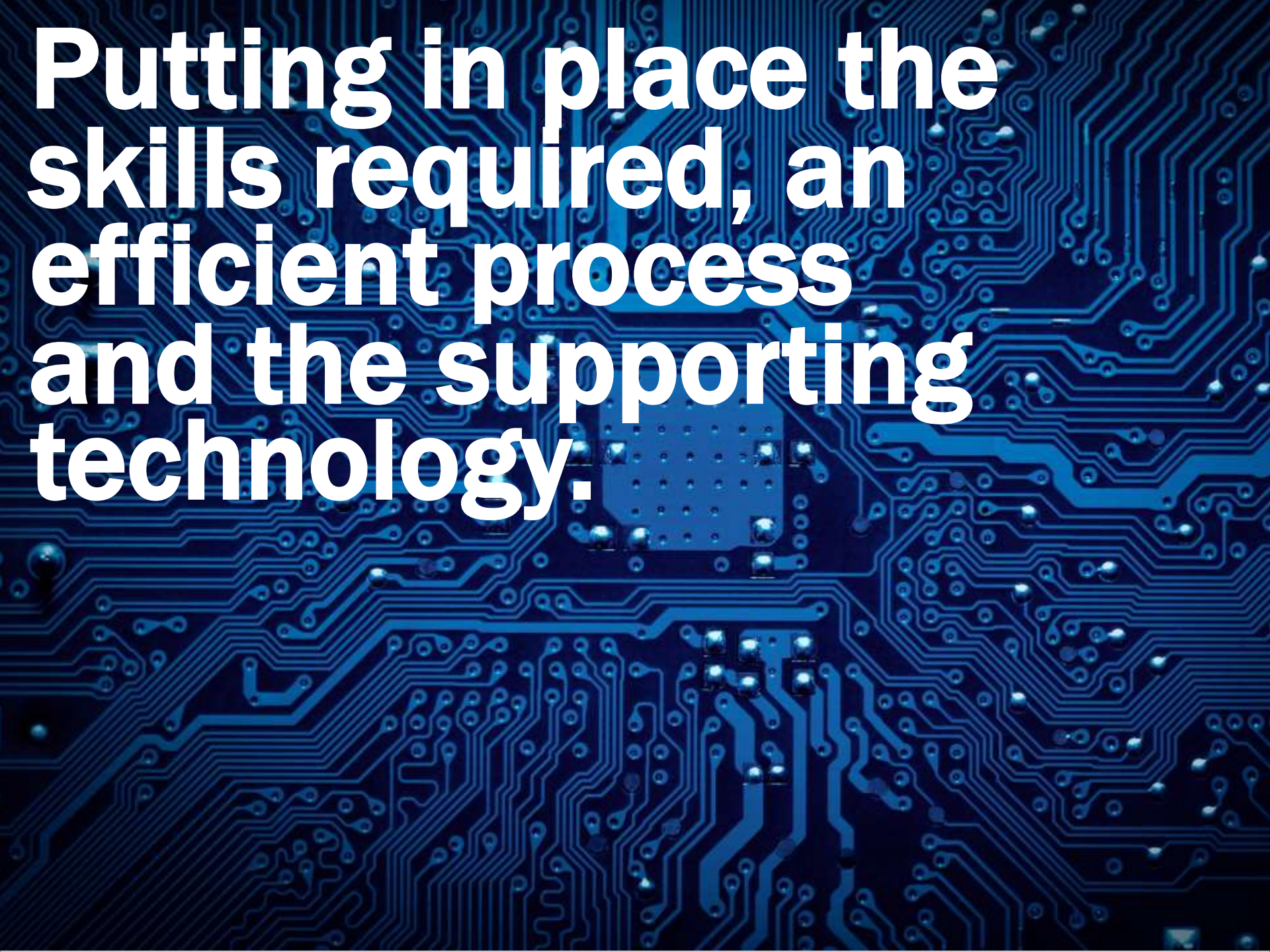


Commerce and Digital Content
“Trends, successes and what to avoid”
Zoe Ellis- Moore, JLL





**Technology has become
the holy grail of
marketing.**



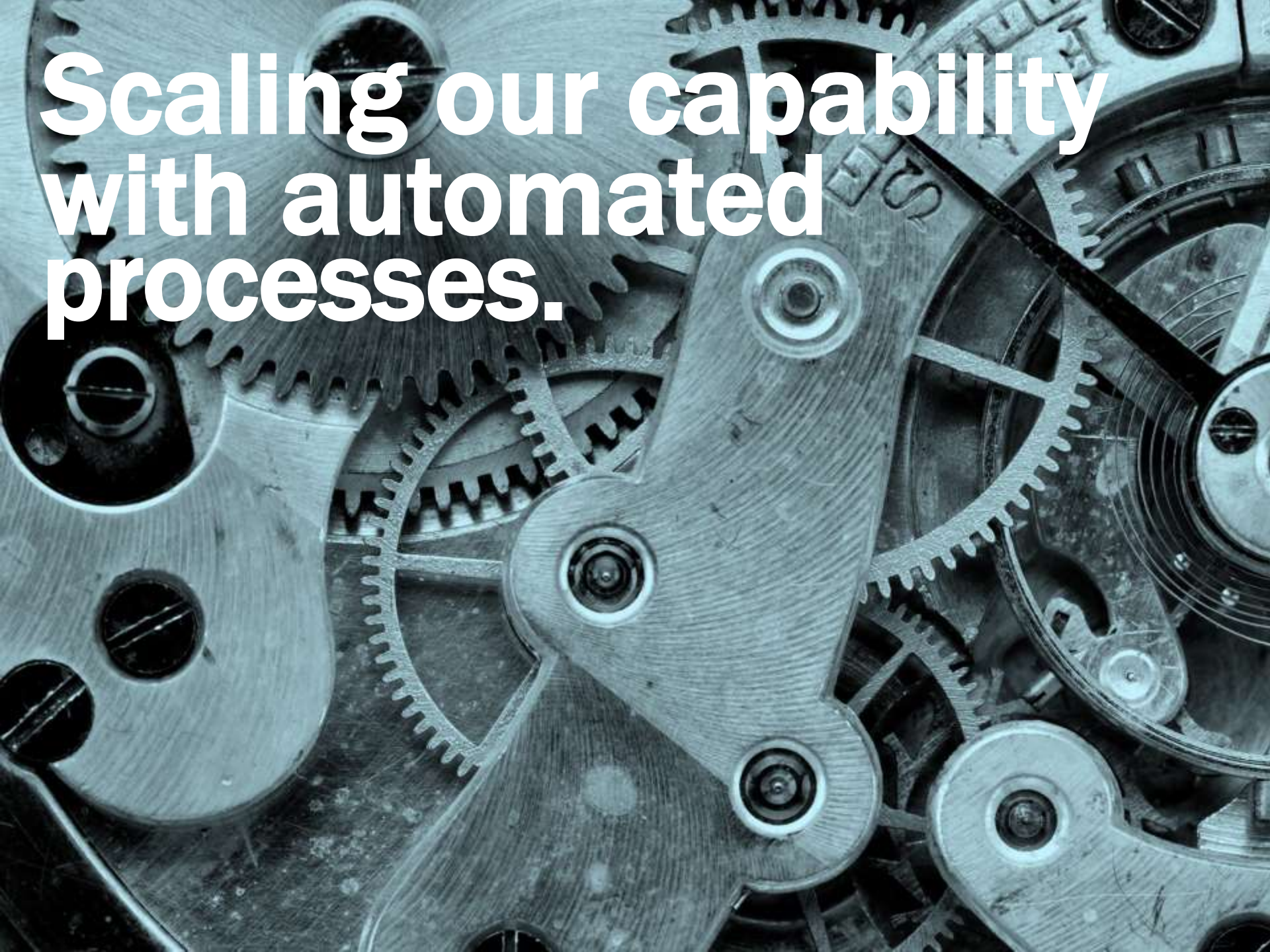
Putting in place the skills required, an efficient process and the supporting technology.

Need to understand consumers better and customise the delivery of communications.



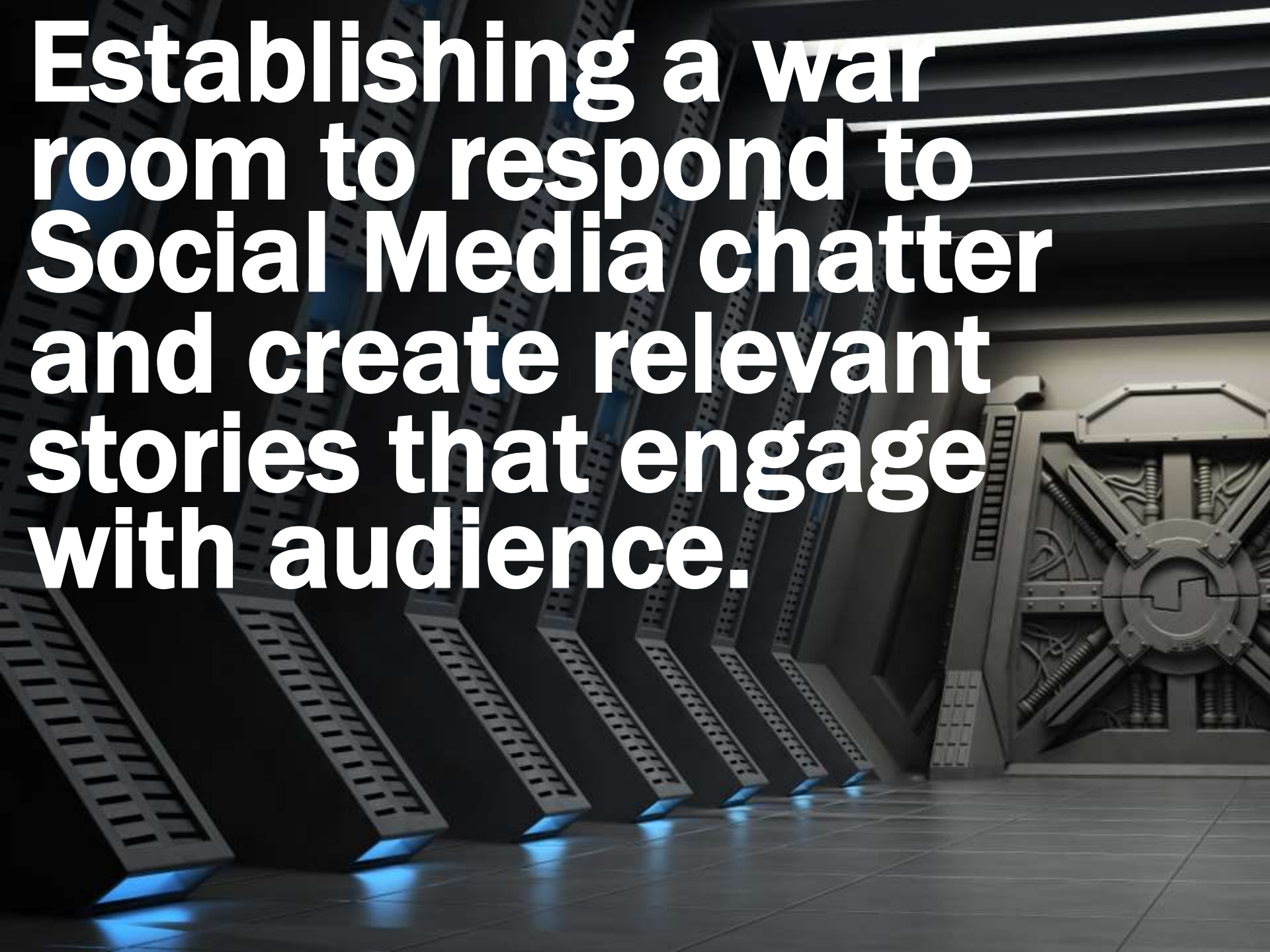


**Create a bridge
between customer
experience and the
marketing process.**



**Scaling our capability
with automated
processes.**

Establishing a war room to respond to Social Media chatter and create relevant stories that engage with audience.



Personalising marketing and web pages.




Delivering timely and relevant content.

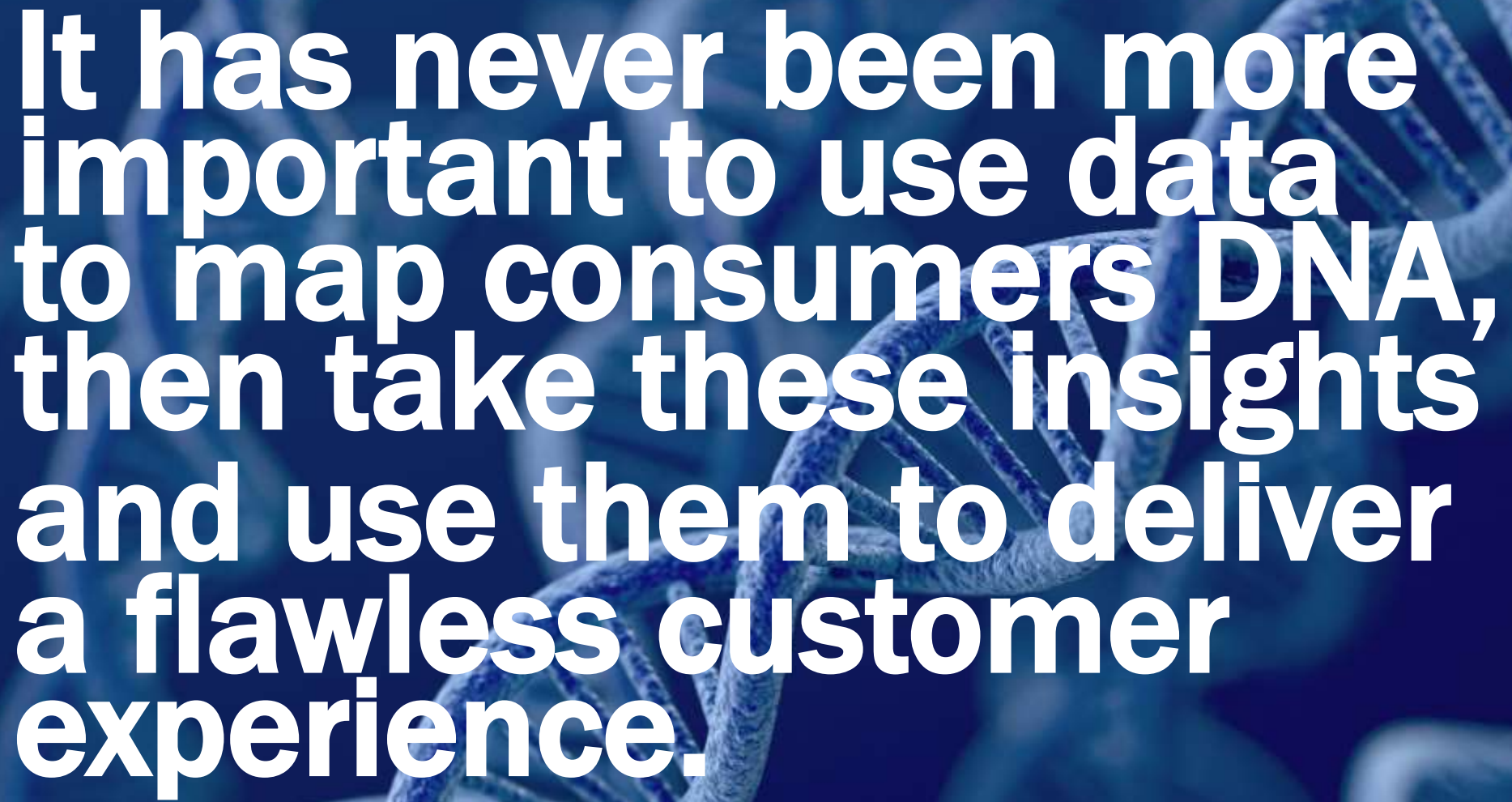


**Establishing key
performance indicators.**



The background is a dark, blue-toned image. On the left side, there is a perspective of light rays or a tunnel, with lines converging towards the center. On the right side, there is a silhouette of a person standing in a hallway, looking towards the camera. The overall mood is mysterious and futuristic.

**Marketing operations
has spent too long
overshadowed by
tactical approach**



It has never been more important to use data to map consumers DNA, then take these insights and use them to deliver a flawless customer experience.

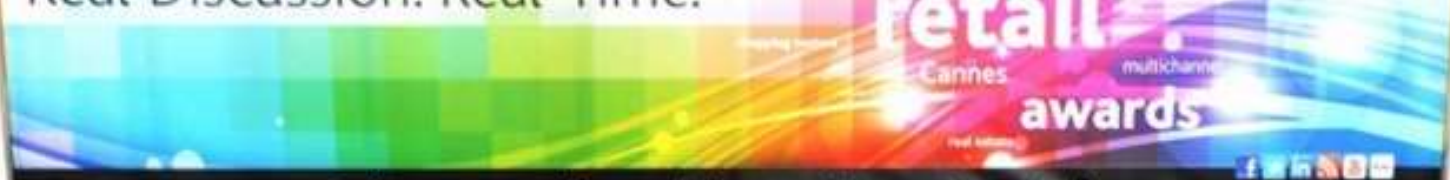
THE STRATEGY:



**Beating
the competition with
good client insights.
Cross selling our
services**

**What do JLL
want to be
known for?**





Follow us on: blog.mipimworld.com/mapic-live

Welcome to MAPIC

- Conference Rooms
- Champagne Reception
- Debrief
- MAPIC Clients Agorae
- MAPIC Video Studio
- MORE Fashion
- Press Club

- Business Lounge
- Business Gallery
- Business Centre
- Corporate Services
- Event Space
- Meeting Room
- Office Reception Area
- Press Reception
- Support



Timing of opportunity

Creative and concept



Linking physical and digital



Visual, memorable and shareable



 **JLL**
FOOD *in* FASHION



28+ pieces of coverage

across EMEA, and rising

325+ views

of press releases on JLL.eu

1812+ views

of all relevant articles on The Investor and Real Views. This will continue to rise in post-campaign pushes on social media in 2016

3.5 minutes

longest time spent on relevant article on The Investor. Highs of 3 minutes 4 seconds spend on relevant Real Views piece

577 engagements

with social media posts on JLL corporate accounts during the MAPIC campaign

54% of social media engagements occurred on Instagram

964 views

of JLL videos

100+ viewers

of JLL's first Periscope live broadcasts of the #FoodinFashion show

Jonathan Doughty's image made the front page of MAPIC News on day 3

Official MAPIC Day 3 Tweet of the day

"Hearing how 25% of the US spending population are millennials, with David Zoba, Dana Telsey and @NaveenJaggi #MAPIC"

#FoodinFashion - 2nd most popular hashtag after #MAPIC

used a total of 497 times

JLL had a 41% share of voice for MAPIC social content

against key competitors - Cushman & Wakefield (37%), Colliers International (13%) and CBRE (3%)

9am was the best time of day to post content

[Click here](#)



Mentions



#foodinfashion featured in 11% of total MAPIC social content.

Conversation Stream

JLLRobertRetail 6d
 Watch @JLLRobertRetail explaining to @RFEuropeMag what @JLLRetail's #FoodInfashion msg was for: #MAPIC last week
 jllink/6015BR1qz
 Retweet of @JLLEuropeRetail
 Nov 27 2015 05:27 PM
 Set Message Properties
 Set Profile Properties

Not Set Not Assigned 0

JLLUK 6d
 Watch @JLLRobertRetail explaining to @RFEuropeMag what @JLLRetail's #FoodInfashion msg was for: #MAPIC last week
 jllink/6011BR1qz
 Mention
 Nov 27 2015 05:00 PM
 Set Message Properties
 Set Profile Properties

Not Set Not Assigned 0

JLLEuropeRetail 6d
 Watch @JLLRobertRetail explaining to @RFEuropeMag what @JLLRetail's #FoodInfashion msg was for: #MAPIC last week
 jllink/6015BR1qz
 Mention
 Nov 27 2015 05:00 PM
 Set Message Properties
 Set Profile Properties

Not Set Not Assigned 0

MAPICWorld 6d
 Watch me explaining to @RFEuropeMag what @JLLEuropeRetail's #FoodInfashion message was for: #MAPIC last week: youtube.com/watch?v=Ur4DK...
 Retweet of @JLLRobertRetail
 Nov 27 2015 02:33 PM
 Set Message Properties
 Set Profile Properties

Not Set Not Assigned 0

Top Users Klout Score Distribution

David Welch
 David Welch, Real Estate Broker/Associate #Orlando #RealEstate RE/MAX 200 Realty WebsiteBox Top 99 Realtors on Twitter @UCF #ChargeOn #Knights @RollinsMBA
 31695 Reach 1730 Following 2 65

IMMOFUX Makler
 Real Estate , Real Estate Network - Immobilien , Immobilienmakler - es twittert Björn Gauger für den IMMOFUX @ Maklerverbund Impressum http://t.co/SgxHqyb3GM
 26842 Reach 23334 Following 1 64

Coverpoint (JLL)
 We are an International Foodservice Consultancy in Retail, Leisure and Offices. We are proud to be part of JLL. These are the views of Jonathan Doughty.
 5284 Reach 3617 Following 19 59

MAPICWorld
 MAPIC - The leading international retail real estate event for industry professionals worldwide. 18-20 November 2015
 3322 Reach 2420 Following 3 59

A close-up, blue-tinted photograph of a metal ruler with a hole, overlaid with white text. The ruler is positioned diagonally, and the hole is on the right side. The text is centered in the lower half of the image.

**THE RESULT:
Maximising the
client experience.**

What to avoid




A female athlete with long blonde hair, wearing a black sports bra with orange trim and black leggings, is in a starting crouch on a red running track. She is looking directly at the camera with a determined expression. The background shows a cloudy sky with a few birds flying.

**Marketing
is a
marathon
not a
sprint.**

Zoe Ellis-Moore

 [linkedin.com/in/zetail](https://www.linkedin.com/in/zetail)
 @Zetail #FoodInFashion



TO DO SOMETHING
BOLD, YOU HAVE TO
GO SOMEWHERE NEW