

505
Courtland

MARCH 2023 TO AUGUST 2023

505 COURTLAND

BKM MARKETING RECAP

CAREFULLY CRAFTED BY BILL KAELIN MARKETING

BILL KAELIN
MARKETING.EVENTS.CONSULTING



OUTREACH OVERVIEW

BKM's objective was to:

- Implement unique outreach strategies that generate buzz and excitement around the property
- Reach untapped markets through community partnerships and influencer marketing to drive qualified traffic through the doors
- To collect data at on-site events in order to re-target and nurture these qualified leads through email campaigns
- Position your property alongside like-minded brands to establish brand credibility
- Build awareness and educate the public about 505 Courtland the the flourishing SoNo community

14
EVENTS &
PARTNERSHIPS

692
EMAILS
COLLECTED

200.2K
TOTAL
IMPRESSIONS



505
Courtland

INFLUENTIAL WOMEN EXHIBIT

THURSDAY, MARCH 23RD

5-7PM

505 COURTLAND PARTNERED WITH ANNA TO CURATE AN INFLUENTIAL WOMEN ART EXHIBIT IN HONOR OF WOMEN'S HISTORY MONTH. WE HAD OVER 75 RSVPS ATTEND THIS EVENT. ALL ATTENDEES WERE GATHERED MID-WAY THROUGH THE EVENT FOR A TOUR OF THE ENTIRE COMMUNITY.

AT THE EVENT:

- SIX LOCAL ARTISTS WERE PRESENT SHOWCASING THEIR WORK
- MUSIC BY VAL VERRA
- LIGHT BITES, BEER, WINE PRESENTED BY BKM AND SPIRITS PROVIDED BY POST MERIDIEM SPIRITS
- THE OPPORTUNITY TO SHOWCASE 505 COURTLAND THROUGH TOURS

75+

GUESTS

42

EMAILS
COLLECTED



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ATLANTA FILM FESTIVAL PARTNERSHIP

BKM PARTNERED WITH THE ATLFF TO CREATE A SPECIALIZED SPONSORSHIP FOR 505 COURTLAND FOR THE 2023 FESTIVAL.

THE SPONSORSHIP BENEFITS INCLUDED:

- HOSTING AN OFFICIAL ATLFF PARTY DURING THE FESTIVAL
- LOGO INCLUDED ON SPONSOR RECOGNITION BOARD AND ALL PRE-SHOW LOOP SCREENS, ATLFF AND DIGITAL FESTIVAL WEBSITES
- STATIC ADS ON ALL SCREENS
- INDIVIDUAL DIGITAL SCREENING AD WITH CLICKABLE LINK
- SOCIAL MEDIA MENTIONS ON ATLFF FB, TWITTER, IG INCLUSION IN THE ATLFFS NEWSLETTERS
- PROVIDED 505 COURTLAND MARKETING COLLATERAL FOR VIP BAGS, SCREENING AND EVENTS

505 COURTLAND WAS PROMOTED TO **30K** ATTENDEES



505

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ATLANTA FILM FESTIVAL AFTER-PARTY

SATURDAY, APRIL 22ND

9-11:30PM

AS AN OFFICIAL PARTNER OF THE ATLFF, WE HOSTED THEIR FIRST SATURDAY AFTER-PARTY AT 505 COURTLAND TO CELEBRATE THE FESTIVITIES. ATTENDEES INCLUDED FESTIVAL TICKET HOLDERS, PRODUCERS, DIRECTORS, VIP BADGE HOLDERS, AND LOCALS.

TO INCREASE OUR DIGITAL FOOTPRINT AND AWARENESS FOR THIS EVENT, WE HOSTED A SOCIAL MEDIA GIVEAWAY FOR A CHANCE FOR ONE LUCKY LOCAL TO WIN (2) ATLFF BADGES & A \$50 SEBASTIANS PINTXOS BAR GIFT CARD. ADDITIONALLY, AT THE EVENT WE HOSTED A PHOTO CONTEST ON THE ROOFTOP WHERE ATTENDEES WERE ENCOURAGED TO TAKE A PHOTO ON THE ROOFTOP DURING THEIR TOUR TO ENTER TO WIN A \$50 GIFT CARD TO 26 THAI KITCHEN.

AT THE EVENT:

- RED CARPET AT THE ENTRANCE WITH AN ATLFF STEP & REPEAT
- BAR WITH POST MERIDIEM SPIRITS, BOXEDUP SPECIALTY COCKTAILS, BEER & WINE
- PONKO CHICKEN AND CHARCUTERIE SPREAD
- MUSIC BY VAL VERRA
- A BRANDED 360 PHOTO BOOTH WITH PROPS
- PHOTO CONTEST ON THE ROOFTOP

200+
GUESTS

505 COURTLAND WAS INCLUDED IN
AN ATLFF EMAIL BLAST POST-EVENT TO

30K ATTENDEES



THE NETWORK OF ATLANTA MIXER

TUESDAY, APRIL 25TH

6-9PM

505 COURTLAND PARTNERED WITH THE NETWORK OF ATLANTA TO HOST ONE OF THEIR MONTHLY NETWORKING EVENTS. THE NETWORK OF ATLANTA PROVIDED A PROFESSIONAL PHOTOGRAPHER TO CAPTURE THE EVENT. ATTENDEES WERE GATHERED THROUGHOUT THE EVENT FOR A TOUR OF THE APARTMENT COMMUNITY.

PROMOTIONS FOR THE EVENT:

- NEWSLETTER MENTIONS
- SOCIAL MEDIA POSTS TO FOLLOWERS
- THE OPPORTUNITY TO SHOWCASE 505 COURTLAND
- THROUGH TOURS

85
GUESTS

85
EMAILS
COLLECTED



505

Courtland

ATLANTA SOCIAL YOGA CLASS

FRIDAY MAY 12TH

7-8:30PM

BKM TEAMED UP WITH ATLANTA SOCIAL YOGA, A POP-UP YOGA SERIES AND COMMUNITY TO HOST A DRAKE-THEMED YOGA CLASS IN THE MAIN COMMUNITY ROOM FOR LOCAL YOGIS AND RESIDENTS. THE 505 TEAM PROVIDED TOURS OF THE COMMUNITY TO THE YOGIS AFTER THE CLASS ENDED.

AT THE EVENT:

- A DRAKE-THEMED HOUR-LONG YOGA CLASS WITH AN ESTABLISHED ATLANTA YOGA INSTRUCTOR
- MUSIC BY VAL VERRA
- APEROL SPRIT AND WILD HEAVEN BEER
- LIGHT BITES
- THE OPPORTUNITY TO SHOWCASE 505 COURTLAND THROUGH TOURS

45+
GUESTS

80+
EMAILS
COLLECTED



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MILLENNIALS IN THE CITY SOCIAL

SATURDAY, MAY 20TH

12-3PM

505 COURTLAND TEAMED UP WITH MILLENNIALS IN THE CITY TO HOST A LIVELY SOCIAL EVENT. IT WAS A FANTASTIC OPPORTUNITY TO SHOWCASE THE COMMUNITY TO ITS TARGET DEMOGRAPHIC AND FOSTER CONNECTIONS WITHIN ATLANTA'S VIBRANT MILLENNIAL COMMUNITY.

AT THE EVENT:

- MUSIC BY DJ FRED
- BBQ BITES PROVIDED BY CHEF KIMBELLA
- DRINKS FROM POST MERIDIEM SPIRITS, WILD HEAVEN BEER AND NONALCOHOLIC OPTIONS
- SHOWCASING 505 COURTLAND THROUGH TOURS

50
GUESTS

1500+
EMAILS
COLLECTED



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NETWORK UNDER 40 EVENT

WEDNESDAY, MAY 24TH

6-9PM

505 COURTLAND COLLABORATED WITH NETWORK UNDER 40 TO CO-HOST A MONTHLY NETWORKING EVENT. IT PRESENTED A REMARKABLE PLATFORM TO SHOWCASE OUR THRIVING COMMUNITY TO ITS TARGET DEMOGRAPHIC.

AT THE EVENT:

- MUSIC BY DJ FRED
- CHARCUTERIE SPREAD
- DRINKS FROM POST MERIDIEM SPIRITS, BEER, WINE AND NONALCOHOLIC OPTIONS
- SHOWCASING 505 COURTLAND THROUGH TOURS

35
GUESTS

35
EMAILS
COLLECTED



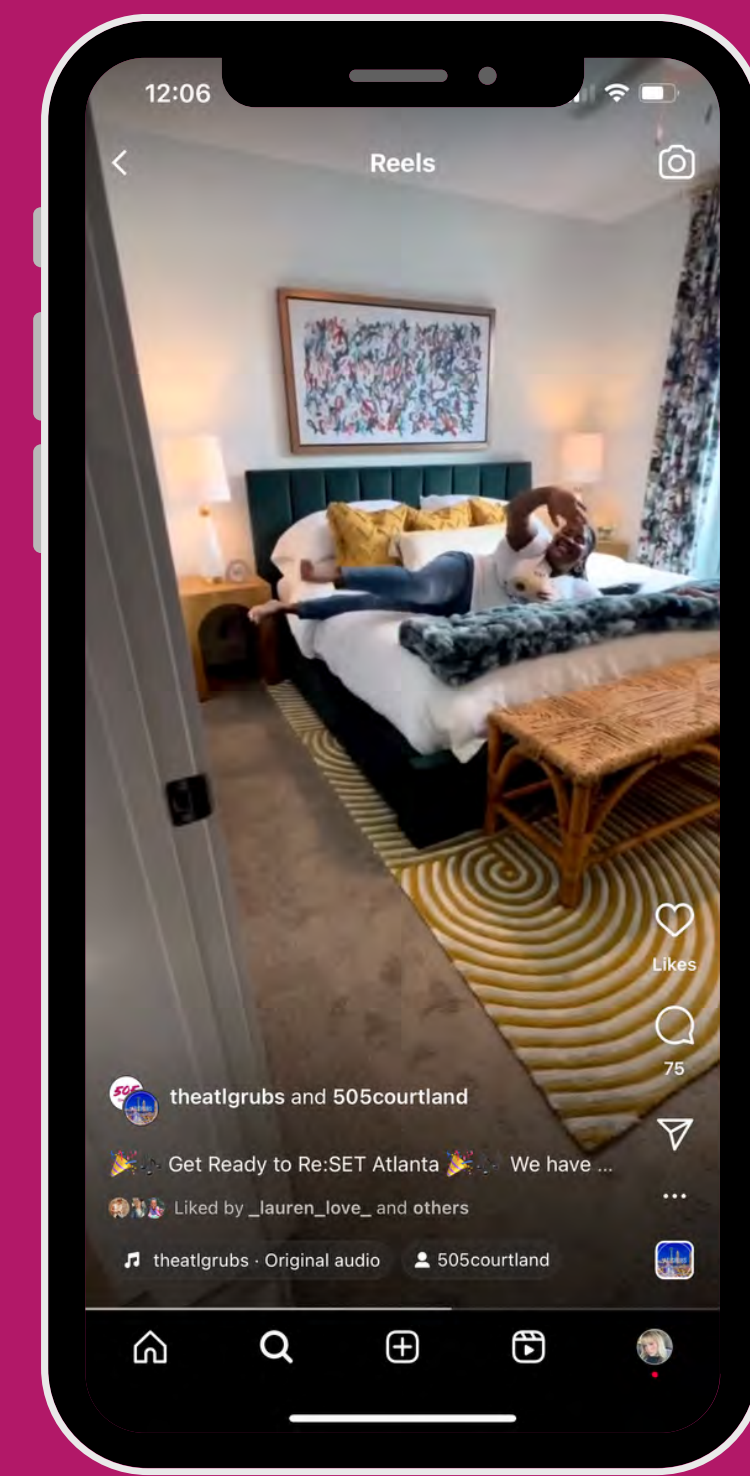
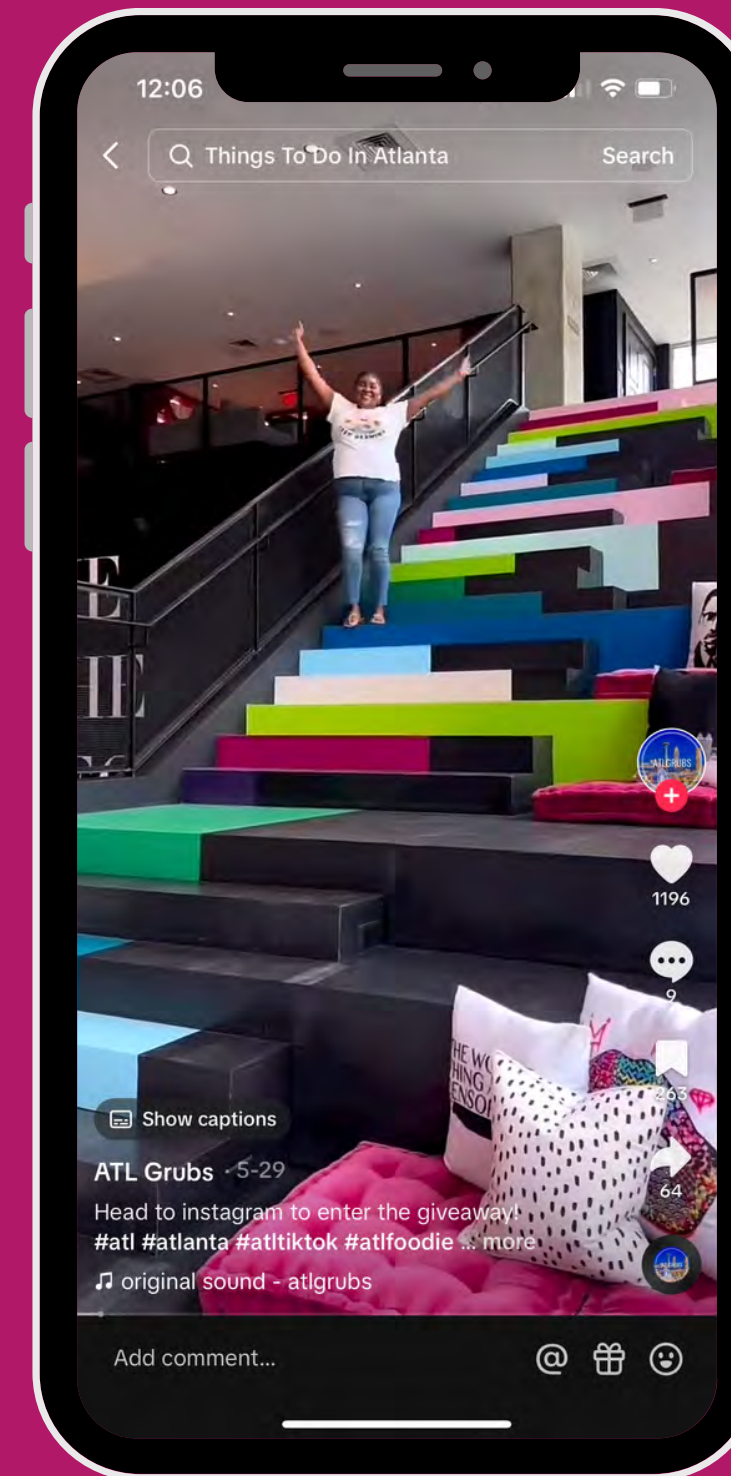
RE:SET FESTIVAL SOCIAL MEDIA GIVEAWAY

MAY 29TH TO JUNE 2ND

For the Re:SET Festival social media giveaway, BKM partnered with:

- [ATL Grubs](#) (305.8K Followers)
 - An Atlanta influencer with majority of their audience is Atlanta-based, and their content focuses on things to do in the city
- [Bon Ton Atlanta](#) (10.6K Followers)
 - A well-known local restaurant located a block away from the festival grounds

Our goal was to target 505 Courtland's target demographic and increase brand awareness and online engagement. To achieve this, we created an exclusive Re:SET giveaway for one follower to win 2 Re:SET festival weekend passes and a \$75 Bon Ton Gift Card, which are both walking distance to the 505 community. The Instagram Reel and Tik Tok for the giveaway, created by a local, established Atlanta influencer, focused on all aspects of apartment community. As a result, the giveaway received over 50,000 impressions and ultimately generated tons of buzz for 505 Courtland!



316.7K
TOTAL ACCOUNTS REACHED

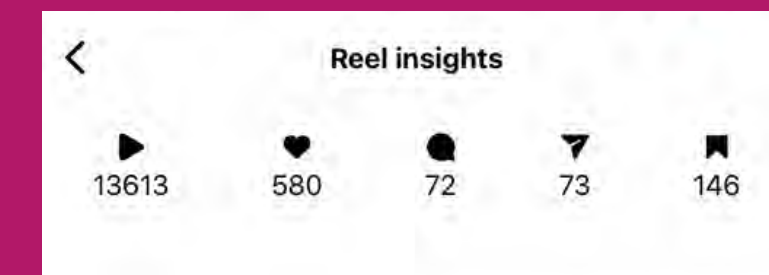
50.5K
TOTAL IMPRESSIONS

3
IN-FEED POSTS

6+
INSTAGRAM STORIES

32K
VIEWS ACROSS ALL VIDEOS POSTED

1.6K+
TOTAL LIKES



Instagram and Facebook plays	14,025
Instagram likes and Facebook reactions	582

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OUT GEORGIA PRIDE EVENT

SUNDAY, JUNE 4TH
12-3PM

505 COURTLAND PARTNERED WITH OUT GEORGIA, WHICH SERVES THE LGBTQ+ AND ALLIED BUSINESS COMMUNITY, TO BOOST THEIR FIRST PRIDE MONTH EVENT IN JUNE.

THE 505 TEAM PROVIDED TOURS TO THE ATTENDEES.

AT THE EVENT:

- MUSIC BY DJ VAL VERRA
- BURGERS WITH A VEGETARIAN OPTION, CHIPS AND VARIETY OF DESSERTS
- DRINKS FROM POST MERIDIEM SPIRITS, SWEETWATER BEER AND NONALCOHOLIC OPTIONS
- SHOWCASING 505 COURTLAND THROUGH TOURS

15

GUESTS

15

EMAILS
COLLECTED



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CREATIVE MORNINGS EVENT

THURSDAY, JUNE 8TH

6-9PM

505 COURTLAND TEAMED UP WITH CREATIVE MORNINGS, AN ATLANTA CREATIVE COMMUNITY, TO ELEVATE THEIR BRAINSTORMING WORKSHOP WITH THEIR TEAM AND VOLUNTEERS. OVER 15 MEMBERS ATTENDED THIS EXCLUSIVE WORKSHOP AT THE 505 SKY LOUNGE. THE ATTENDEES INCLUDED CREATIVE LEADERS IN ATLANTA, ARTISTS, MUSICIANS AND MORE.

AT THE EVENT:

- POST MERIDIEM SPIRITS ESPRESSO MARTINIS, WINE, BEER AND NONALCOHOLIC OPTIONS
- A TOUR TO HIGHLIGHT 505 COURTLAND

15+

GUESTS

15

EMAILS
COLLECTED



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MAAP PRIDE ROOFTOP PARTY

SATURDAY, JUNE 10TH

1-4PM

IN HONOR OF PRIDE MONTH, 505 COURTLAND PARTNERED WITH MAAP, AN LGTBQ+ PROFESSIONAL COMMUNITY, TO HOST ONE OF THEIR KEY EVENTS. THIS BROUGHT IN OVER 100 QUALIFIED LEADS AND RESIDENTS TO ENJOY THE 505 COURTLAND COMMUNITY.

AT THE EVENT:

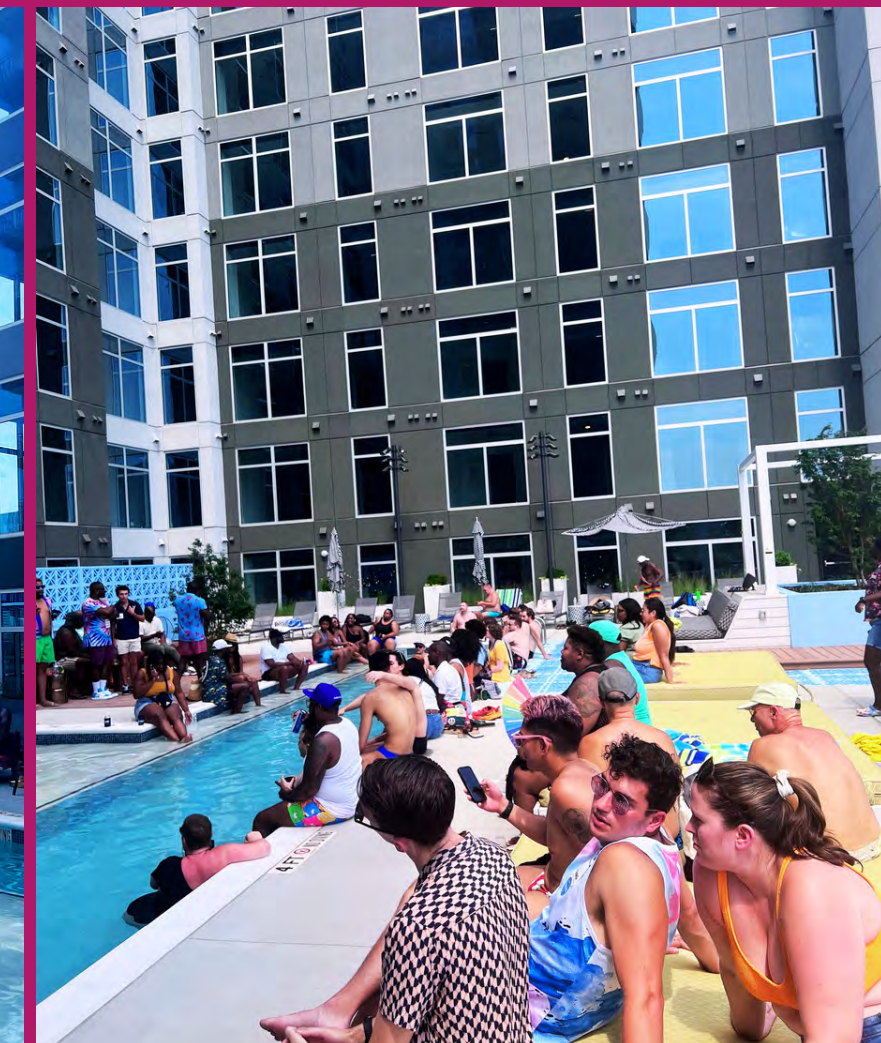
- 2 DRAG QUEEN PERFORMANCES
- MUSIC BY DJ VAL VERRA
- TACO BAR BY CHEF KIMBELLA
- BAR FILLED WITH POST MERIDIEM SPIRITS, BEER, WINE AND NONALCOHOLIC OPTIONS
- RAFFLE FOR \$50 GIFT CARD AND A POST MERIDIEM SPIRITS PARTY BOX WITH \$150 VALUE; ALL PROCEEDS GOING TO MAAP
- SHOWCASING 505 COURTLAND

157

GUESTS

157

EMAILS COLLECTED



YELP ELITES ATLANTA 404 AT 505

FRIDAY, JULY 7TH

7PM-9:30PM

505 COURTLAND PARTNERED WITH YELP ELITES ATLANTA TO HOST THEIR ESTEEMED LAUNCH PARTY. YELP ELITES ATLANTA IS AN INFLUENTIAL AND DIVERSE COMMUNITY OF WRITERS, PHOTOGRAPHERS AND ADVENTURERS WHO ARE ACTIVE IN THE YELP COMMUNITY. OVER 150 GUESTS ATTENDED THIS SPECIAL EVENT AND WERE GIVEN TOURS OF THE APARTMENT COMMUNITY.

AT THE EVENT:

- MUSIC FROM VAL VERRA
- DRINKS FROM POST MERIDIEM SPIRITS
- CHARCUTERIE SPREAD
- ON-SITE GIVEAWAYS FOR A POST MERIDIEM PARTY BOX AND A POOR CALVINS GIFT CARD TO COLLECT EMAIL ADDRESSES
- PROFESSIONAL PHOTOGRAPHER/VIDEOGRAPHER TO UTILIZE FOR MARKETING PURPOSES
- YELP EVENT REVIEWS FROM THE YELP ELITE SQUAD - [LINKED HERE](#)
- THE OPPORTUNITY TO SHOWCASE 505 COURTLAND THROUGH TOURS

150+
GUESTS

80
EMAILS
COLLECTED



YOUNG PROFESSIONALS OF ATLANTA MIXER

WEDNESDAY, JULY 19TH

6:30-9:30PM

BKM PARTNERED WITH YOUNG PROFESSIONALS OF ATLANTA TO HOST THEIR MONTHLY NETWORKING EVENT AT 505 COURTLAND. THIS EVENT INCLUDED A DIVERSE GROUP OF ENTREPRENEURS, COMMUNITY LEADERS, AND WORKING PROFESSIONALS BETWEEN THE AGES OF 26 TO 40 YEARS OLD.

EVENT PROMOTIONS ON:

INSTAGRAM AND FACEBOOK - 8K COMBINED FOLLOWERS
WEBSITE AND NEWSLETTER MENTIONS - 2K READERS

AT THE EVENT:

- DJ FRED
- CHARCUTERIE SPREAD
- A VARIETY OF DRINKS FROM POST MERIDIEM SPIRITS, BEER, AND WINE
- SHOWCASING 505 COURTLAND THROUGH TOURS

100+
GUESTS

50
EMAILS
COLLECTED



HOPE HERITAGE HEAVILY MEDITATED EVENT

TUESDAY, AUGUST 8TH

6:30-8PM

BKM PARTNERED WITH HOPE HERITAGE WELLNESS STUDIO TO HOST A POOLSIDE SOUND BATH MEDITATION WORKSHOP FOR THEIR FOLLOWERS AND 505 RESIDENTS.

AT THE EVENT, BKM PROVIDED CHAMPAGNE AND FRESH FRUIT, WHILE THE PROPERTY MANAGER SHOWCASED 505 COURTLAND THROUGH A SPEECH AND TOURS

EVENT PROMOTIONS ON:
INSTAGRAM AND
FACEBOOK COMBINED
13,488K FOLLOWERS

EVENT RECAPS:
INSTAGRAM REEL - 1
INSTAGRAM STORIES - 5

15
GUESTS



POTENTIAL HOSPITAL/COLLEGE OUTREACH PARTNERSHIP

In July, we embarked on a targeted initiative to engage with Emory Hospital Midtown and the Winship Cancer Institute of Emory University.

As part of this drive, our team successfully reached out to key personnel at both institutions:

Jennifer Morton - We made the acquaintance of Ms. Jennifer Morton, the Associate Director of Development at Winship Cancer Center. During our discussions, she shed light on the potential sponsorship opportunities available at Emory Winship. Ms. Morton was kind enough to connect us with Ms. Annie Wells, the Director of Community Programming. Currently, Ms. Wells is coordinating with her team to ascertain the feasibility of our proposal.

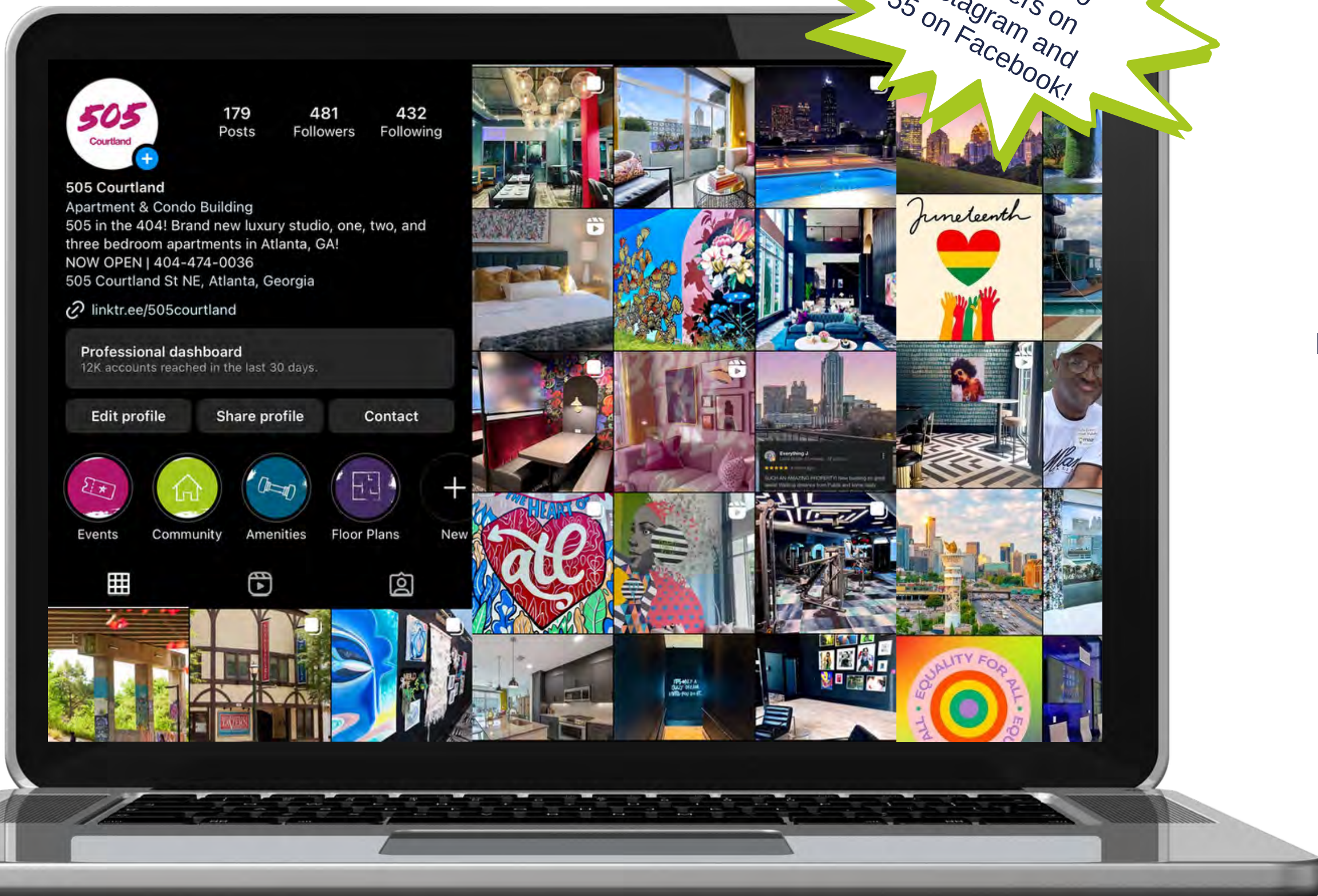
Andrea Clement - To further our outreach, we also initiated contact with Ms. Andrea Clement, who oversees the public relations and media relations for the Winship Cancer Institute of Emory University. Ms. Clement shared that they haven't engaged in partnerships of this nature in the past. As such, any proposed collaboration would need to undergo a thorough review and obtain necessary approvals. We are eagerly awaiting her feedback.



Institutional Policies - It is imperative to mention that Emory Hospital Midtown has a stringent policy in place. They maintain a principled stance against businesses funding products or services with the objective of promoting their own interests. This stance stems from their commitment to uphold an unwavering sense of objectivity.

SOCIAL MEDIA HIGHLIGHTS

Passed 480 followers on Instagram and 55 on Facebook!



272

INSTAGRAM FOLLOWERS GAINED SINCE MARCH

36

FACEBOOK FOLLOWERS GAINED SINCE MARCH

364,548K

IMPRESSIONS SINCE MARCH

71.7K

IG ACCOUNTS REACHED

Page overview



Last 28 days

Discovery

Post reach	17,225
Post engagement	1,598
New Page likes	4
New Page Followers	4

SOCIAL MEDIA HIGHLIGHTS

Content Strategy and Reach:

We've crafted and distributed content meticulously tailored to resonate with our target demographic. The majority of our outreach has proven effective within the Atlanta area.

Social Media Engagements:

We've actively posted real-time updates on Instagram Stories during events and leveraged features such as resharing tagged posts. Furthermore, we strategically tagged partnership accounts to optimize visibility and engagement.

Our story engagement has seen a notable rise, particularly due to increased follower interactions and sharing of our content. Our posts have experienced heightened interactions, evidenced by the increase in audience likes, comments, saves, and shares.

Collaborations & Promotions: To amplify our reach, we've teamed up with local businesses for both on-site and online promotions. A notable collaboration was the Re:SET Festival Giveaway, in tandem with ATLGrubs. This initiative alone brought an impressive 94 new followers to our platform.


Performance Metrics Over the Past 90 Days:

We observed a significant increase in email engagement through button taps – +300%, thanks to our effective call-to-action prompts.


Follower Growth: Our follower count on our social platforms has grown by +33%.

THANK YOU!



 @billkaelinmktg

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 billkaelin.com