

# BILL KAE LIN

MARKETING.EVENTS.CONSULTING

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# BKM: INTRO



WE PRIDE OURSELVES ON CREATIVE IDEAS THAT INSPIRE AND DRIVE CONSUMERS TO TRY THE LATEST TRENDS, PRODUCTS, AND PLACES. EVERY EFFORT IS AIMED AT ENGAGING A LOCAL AUDIENCE BOTH ON AND OFFLINE THROUGH ENTICING BRAND MESSAGING, INFLUENCER COLLABORATION, SOCIAL MEDIA OUTREACH, AND MORE.

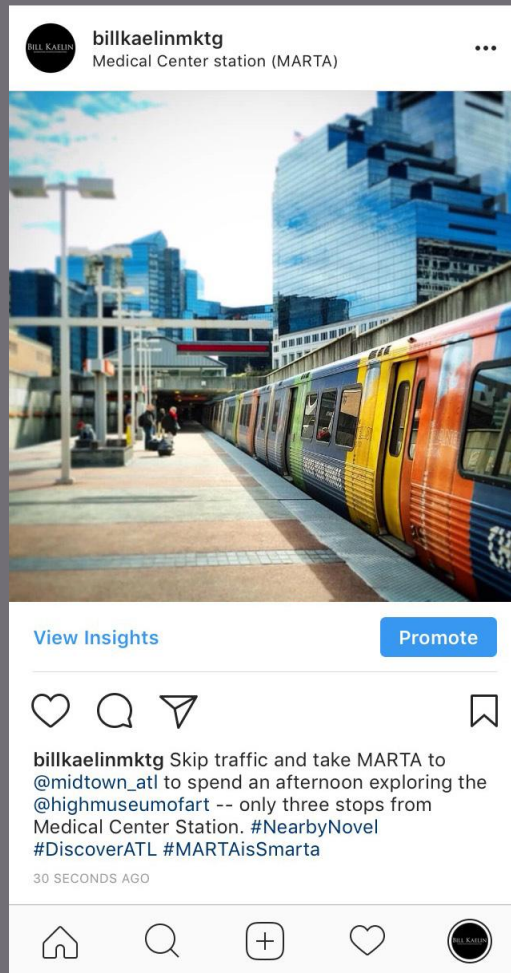
# SOCIAL MEDIA EXAMPLE ONE: FACEBOOK



GIVEAWAYS ARE ONE GREAT WAY TO ENGAGE RESIDENTS AND REACH A WIDER AUDIENCE OF POTENTIAL LEASEES. BY PARTNERING WITH A LOCAL, ON-BRAND BUSINESS, WE CAN CREATE A CROSS-PROMOTION SHARED TO THEIR SOCIAL MEDIA CHANNELS AND ACROSS RESIDENT SOCIAL MEDIA CHANNELS DURING ENTRY.

NANDINA HOME DESIGN REACH: 2,341 (INSTAGRAM), 1,879 (FACEBOOK)

# SOCIAL MEDIA EXAMPLE TWO: INSTAGRAM



SOCIAL MEDIA SHOULD INCLUDE MORE THAN STRAIGHT-FORWARD PHOTOS HIGHLIGHTING THE PROPERTY. WE'LL KEEP YOUR CONTENT FRESH BY MIXING IN POSTS HIGHLIGHTING NEARBY TRANSPORTATION OPTIONS, ACTIVITIES, RESTAURANTS, AND OTHER RELEVANT POINTS. THE USE OF SPECIFIC HASHTAGS AND GEOTAGGING WILL HELP ENSURE WE'RE REACHING A WIDE RANGE OF POTENTIAL RESIDENTS AS WELL.

# ON-SITE ACTIVATION: BRUNCH



GIVING RESIDENTS THE OPPORTUNITY TO CONNECT WITH ONE ANOTHER ON A REGULAR BASIS CREATES A SENSE OF COMMUNITY AND HELPS INCREASE RESIDENT RETENTION AND REFERRALS. ONE EXAMPLE OF AN ON-SITE ACTIVATION TO HELP FURTHER THIS GOAL IS A PRE-PLANNED BRUNCH WITH MIMOSAS AND BLOODY MARYS (MADE WITH VODKA FROM LOCAL OLD 4TH DISTILLERY) AND A DESIGN-YOUR-OWN DOUGHNUT BAR FROM NEARBY DA VINCI'S DOUGHNUTS. PROMOTION ON ALL PARTNER SOCIAL MEDIA CHANNELS AND ON RESIDENT BULLETINS WOULD ALSO BE INCLUDED.

DA VINCI'S DOUGHNUTS REACH: 2,054 (INSTAGRAM), 2,538 (FACEBOOK)  
OLD 4TH DISTILLERY REACH: 8,661 (FACEBOOK)

# OFF-SITE ACTIVATION: YOGA



WHILE THERE IS PURPOSE IN CREATING A COMMUNITY WITHIN, THERE IS ALSO PURPOSE IN CREATING CONNECTIONS WITH THE COMMUNITY SURROUNDING NOVEL. ONCE A MONTH WE WOULD HOST AN OFF-SITE YOGA ACTIVATION FOR RESIDENTS AT NEARBY HERITAGE SANDY SPRINGS PARK. WE WOULD CREATE A STRATEGIC PARTNERSHIP WITH HSS TO PROVIDE THE SPACE, LOCAL YOGA STUDIO THUNDERBOLT POWER YOGA TO PROVIDE THE INSTRUCTOR, AND ARDEN'S GARDEN JUICERY TO PROVIDE COMPLIMENTARY JUICES. THE EVENT WOULD TAKE PLACE DURING HERITAGE SANDY SPRINGS' SATURDAY FARMERS MARKET AND INCLUDE A TABLE ON-SITE WITH NOVEL BRANDED WATER BOTTLES AND MARKETING MATERIALS.

THUNDERBOLT POWER YOGA REACH: 8,384 (INSTAGRAM), 2,891 (FACEBOOK)  
HERITAGE SANDY SPRINGS REACH: 667 (INSTAGRAM), 3,047 (FACEBOOK)  
ARDEN'S GARDEN REACH: 7,902 (INSTAGRAM), 5,742 (FACEBOOK)

# PARTNER MARKETING: CHASTAIN PARK



CHASTAIN PARK AMPHITHEATRE IS JUST FOUR SHORT MILES AWAY FROM NOVEL AND PRESENTS THE PERFECT OPPORTUNITY FOR ADDITIONAL PARTNER MARKETING THROUGHOUT WARM WEATHER MONTHS. WE WOULD CONNECT WITH THE CPA TEAM ON A TICKET GIVEAWAY FEATURING TWO PAIRS OF TICKETS TO AN UPCOMING CONCERT. WE WOULD ALSO PARTNER WITH LOCAL RESTAURANT RUMI'S KITCHEN TO PROVIDE DINNER FOR TWO TO TOP IT ALL OFF. THE GIVEAWAY WOULD BE RUN THROUGH AN ONLINE SWEEPSTAKES PLATFORM TO COLLECT EMAILS AND INCREASE SOCIAL FOLLOWERS BY REQUIRING LIKES AND SHARES UPON ENTRY.

CHASTAIN PARK AMPITHEATRE REACH: 677 (INSTAGRAM), 66,673 (FACEBOOK)  
RUMI'S KITCHEN REACH: 2,575 (INSTAGRAM), 5,042 (FACEBOOK)

# PARTNER MARKETING: SOCIAL GROUPS



IN OUR LINE OF WORK, THROWING A PARTY WITHOUT A PURPOSE IS POINTLESS. WE'VE BECOME PROS AT PARTNERING WITH THE TYPE OF GROUPS THAT LIKE TO GATHER FOR A REASON: NETWORKING, SPORTS, PHOTOGRAPHY, DESIGN, AND OTHER SOCIAL GROUPS ARE ALL ON THE BKM ROSTER. IF NOVEL IS ABLE TO PROVIDE FOOD, DRINK, AND SPACE, WE CAN BRING IN AND HOST A WIDE VARIETY OF PRE-QUALIFIED YOUNG PROFESSIONALS AND OTHER POTENTIAL CANDIDATES, INTRODUCING THEM TO THE NOVEL BRAND AND SPACE IN A CASUAL ENVIRONMENT WITH EVENTS CROSS-PROMOTED ON SOCIAL AND ON-SITE TOURS.

YELP ATLANTA REACH: 24.6K (INSTAGRAM), 2,217 (FACEBOOK)  
NETWORK UNDER 40 REACH: 1,079 (INSTAGRAM), 1,245 (FACEBOOK)  
ATLANTA SPORT AND SOCIAL CLUB REACH: 3,928 (INSTAGRAM), 24,239 (FACEBOOK)