



CASE STUDY: JLL Philadelphia

Business Goals

Brand Awareness
Community Growth

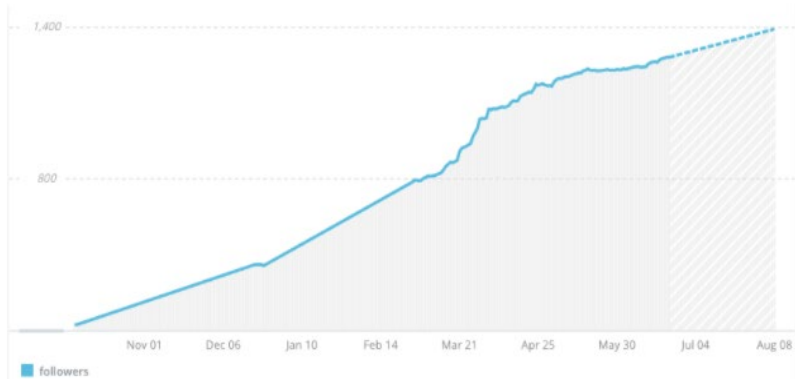
Services Provided

Social Media Strategy
Social Media Advertising

Results

465% channel growth from
social media ads

Social Media strategy that increased Twitter following for JLL.



JAN 2017 SUMMARY

Tweets: **19**
Tweet impressions: **67.2K**

Profile visits: **1,307**
Mentions: **17**

New followers: **233**

MAR 2017 SUMMARY

Tweets: **29**
Tweet impressions: **41.9K**

Profile visits: **2,497**
Mentions: **27**

New followers: **243**

Challenge

Although JLL Philadelphia offers relevant content to the commercial real estate community, their Twitter account – which was started in May of 2015– was slow to grow due to lack of engagement, strategic posting, and paid advertising.

Insight

Slice began running consistent paid advertising campaigns for the @JLLPHL account in October of 2016 with a goal of growing our following on a limited budget. Slice targeted JLL’s advertising towards their ideal audience – reaching brokers, developers, and media influencers.

Success

Using specific targeting to reach their audience, Slice was able to grow the @JLLPHL Twitter account by 465% in nine months. Our efforts yielded large community growth, and through these targeted ads, the @JLLPHL account was able to reach media influencers such as the Philadelphia Business Journal, Jacqueline London, John L. Micek, Joanne McLaughlin, and Jacob Adelman.



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