



ATYPICAL

MARKETING FOR

LESSONS FROM ATYPICAL

REAL ESTATE

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19 SEPTEMBER 2024

# TWO RANDOM DOTS FLOATING IN SPACE

BUSINESS  
OBJECTIVES

MARKETING  
OBJECTIVES

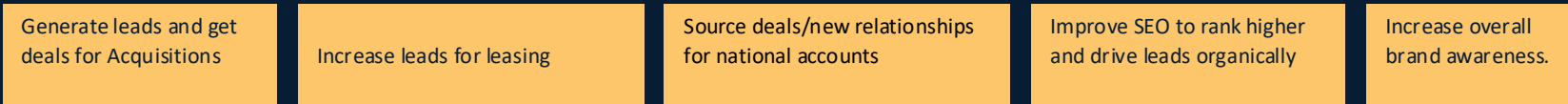


# AN EXAMPLE OF HOW WE STRUCTURE OUR STRATEGIES

## BUSINESS OBJECTIVES



## MARKETING OBJECTIVES



## MARKET RESEARCH



## TARGET AUDIENCES



## THE PLAN



## THE METRICS



AND WE OPTIMIZE ALONG THE WAY TO MAKE SURE WE'RE ON TRACK.

BEGIN THE JOURNEY UP



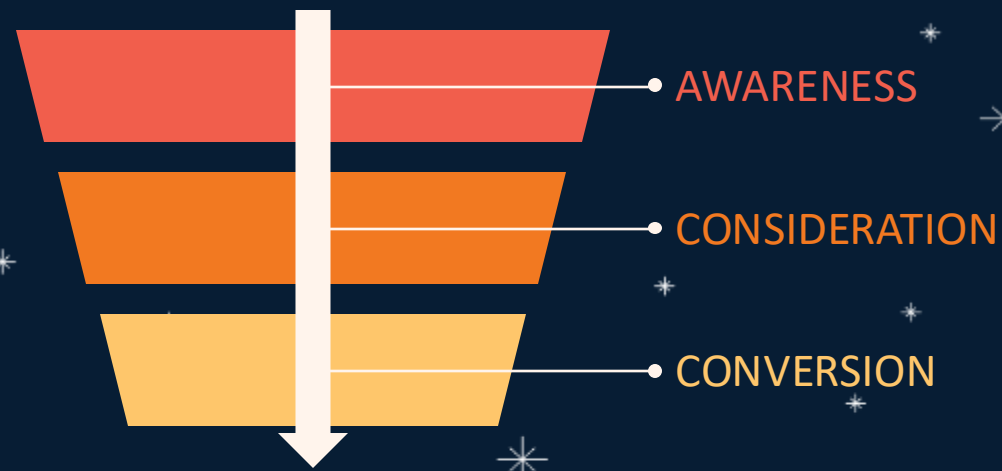
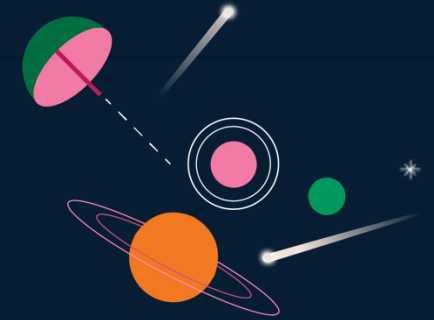


ONE OF THE MOST IMPORTANT PARTS OF PLANNING ANY  
STRATEGY IS UNDERSTANDING THE

# USER JOURNEYS

OF WHO WE'RE TARGETING, SO WE CAN IDENTIFY THE MOST VALUABLE  
TOUCHPOINTS TO REACH, ENGAGE, AND CONVERT THEM.

WE OFTEN VIEW THE USER JOURNEY AS THE  
**MARKETING FUNNEL.**



BUT FROM THE USER POINT-OF-VIEW,  
THERE'S A LOT MORE TO IT THAN THAT...



# IN REALITY, OUR AUDIENCE GOES ON "THE HEROES JOURNEY"

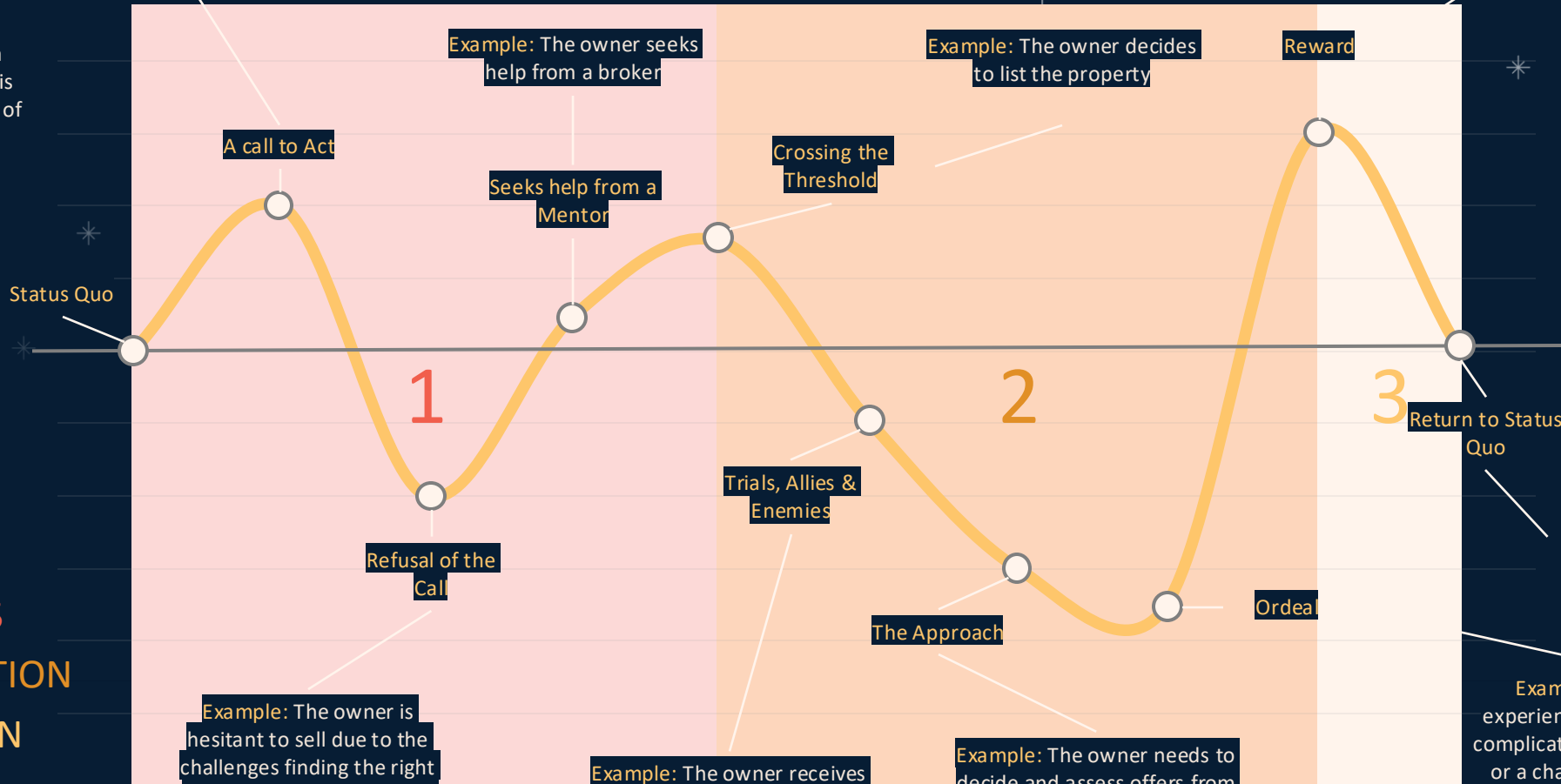
Example: The owner of a grocery-anchored center is experiencing the pressure of managing the property themselves

Example: The owner begins looking at ways to sell their property

Example: The owner seeks help from a broker

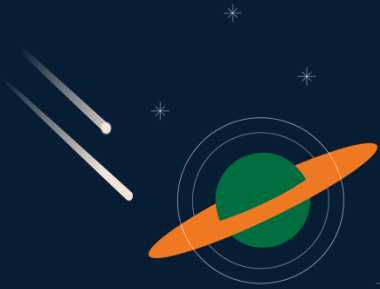
Example: The owner decides to list the property

Example: The owner sells the property, and is able to retire comfortably



1. AWARENESS
2. CONSIDERATION
3. CONVERSION






CONVERSION IS THE ULTIMATE GOAL

# BUT DRIVING THEM TO CONVERT

REQUIRES A STRATEGIC APPROACH THAT ADDRESSES THEIR CONCERNS,  
BUILDS TRUST, AND PROVIDES COMPELLING REASONS **WHY**.



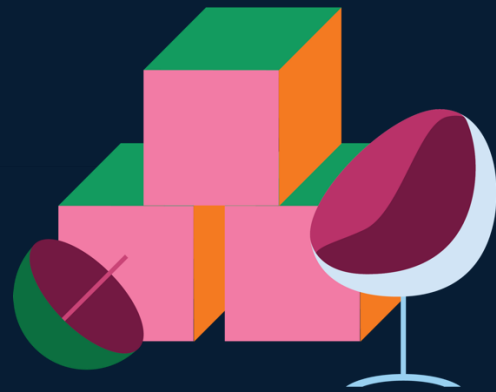


SO, THE QUESTION IS...

WHAT JOURNEY DOES  
YOUR TARGET  
AUDIENCES TAKE?



# QUESTIONS?



# LET'S DO SOMETHING GREAT TOGETHER

We have had the opportunity to work with some of the biggest and most innovative companies in the commercial real estate industry. Together, we have crafted marketing solutions to solve business challenges.

EVERY GREAT STORY HAS TO START SOMEWHERE



INFO@ATYPIC...BLAH

What kind of message would we be sending if we gave you some generic mailbox to contact just as things are starting off? Cold and impersonal is not our style so here are the best people to speak to.

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