

Van Buren Lofts

Social Media Case Study

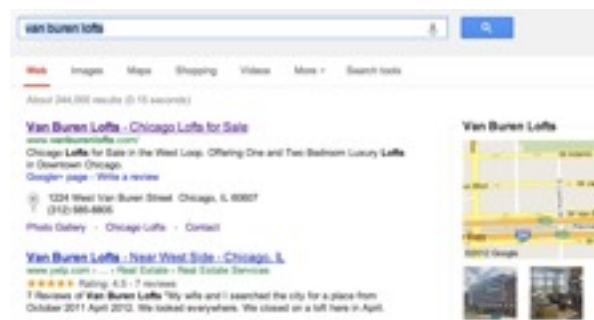
When Foxford City LLC purchased the condo development at 1224 West Van Buren, it inherited a building with stalled sales and not exactly a glowing reputation. Part of the firm's plan to turn around the development and jump start sales was to change the name of the building from VB1224 to Van Buren Lofts, increase positive media coverage and drive down negative online news that was held over from the VB1224 days.

Taylor Johnson implemented a multi-tiered PR campaign, targeting both the media as well as consumers with a series of releases, [blog posts](#), online reviews, [buyer profiles](#) and news pitches. The goal was to promote the building's new name, ownership, sales team, unit features and pricing.

Links

- [Chicago Magazine article](#)
- [Chicago Tribune article](#)

In just three months since Taylor Johnson was brought on board, news of the “new” Van Buren Lofts project had appeared in multiple media outlets, such as [Crain's Chicago Business](#), [Chicago Tribune](#) and [Chicago magazine](#). All of which helped minimize reference to the previous VB1224 when conducting a Google search. Instead, news created by Taylor Johnson and the Van Buren Lofts sales team, dominates a Google search.



Above: Strong search results. Left: News on the blog.