

Using Social Media To Build Community

Social Media

Case Study

As part of our integrated marketing approach, Taylor Johnson frequently works with clients to create and manage social media campaigns for new developments that supplement the PR work we do for every TJ client. In recent years, our team has launched and managed social media accounts for some of Chicago's most high-profile residential communities, including Streeterville's One Bennett Park (developed by Related Midwest); the West Loop's 727 West Madison (developed by F&F Realty with Fifield Cos.) and Porte (developed by Lendlease, John Buck Co. and Intercontinental Real Estate Corporation); and the South Loop's The Cooper at Southbank, as well as the broader Southbank neighborhood development (both developed by Lendlease).

Our role can range from establishing social media profiles for the property and building up a follower base, to creating and managing paid and organic campaigns during the lease-up period, to maintaining the project's social media presence on an ongoing basis. TJ's seasoned social media team also has expertise in digital marketing platforms, including Google Ads, that can supplement paid social media campaigns to achieve desired objectives, whether it's increasing visibility or driving traffic to the development's website – and to the property itself.

In developing a social media plan for The Cooper and Southbank, we increased engagement on multiple social channels through the sponsorship of neighborhood events, influencer marketing campaigns, and promotion of property events including the opening of Southbank Park and a virtual concert series during COVID-19. And in less than a year of managing One Bennett Park's Instagram account, we created organic content that increased the building's follower base by more than 1000%. The page also caught the attention of media like Chicago Magazine for a story on best building pages across social media.

For 727 West Madison, we developed organic content for Instagram and Facebook during initial lease-up that reflected the brand's connection to local businesses and recreation spots in the West Loop, highlighting the live-work-play ethos of the area to drive prospects and engagement. During the quarantine, we developed an Instagram contest to help 727 residents engage better virtually and showcase the beauty of the units' modern design. Residents were asked to post photos of their apartment décor with #showusyour727, with gift certificates from Anthropologie going to the most liked posts. The contest resulted in a significant increase in engagement both within and outside the apartment community.

On the advertising side, TJ's content development and deployment of advertising campaigns on Instagram, Facebook and Google for Porte apartments generated tens of thousands of website visits and millions of impressions in the campaigns' first months. Because Taylor Johnson also leads public relations strategy and overall messaging for most social media clients, we're able to apply our understanding of the client's goals and target audiences to our social media approach. This ensures all digital efforts align with the project's broader communication strategy, establishing a single, consistent brand voice.

