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## **When print and social media come together to market the commercial real estate industry**

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It's hard to plan your life out step by step. I have always tried to do that. Always wanting to have everything go as planned, but some things in life, you just fall into and they couldn't be more perfect. I knew going into college that I wanted to work in the marketing industry. I always pictured myself doing internet marketing or maybe news communications - but commercial real estate?

I graduated from the University of Massachusetts Dartmouth with a degree in marketing and dual minors in English/communications and finance. I was ready to accept an average entry-level marketing position, until I stumbled upon the New England Real Estate Journal (NEREJ). They were looking for someone to help publish the paper and ramp up their social media presence. Working for a commercial real estate and construction news publication was pretty intimidating. The most I knew about real estate at this point in time was from my finance classes, and that was just how mortgages work! Nervous, yet excited I accepted the job and with that leap of faith, I have never looked back.

I have learned so much about this remarkable industry over the past year. Commercial real estate is a very niche market. We are all part of this business that your average person doesn't even have cross their mind. Every building they drive by on their way to work, the building they work in and every place they eat their lunch at - all commercial real estate. Where they shop for their clothes, wash their car and pick up their children from - all commercial real estate. It is such an important part of society and the economy and it is fun to be a part of.

Not only has NEREJ allowed me to learn about commercial real estate, it also allows me to promote it. My sole purpose coming into the office every morning is to reach out to the individuals working in commercial real estate and promote their work, inform those in the industry of sales, leases, ground breakings, market trends and share knowledge between all of us involved in this industry.

When I first began working at the Journal, I was assisting a publisher with their section, connecting with their existing clients, making sure their news ran, profiling company executives and working on advertisements. I then began managing the company Twitter page and began working on the Journal's social media team. Now, I am thrilled to be working on the Connecticut section of NEREJ and have set up a personal Twitter to connect with all of my Connecticut clients and promote the Conn. commercial real estate industry. Combining these two tools, the New England Real Estate Journal and our social media expertise, makes for an irreplaceable media outlet for promoting the industry. We really do have the best of both worlds. Print media is still alive and thriving. The New England Real Estate Journal has 22,000 weekly hard copy readers. Nothing will ever replace a coffee and a newspaper; but having social media is just the icing on the cake. Facebook and Twitter allow me to connect with clients, and spread news quickly and efficiently.

I have learned so much in my first year with the Journal. I never planned to be a part of this unique industry, but am thrilled to meet new people, grow my business connections and work in this field. I

love that I am able to help those in the industry, promote their news, advertise their business services or property listings, and gain them the exposure they need to succeed in this tough industry. Media matters in today's industry and recognition is everything. You can't win if you're hiding your business under a rock. Tell the commercial real estate world who you are and what you've been doing and only good things will come of it. I am the person that can help you promote your business to the thousands of people in the commercial real estate industry - who are looking for you!

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