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Nickerson PR presents to BOMA Boston in final roundtable of Year

December 31, 2014 - Owners Developers & Managers

Nickerson PR, a full-service communications firm, presented to Boston's Building Owners and Managers Association (BOMA) final Roundtable of the year, "How To Build an Effective Brand," on December 2, at One Center Plaza. Lisa Nickerson, principal and managing director, Matthew King, managing director of creative services and Kevin McMahon, director of social media & digital content, were invited as industry leaders to share best practices building owners and managers should consider while building and maintaining an effective brand.

"Everything is about how you relate to your People," Nickerson said. "Your people are not just editors; they are your current and prospective tenants, employees, and clients, as well as the neighborhood, and the community. Create a relationship and foster that neighborhood within your own property. Use their voice to build your brand."

"Social media has changed the way people interact with brands and with each other," said McMahon. "Establish consistently named social media accounts for your property and use them to reach out and monitor conversations, respond to tenants in a timely manner, and keep tenants up to date on relevant information. Have all members of your team in agreement with the risk/crisis management plan, ensuring that even though the ownership may be unavailable, there is a clear chain of communication to aide in the protection of the brand."

"Make sure the brand standards you have created filter throughout every medium supporting the brand," King said. "Create a brand plan that starts at the signage at the entrance, carries into the garage, and follows into the lobby area. The use of digital signage within your space is another method of engagement. Each of these pieces represents your brand."

BOMA Boston Roundtables are monthly luncheons featuring industry leaders who provide updates on timely industry topics. BOMA of Boston was founded in 1917 and represents commercial real estate professionals who own, manage or service the established and developing real estate environment.

Nickerson PR is a full-service communications firm offering an integrated blend of marketing and public relations to deliver messaging that is precise and effective. At Nickerson PR, it's not public relations, it's people relations. Nickerson PR understands that people expect more personal relationships today as our world moves at a furious pace to connect people and businesses with the touch of a button.

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