

NEW DEVELOPMENT TIMELINE

10-18 MONTHS

10 TO 18 MONTHS PRIOR TO OPENING

- DISCOVERY
- DETERMINE ANY PR NEEDS: GROUNDBREAKING, RIBBON CUTTING, ETC.
- NAMING AND LOGO
- TEMPORARY VIP WEBSITE
- 3D FLOOR PLANS
- SET UP A TEMPORARY LEASING SPACE WITH SIGNAGE
- FENCE/CONSTRUCTION SIGNAGE FOR THE SITE
- SITE RENDERINGS AND FLY-THROUGH

4-6 MONTHS

FOUR TO SIX MONTHS PRIOR TO OPENING

- INTEGRATED MARKETING CAMPAIGNS: COMMUNITY LAUNCH PARTY
- BRAND AWARENESS AND MARKETING EVENTS
- ONGOING SEARCH WITH DISPLAY SELECT CAMPAIGNS
- SOCIAL MEDIA MARKETING
- BEGIN REPUTATION MONITORING AND MANAGEMENT

3 MONTHS

7-9 MONTHS

SEVEN TO NINE MONTHS PRIOR TO OPENING

- MARKETING MATERIALS — BROCHURE, SALES SHEET, AND HANDOUTS
- PERMANENT WEBSITE LIVE
- DIRECT MAILER TO PROSPECTS
- BRAND AWARENESS AND MARKETING EVENTS
- MONTHLY SEO
- INTEGRATED MARKETING CAMPAIGN: HARD HAT TOURS, LEASING SPACE GRAND OPENING
- VIRTUAL REALITY TOUR
- LAUNCH SEARCH WITH DISPLAY SELECT CAMPAIGNS

THREE MONTHS PRIOR TO OPENING

- INTEGRATED MARKETING CAMPAIGNS: FILL-A-UNIT SPECIAL, PRIZE GIVEAWAY
- BRAND AWARENESS AND MARKETING EVENTS
- ONGOING SEARCH WITH DISPLAY SELECT CAMPAIGNS
- SOCIAL MEDIA MARKETING
- DRONE VIDEO

0 MONTHS

OPENING DAY AND ONGOING

- GRAND OPENING EVENT/ LEASING PARTY
- SET MEETING TO PLAN AND STRATEGIZE THE NEXT LEASING YEAR
- CONTINUE SOCIAL MEDIA MARKETING