





OUR CORE

- + BE TRANSPARENT
- + INNOVATE & ELEVATE
- + SHAKE THE STATUS QUO
- + SHARE EXPERIENCE
- + GET SH!T DONE
- + IMPACTFUL RESULTS

We are a focused team of seasoned subject matter experts who have helped a multitude of companies over decades grow through highly strategic brand engagements and marketing programs.

OUR VIBE

- Impactful marketing consulting requires extensive experience, a strong business (and creative) orientation, and an ability to apply the right balance of rigor, pragmatism, and inspiration to solve complex business issues.
- Our pragmatic approach aligns our clients' brands with their business goals while considering the organizational realities that pose challenges to all companies.
- We tailor every engagement to client-specific situations and infuse fresh perspectives to solve near-term problems and set a path to sustain long-term growth.



OUR TEAM

We are placemaking, branding, social and advertising experts.
Female owned. Fluent in consumer real estate marketing.



NAJLA KAYYEM
PRESIDENT – MASTER
ORCHESTRATOR



BRIDGET MCCOWN
MARKETING MANAGER



MICHELLE BERRYMAN
MARKETING DIRECTOR



JOSIE ANDERSON
MARKETING MANAGER /
DESIGNER



MELISSA GREENFIELD
COMMUNICATIONS & PUBLIC
RELATIONS MANAGER



ELLIE GRAY
GRAPHIC DESIGNER



BECCA TAYLOR
MARKETING COORDINATOR



GRACE HUBERT
MARKETING ASSOCIATE



OUR SERVICES & SPECIALTIES

We are experts in physical and digital consumer real estate marketing.

MANAGEMENT CONSULTING

DIGITAL/SOCIAL EXCELLENCE

BRAND DEVELOPMENT + DESIGN

PLACEMAKING + EVENTS

DEVELOPMENT MARKETING

PUBLIC RELATIONS

LEASING SUPPORT

RECRUITMENT

OUR SPECIALTIES

- + DAY TO DAY MARKETING
- + DIGITAL EXCELLENCE
- + MARKETING TO SUPPORT LEASING
- + DEVELOPMENT MARKETING
- + PLACEMAKING & EVENTS
- + PUBLIC RELATIONS
- + RECRUITING



OUR SPECIALTIES

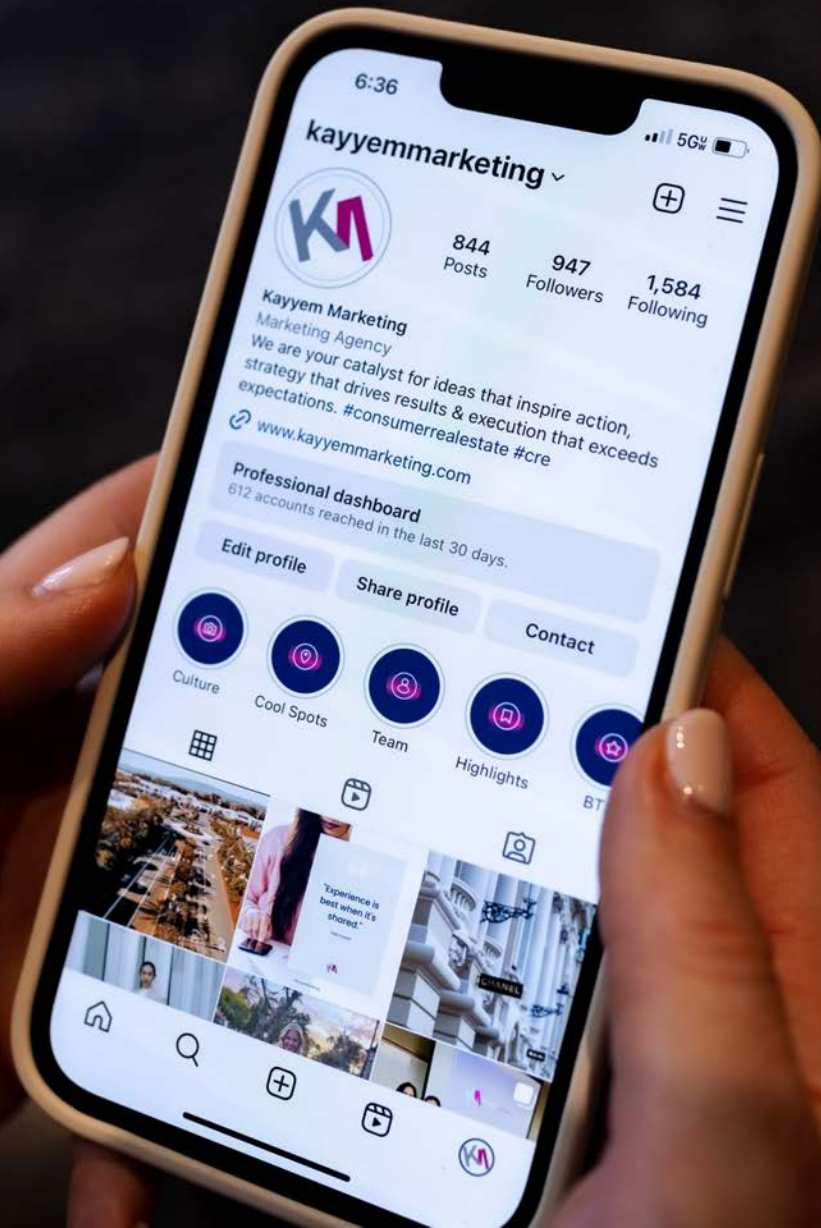
+ DAY TO DAY MARKETING

- Management Consulting
- CMO Services
- Market Analysis & Competitive Set
- Marketing Plan Development & Execution
- Budgeting
- Oversight & Strategy
- Integrated Branding
- Advertising Campaigns
- Media Planning & Buying
- Promotions & Events
- Grassroot Marketing Initiatives
- Community Relations
- Media Relations & Business Communications
- Graphic Design
- Aesthetic Evaluation & Improvement
- Social Media Management
- Brand Auditing & Development
- Vendor Vetting & Negotiating
- Merchant Outreach
- Franchise Marketing & Brand Development
- Marketing Training
- Tourism Programs
- Print & Direct Mail
- Training, Mentoring & People Development
- Situational & Crisis Management
- Creative Campaigns

OUR SPECIALTIES

+ DIGITAL EXCELLENCE

- Digital Footprint Development
- Social Media Ad Creation & Management
- Data Collection
- Website Design Management
- Website Development & Content Creation
- Mobile Marketing & Integration
- Digital Ad Buys
- Cross Platform Marketing
- Email Marketing
- Testing & Reporting on Campaigns
- Re-targeting Ad Campaigns
- SMS Creation & Management
- Overhaul & Best Practices Advising
- Influencer Partnerships
- Reputation Management
- Technology Integration
- Omni-Channel Development
- Digital Newsletters & Messaging
- Direct Messaging





OUR SPECIALTIES

+ MARKETING TO SUPPORT LEASING

- Digital Footprint Development
- Strategy Planning
- Broker Events
- E-Blasts
- Branded Flyers
- Leasing Signage
- Broker Incentive Programs
- Vacancy Merchandising
- Leasing Collateral
- Brainstorm & Ideation Development
- New Tenant Announcements
- Pitchbook Development
- Pop-up Tenant Program
- Direct Mail
- Networking Events
- Tenant Retention
- Void Analysis
- Social Media Management
- Direct Messaging
- Offering Memorandums
- Market Tours
- Experience Immersions
- Conference Preparation



OUR SPECIALTIES

+ DEVELOPMENT MARKETING

- Pre-Development Planning
- Development Marketing Budgeting
- Construction Aesthetics
- Conceptual Planning
- Architect & Developer Communication
- Development & Milestone Plan
- Public Relations
- Tenant Announcement Initiatives
- Community Relations
- Groundbreaking Planning
- Grand Opening or Re-Opening Planning
- Programming
- Go-To-Market Strategy & Execution
- Agency Management

OUR SPECIALTIES

+ PLACEMAKING & EVENTS

- Operational Marketing Program Development
- Selfie-Stations/Placemaking
- Maximization of Your Public Space, Place, Park or Streetscape
- Programming & Activation
- Creative Ways to Operate
- IRL & Virtual Event Programming
- Seasonal Event Planning & Management
- Signature Event Planning & Management





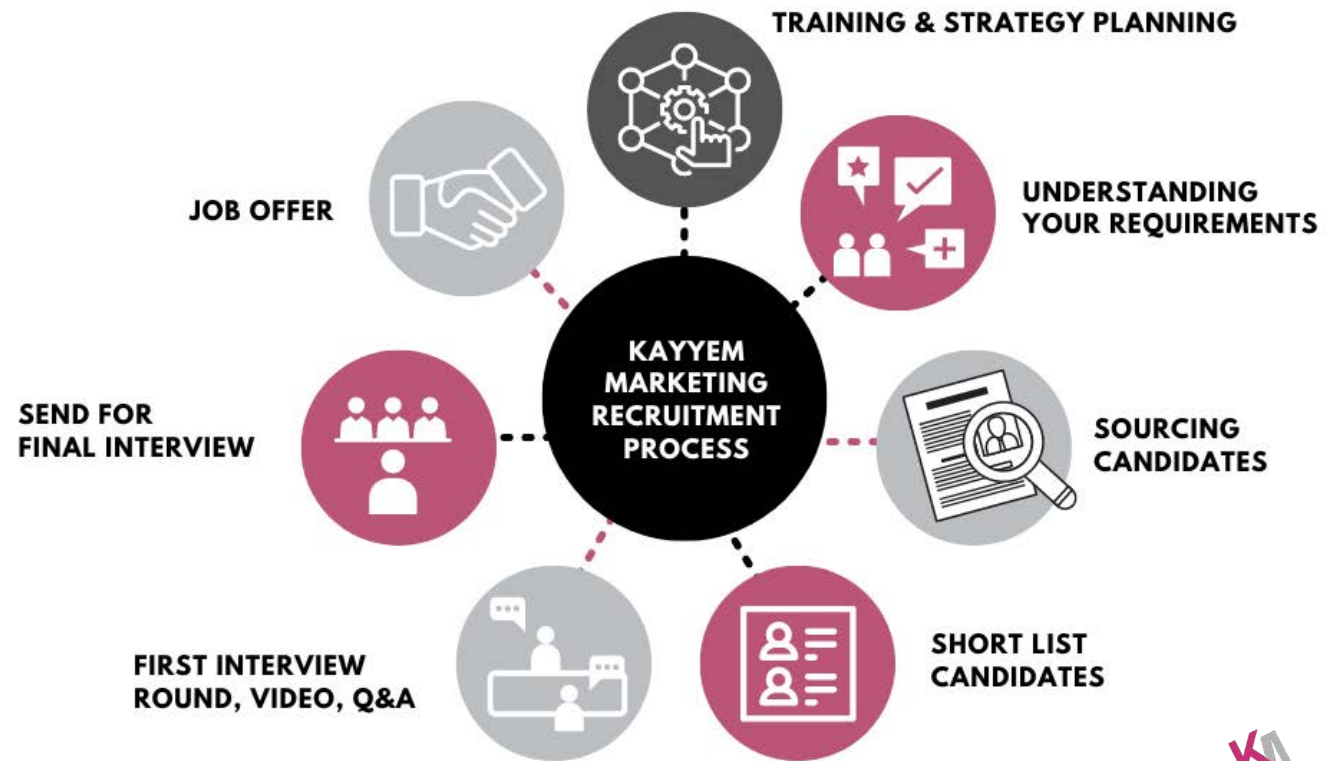
OUR SPECIALTIES

+ PUBLIC RELATIONS

- Message Development
- Media Relations
- Community Relations
- Crisis Management
- Announcements
- Partnership Development
- Reputation Management

OUR SPECIALTIES

+ RECRUITMENT



OUR TIMELINE

We want to get to know you! We want to understand your business & how you define success.



MEET US

BRAINSTORM



We'll take all the details from our discovery meeting and research, round table all the possibilities for execution and put an action plan together.

Once the partnership is solidified, we work through your strategic objectives and initiatives.



DEVELOPMENT & EXECUTION

PROJECT MANAGEMENT

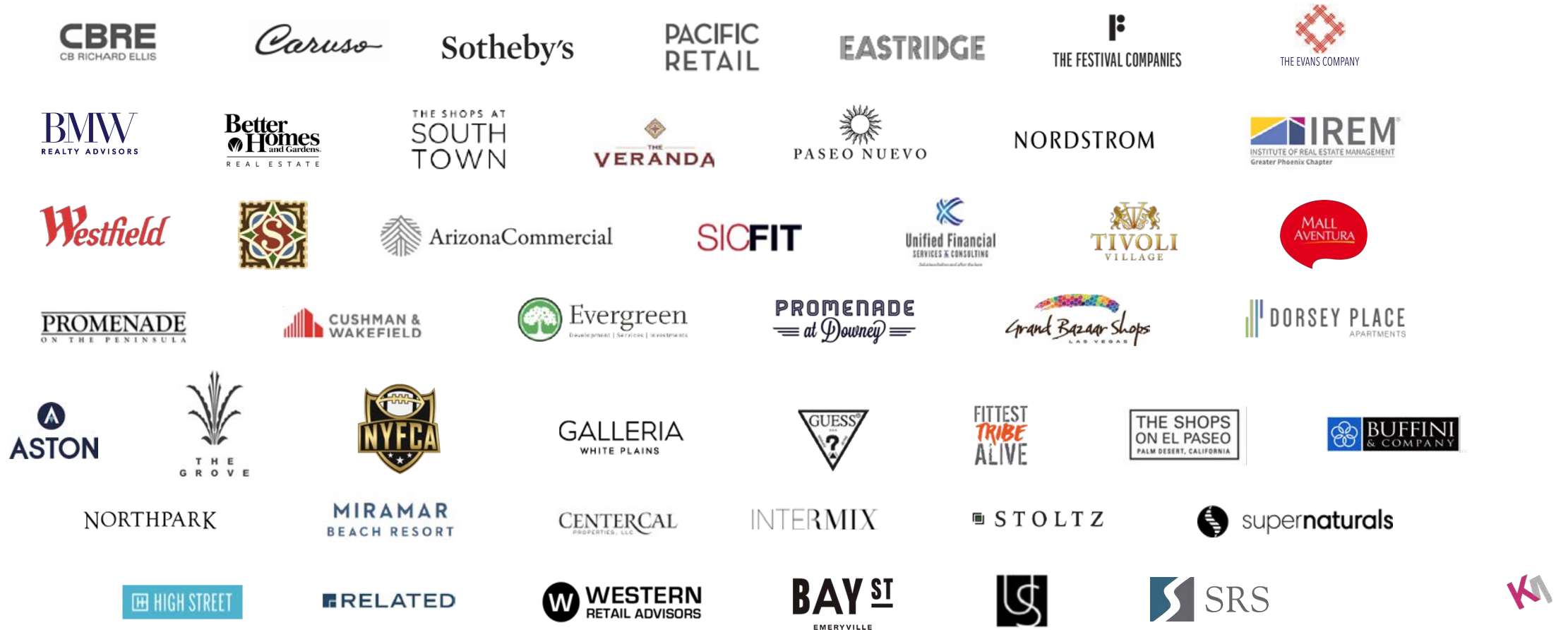


Depending on the scope of work, we connect weekly/bi-weekly for status updates. We will kick off with a 30-60-90 day action plan & continue to refine the process along the way.



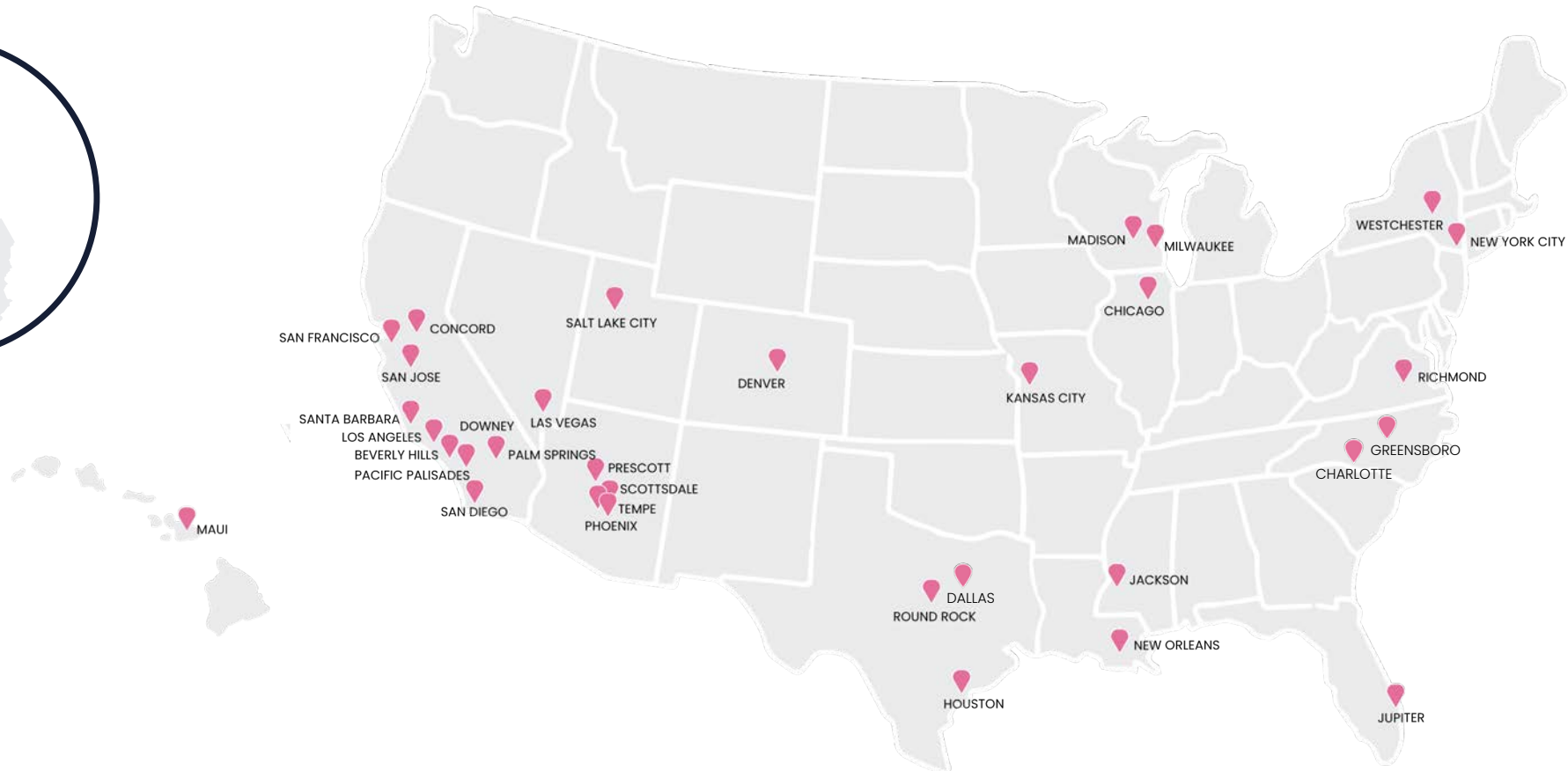
OUR EXPERIENCE

Experience speaks louder than words.



OUR EXPERIENCE

We're everywhere you need us to be – worldwide.



OUR SNAPSHOTS



Developmental Signage



Redevelopment



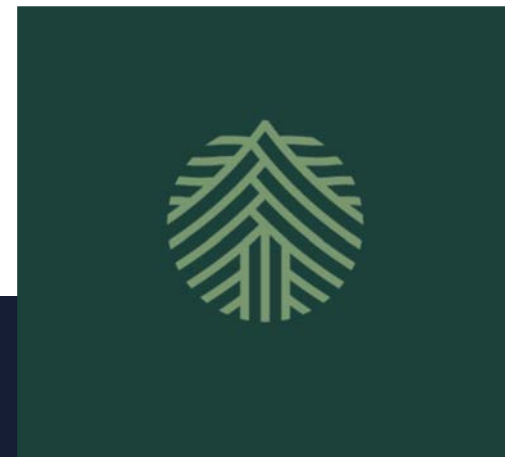
Mural Project



Food Hall

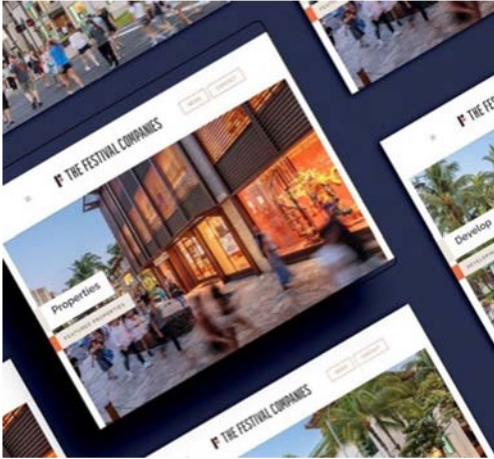


Mural Installation, San Jose



Logo Design/ Branding

OUR SNAPSHOTS



Comprehensive Marketing Toolbox



Comprehensive Marketing Toolbox



Website Design



Comprehensive Marketing Toolbox



Brand Guidelines



Leasing Support

OUR SNAPSHOTS



Digital Wall



Drive-In Movie Event



Outdoor Yoga Activation



Influencer Partnerships



Food Festival Event



Behind the Scenes Client Photoshoot

KNOW US BEFORE YOU NEED US.



Kayyem
marketing

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