



CAPTIVATE YOUR AUDIENCE.

From design to dollars: 10 prompts to **ignite your** **CRE marketing**

As an admin, marketer, designer, or coordinator, your goal is to make every property shine. What if you could effortlessly craft compelling descriptions, design impactful campaigns, and optimize your marketing materials to truly stand out? AI is your creative partner for generating engaging content and captivating your target audience.

01 DYNAMIC PROPERTY DESCRIPTION GENERATION

“Generate three unique property description variations (short, medium, long) for a **[Property Type, e.g., renovated industrial flex space]** in a **revitalized urban neighborhood**, emphasizing its **modern amenities, flexible layout, and proximity to transportation hubs**. Tailor the language for a compelling online listing.”

02 CREATIVE MARKETING ANGLES

“For a **[Specific Property Type, e.g., unique mixed-use retail space]** in a **trendy downtown district**, create 3 distinct marketing angles (e.g., ‘experiential retail destination,’ ‘ideal for pop-up concepts,’ ‘community gathering hub’) that highlight its unique appeal to various target audiences.”

03 TESTIMONIAL WRITING SUPPORT

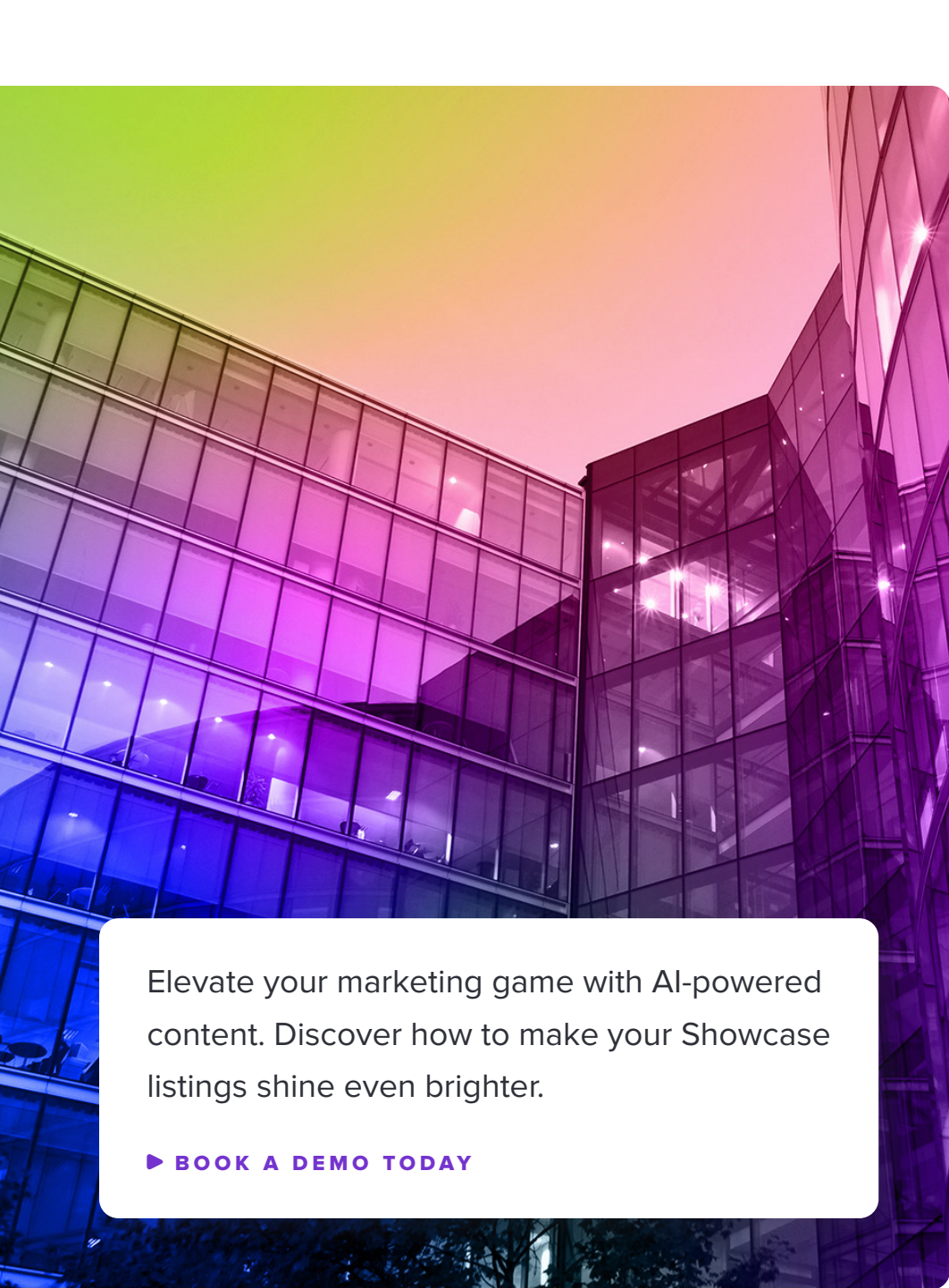
“Draft 3 short, impactful testimonial snippets (e.g., 1-2 sentences each) from a hypothetical satisfied client who leased a **[Property Type]** space, highlighting aspects like **smooth transaction, responsiveness of the team, and finding the perfect location**.”

04 COMMUNITY FEATURE HIGHLIGHT

“Write a vibrant ‘Community Spotlight’ paragraph (approx. 150 words) for a marketing brochure featuring a property located near a **major civic park or cultural institution**. Emphasize its recreational opportunities, walkability, and appeal to a vibrant workforce.”

05 SOCIAL MEDIA CONTENT BRAINSTORM

“Generate 5 unique social media post ideas for the upcoming week to promote a brokerage’s expertise in **[specific sector, e.g., medical office]**, focusing on general industry trends, success stories, or team insights rather than specific listings. Include relevant hashtags.”



Elevate your marketing game with AI-powered content. Discover how to make your Showcase listings shine even brighter.

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06 EMAIL CAMPAIGN OPTIMIZATION

“Provide 5 A/B test subject line options for an email campaign announcing a **new commercial development**. Aim for high open rates and clearly communicate the core value proposition of the development to a professional audience.”

07 VISUAL CONTENT STORYBOARD IDEAS

“For a video tour or virtual walkthrough of a **newly constructed Class A industrial facility**, suggest 3 key visual narratives or transitions that highlight its **scale, technological features, and logistical advantages**.”

08 ADDRESSING PROPERTY CHALLENGES IN MARKETING

“A property has a key challenge (e.g., **older infrastructure / challenging access**). Brainstorm 3 creative ways to frame this challenge positively or mitigate its perception in marketing materials, focusing on potential, value-add, or unique character.”

09 AUDIENCE-SPECIFIC Q&A

“For a FAQ section on a property website for a new **[Property Type, e.g., co-working space]**, generate 5 common questions potential users (e.g., freelancers, small businesses) might ask, along with concise, benefit-oriented answers.”

10 BRAND STORYTELLING CONCEPTS

“Develop 3 ideas for a content piece (e.g., blog post, infographic) that tells the story of our brokerage’s commitment to **[specific value, e.g., sustainability / local economic development]**, designed to build brand reputation and goodwill within the community.”

