

Copaken Brooks

Situation

Established in 1922 and based in Kansas City, Copaken Brooks (CB) is a full-service commercial real estate firm focused on leasing, acquisition and development throughout the Midwest. As a three-generation firm, CB has always enjoyed a solid reputation of stability, experience and integrity. While all three principals have strong reputations in the industry, CB nevertheless wanted to build a stronger company brand awareness in the markets they serve.

CB did not previously place a large emphasis on external marketing. When an internal marketing associate left in 2017, leadership re-evaluated the marketing structure, opting for a hybrid model that included hiring a full-time internal marketing manager and partnering with Crux as the outsourced external marketing arm.

Strategy

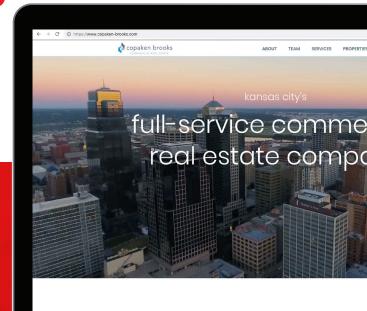
After listening to client perspectives, Crux helped to define CB's voice as experienced, trusted, connected to the community, and focused on growth. By strengthening and tightening CB's messaging and highlighting the company legacy, Crux was able to set CB apart from the competition.

Crux saw ample opportunity for CB to make an impact through external marketing, telling the stories that should be told—growing the CB brand beyond just development (what they were primarily known for) to a full-service commercial real estate company. After solidifying the company's mission, vision and tagline, the Crux team created a smart, integrated B2B marketing strategy, repositioning CB through website copy, collateral, case studies, client testimonials, blogs and social media.

"[Crux] has helped us execute our integrated marketing strategy, which has allowed us to elevate our brand across all service lines. They've been a highly attentive and helpful business partner for us."

Brian Wietharn, President and COO, Copaken Brooks



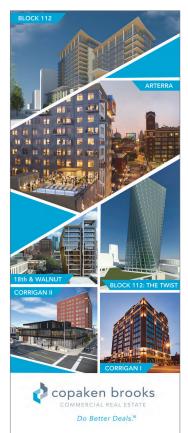


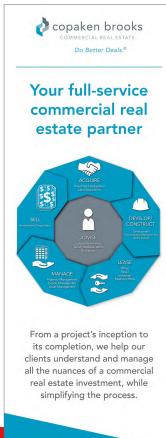
Your full-service commercia

case study.









Results

Together, Crux and CB's internal marketing manager have been able to build brand awareness, increase the company's SEO rankings, dramatically increase website traffic and social media presence, and reposition CB as a full-service commercial real estate firm. By tackling the external marketing efforts, the internal marketing manager can focus on the myriad of internal sales and marketing efforts, including RFPs, proposals and staff events.

After beginning the engagement with Crux in October 2017, Brian Wietharn, president and COO of Copaken Brooks, said the partnership has only grown stronger:

"Since engaging Crux to extend our marketing capabilities, we've seen a positive lift in our marketing activity and awareness in our target markets.," he said. "Their expertise has helped us execute our integrated marketing strategy, which has allowed us to elevate our brand across all service lines. They've been a highly attentive and helpful business partner for us."

we get to the **crux** of the matter.

- Case Studies
- Website, Blog
- Brochure
- **Tradeshow Banners**
- Social Media





I love the challenges of creating something where nothing existed before, as well as the valuable relationships you build to get there."

Jon Copaken, Principal, Copaken Brooks

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