

**Final:**  
**Channel Strategy**

7.21.17

# Channel Strategy Assignment Overview

Define the roles of digital channels for JLL and the content creation rules and rationales for those channels, including understanding the unique role each digital channel plays

## Channel Strategy Activities

- Review brand guidelines and brand content strategy
- Review existing channels as defined as:
  - Social
  - Apps
  - Blogs (Top Branded Blogs + Popular CRE Blogs)
  - Web
  - CRE Forums
  - Branded SERP
- Understand behavior of current and potential JLL customers using multiple data sources from a quantitative and qualitative perspective for the following channels:
  - Channels
    - Paid and organic search
    - Display
    - Email
    - Website
    - TV
    - JLL site
    - JLL and competitor social platforms
  - Data Sources
    - Proprietary IDIOM tool matching multiple data sources at the 1:1 level
      - Demographic, browsing behavior, television viewing, interests
    - Digitas media toolset
    - 3<sup>rd</sup> party sources

## Channel Strategy Deliverables

- List of channels
- Role of channels, including content examples in channel
  - Defined as types of content used in the channel, where the channel fits in the user journey, and messaging
  - One example per channel as defined in the role of channels and delivered as a high-fidelity wireframe
- Target audiences for each channel



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# Purpose of the Channel Strategy

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You have shifted the world around you through the creation of a highly stylized brand.

Now is the time to bring that new brand experience to life through all communications, in all channels.



# Channel Strategy Overview

Channel	Role	Value	Listen	Engage	Connect
Web	Personalized Access & Expertise	<b>Elevate Brand Perception:</b> Deliver on brand strategy, establish awareness, and strengthen customer relationships. <b>Grow Subscribers:</b> Inform CRE professionals with content that inspires them to become JLL members. <b>Generate Leads:</b> Convert interest into contacts and future business.		X	X
Blogs	Keep Clients Ahead of the Curve	<b>Investment Trends (Audience: Investors):</b> Content from The Investor, premium JLL research, and Skyline <b>Real Estate Views (Audience: Primarily Corporates):</b> Macro-trend pieces about the real estate industry; RealViews content <b>Workplace Insights (Audience: Corporates, Occupiers, General):</b> Office and workplace topics. Future of Work, Office Renew, and other workplace content <b>Cities (Audience: Investors and Corporates):</b> City blogs and city-specific research reports	X	X	
Apps	Utility First	<b>Global Property Finder:</b> Allow investors and developers to file all available properties around the globe. <b>Facility Management:</b> Allow corporates and occupiers to service their buildings. <b>JLL Conferences:</b> Time-boxed experiences related to JLL-owned events.		X	
Branded SERP	Optimize Google Presence	<b>Reinforce JLL Brand:</b> Dominate the Search Engine Results Page with homepage links and deeper site links, social media profiles, articles, etc. <b>Google Knowledge Graph:</b> Provide additional brand information to the right of search results. <b>Location Optimization:</b> Optimize Google Places to ensure locations are correct and optimized for services offered.			X
Social Media	Snackable Expertise	<b>Respect Each Platform:</b> Creating channel specific content, optimized for the algorithm and tailored for how our consumers use feed. <b>Constant Optimization:</b> Maintaining a test-and-learn mentality with differentiated channel and content KPIs for focused optimizations. <b>Engage the Audience:</b> Using the interactivity of social channels to strengthen customer relationships and convert contacts into leads.	X	X	



WEB

# Website Audience and Attributes

## Audiences

Corporates, Occupiers, Investors, Career Seekers

**87%**

Of the Investor audience seeks out Research on JLL

**77%**

Of the Corporate audience seeks out Research on JLL

## Attributes

Loyal, affluent males ages 34-55 who read business print publications and have urbane, metropolitan tastes

**46%**

Of the corporate audience values reliable market information

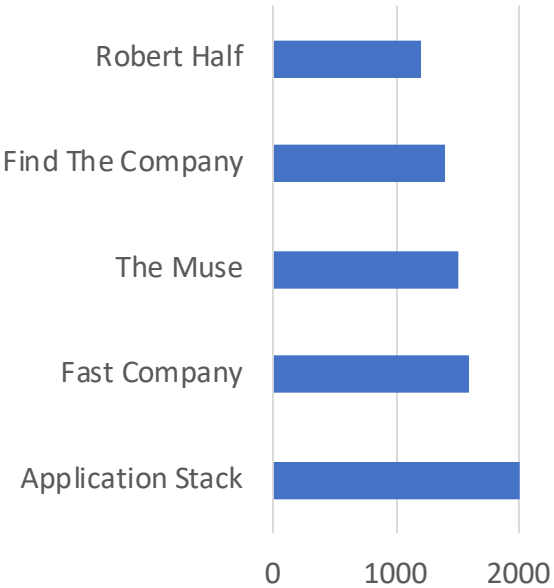
**41%**

Of the Investor audience values advice and consulting most



# Digital Content Consumption Behaviors of Corporate Decision Makers

Top Indexing Sites of JLL Visitors\*



Interests of Site Visitors\*



JLL site visitors are highly career oriented, dedicating time and effort to develop their careers.

They also enjoy travel, golf and exercise regularly,

\*Data collected over +/- 20 days

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# The Importance of an Integrated Website Experience

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**70%**

of Fortune 500 companies rate a single customer view as Extremely or Very Important

**49%**

Claim the biggest driver for integration is to increase loyalty

**3**

Organizational Roadblocks are the third highest reason for not being able to integrate (31%)





# Role of Website: Personalized Access and Expertise



## Elevate Brand Perception

Deliver on our brand strategy and strengthen customer relationships

Assess with Brand Trust Scores

## Grow Subscribers

Inform and inspire with thought leadership content that inspires CRE professionals to become JLL members

Track and Validate with Site Analytics

## Generate Leads

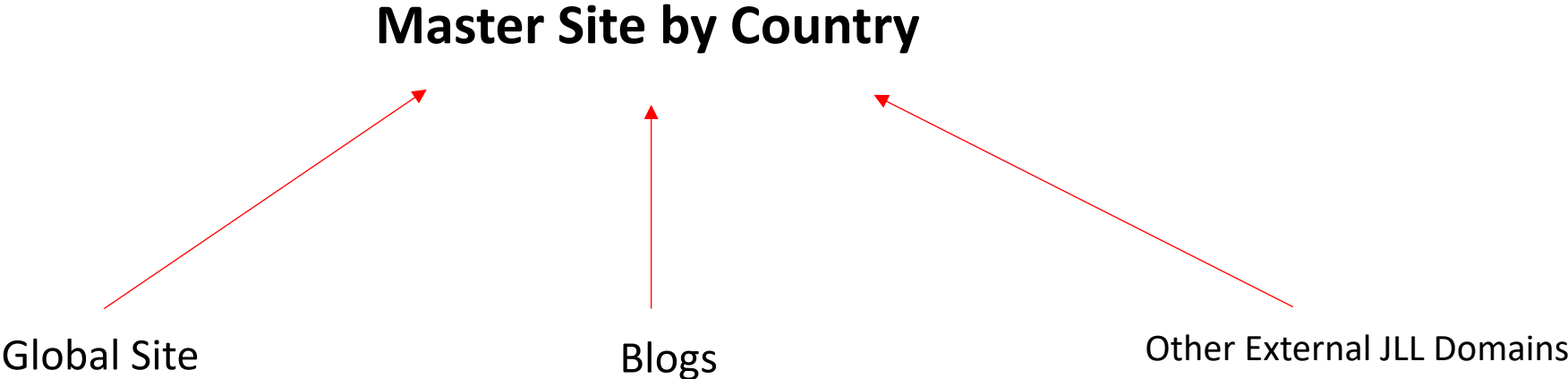
Convert interest into contacts and future business

Measure by Conversion Metrics



# Strategic Shift: Integrate JLL Web Properties

Integrate web content and domains under JLL.com to boost domain authority and establish one brand-centric location for JLL commercial real estate services and expertise.



# Role of Content – Stock vs. Flow

Sections that represent bedrock content and are updated less frequently



## **Stock** (aka Bedrock/Evergreen)

- Careers
- About
- Investor Relations
- Industry
- City Page
- Service Sections — core messaging

Sections that represent contemporary content and are time-sensitive



## **Flow** (Frequently Updated)

- Trends & Insights
- Home Page
- News





# SEO Pros & Cons for Cctlds vs. Subdirectories vs. Subdomains

## ccTLDs *Recommendation*

jll.ru  
jll.cn

### PROS

- ✓ Send **stronger geo-location signals**
- ✓ Short/clean/concise ccTLDs provide **better user experience**
- ✓ Offer **optimized local user experience** and higher CTR:
- ✓ Boost ranking potential for regional content, especially in those markets where regional TLDs are a must-have **requirement** (e.g.: Baidu, Yandex)

### CONS

- Require additional investment in **IT resources** and **maintenance**
- May already be taken

VS

## Subdirectories

jll.com/ru-ru/  
jll.com/zh-cn/

### PROS

- ✓ Consolidates link authority across several domains and gives **added visibility to some low-traffic regional sites** that rely on local versions of Google and Yahoo
- ✓ Easy to set up, manage and maintain

### CONS

- In some countries a shift to jll.com **may result in complete loss of organic search traffic.**
- Weakens geo-location signal for regional searches (accuracy can drop by as much as 15-25%)
- **Hinders regional CTR and organic ranking opportunity**

VS

## Sub-domains

ru.jll.com  
cn.investor.com

### PROS

- ✓ Retain .com branding
- ✓ Potential to use different CMS per country, if necessary

### CONS

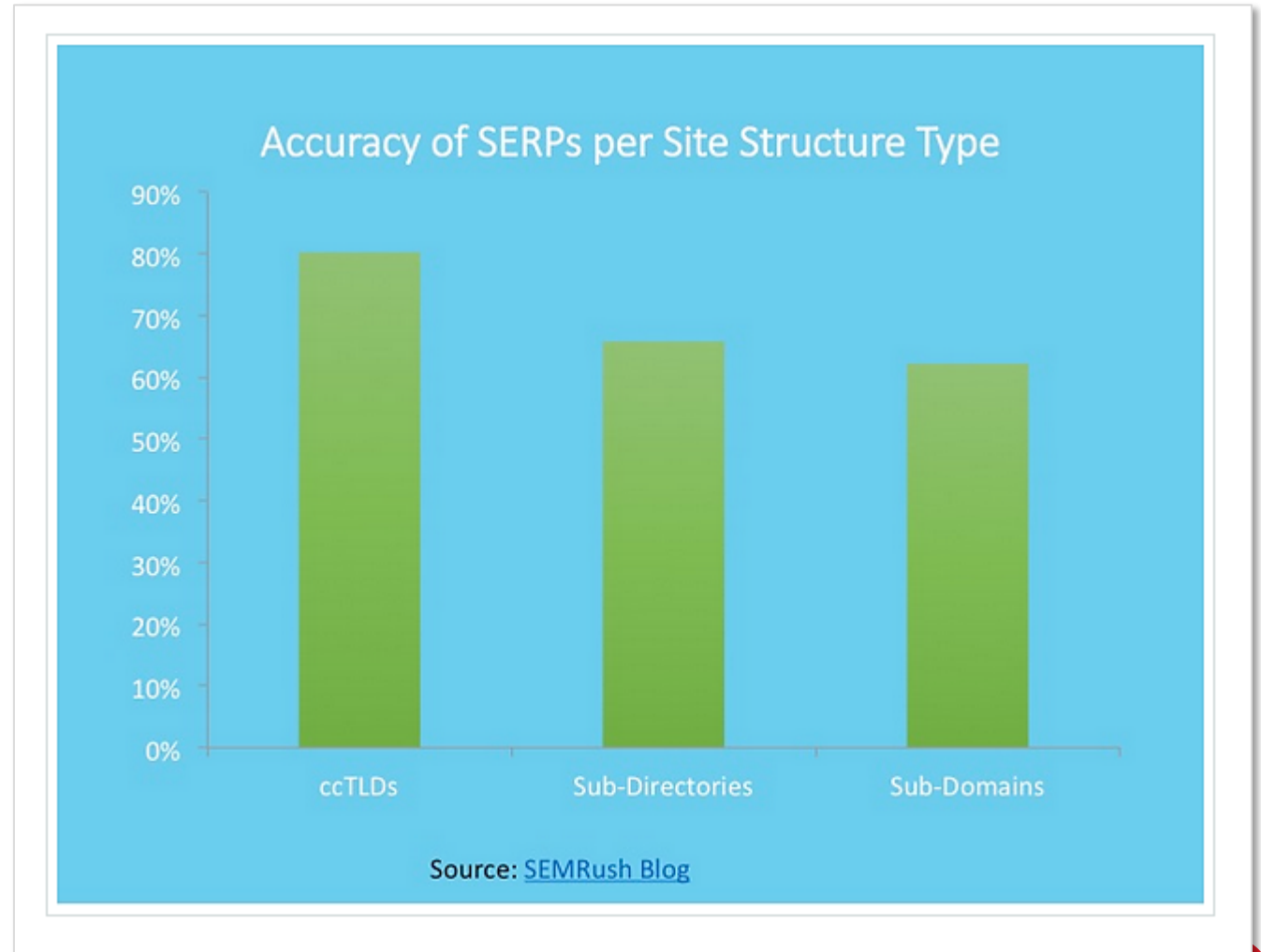
- All cons similar to sub-folder approach, but less reliable
- Authority of Sub-domains start off from scratch, so may take longer to be visible



# The Importance of Cctlds For Google-specific Countries

While there is no one-size-fits-all approach, ccTLDs yield the most accurate search results, followed by subdirectories, and then subdomains.

ccTLDs are most effective because they give very clear, unambiguous geo-targeting signals to search engines.



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# Fortune 500 Examples Of Effective Global URL Structures

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## Proper use of ccTLDs:

[www.google.co.uk](http://www.google.co.uk)  
[www.amazon.fr](http://www.amazon.fr)  
[www.walmart.ca](http://www.walmart.ca)  
[www.att.com.mx](http://www.att.com.mx)  
[www.nestle.in](http://www.nestle.in)  
[exxonmobil.de](http://exxonmobil.de)  
[www.chevrolet.com.br](http://www.chevrolet.com.br)  
[www.deutsche-bank.de](http://www.deutsche-bank.de)  
[www.barclays.co.uk](http://www.barclays.co.uk)  
[www.boeing.es](http://www.boeing.es)  
[www.johnsonsbaby.co.uk](http://www.johnsonsbaby.co.uk)  
[www.pg.co.uk](http://www.pg.co.uk)  
[www.metlife.co.uk](http://www.metlife.co.uk)

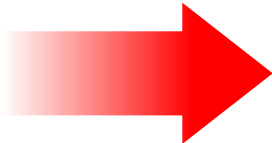
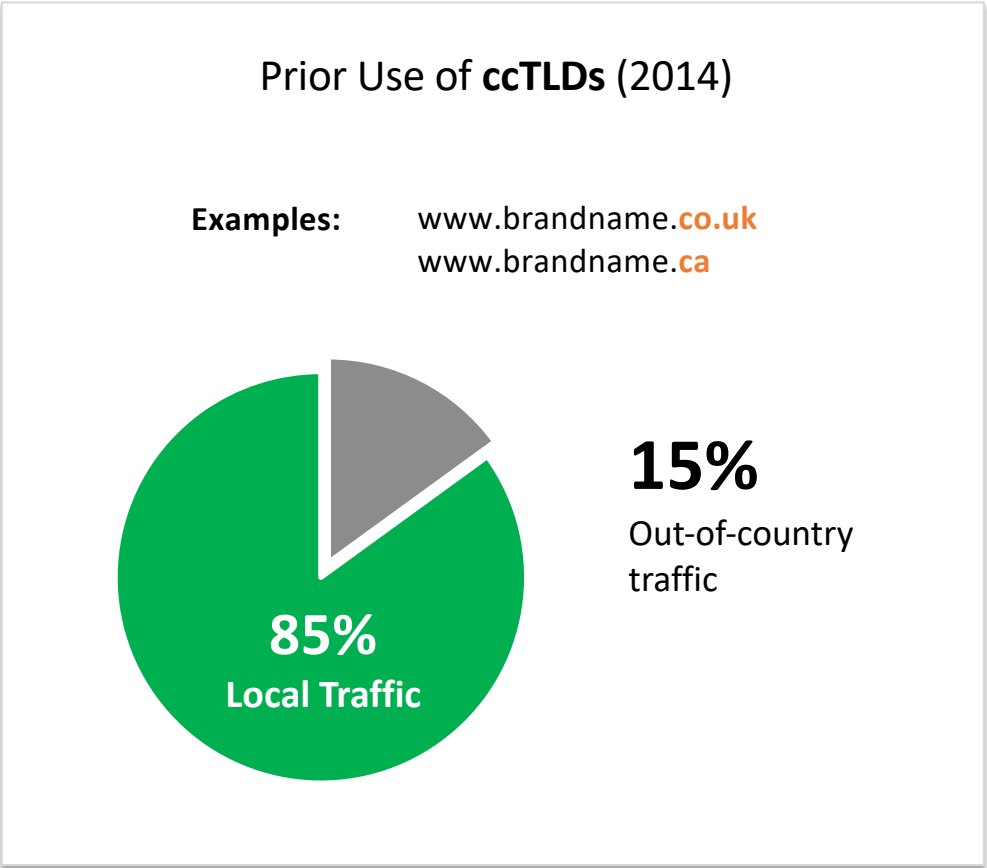
## Proper use of subfolders:

[www.microsoft.com/en-ca/](http://www.microsoft.com/en-ca/)  
[www.apple.com/au/](http://www.apple.com/au/)  
[www.ge.com/ca/en/](http://www.ge.com/ca/en/)  
[www.allianz.com/de/](http://www.allianz.com/de/)  
[www.samsung.com/co/](http://www.samsung.com/co/)  
[www.ikea.com/au/en/](http://www.ikea.com/au/en/)  
[www.ibm.com/it-it/](http://www.ibm.com/it-it/)

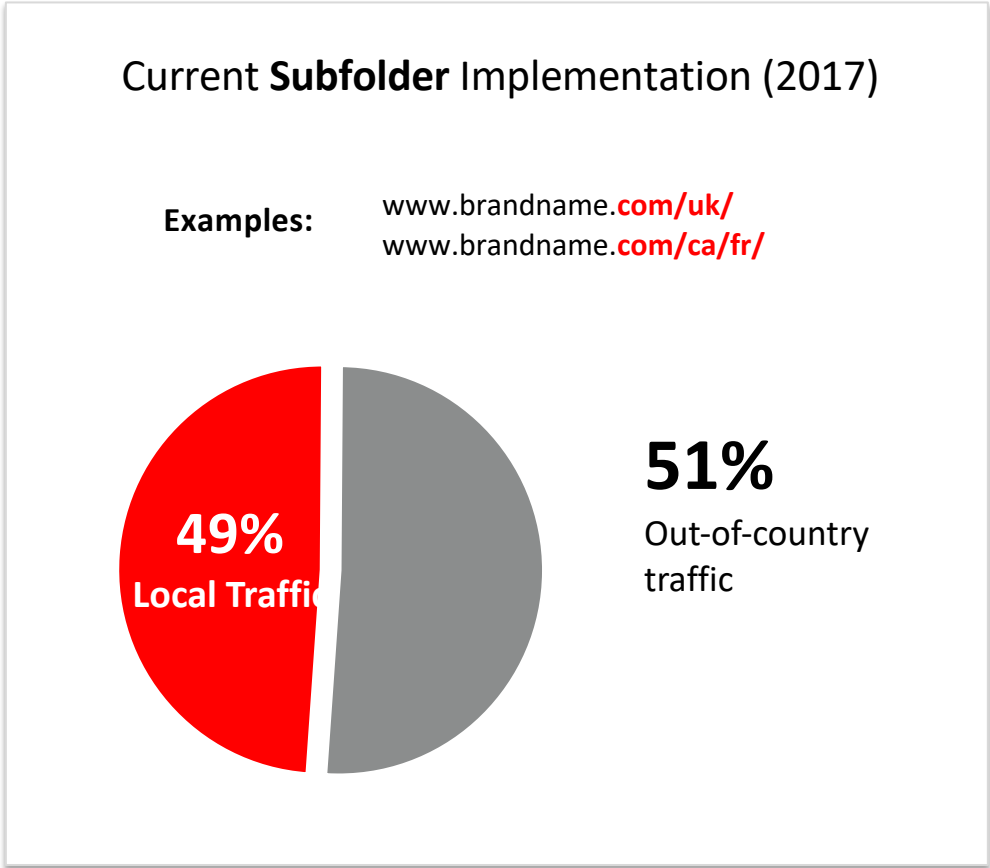


# Cctlds Capture More Local Visits Vs. Country Subfolders

**CASE STUDY:** Fortune 500 provider of postage & shipping solutions, \$4B US revenue



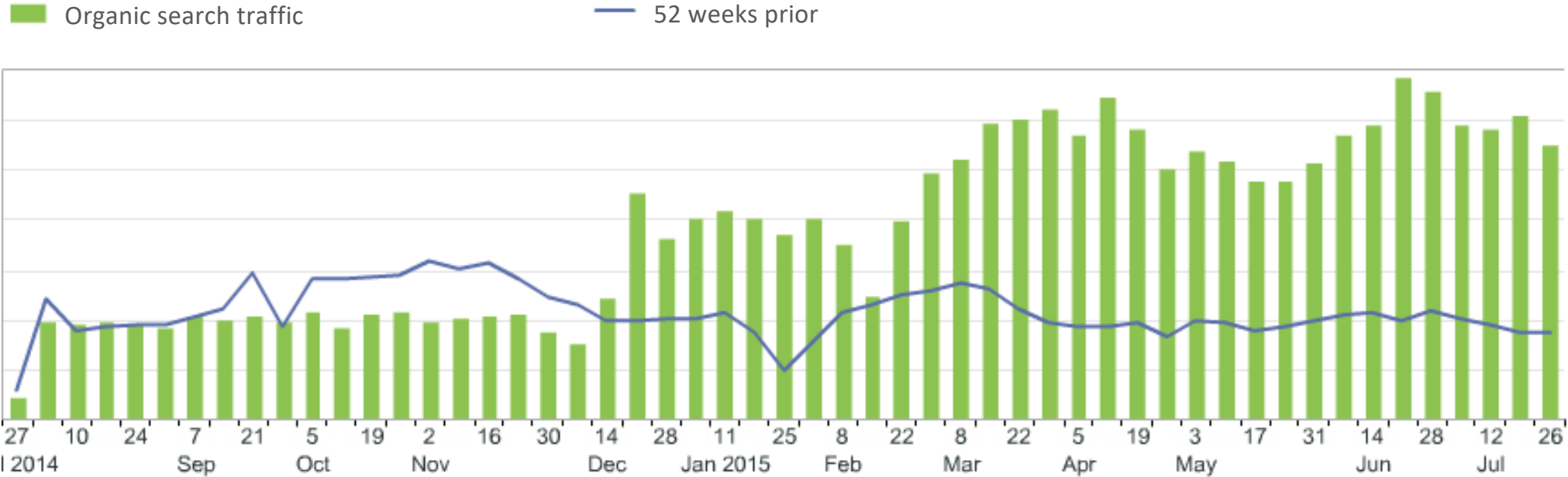
- switched in 2014
- now working to go back to ccTLDs





# Local Presence Is Key For Baidu In China

CLIENT EXAMPLE OF INCREASE IN ORGANIC TRAFFIC IN CHINA AFTER LOCAL REGISTRATION & SWITCH TO .CN WAS COMPLETED



Akamai CN CDN Goes Live with a .cn TLD →

SEO VISIT → PRODUCT VIEWS  
**+59% ↑**

SEO VISIT → GLOBAL DEALER LOCATOR CLICKS  
**+146% ↑**

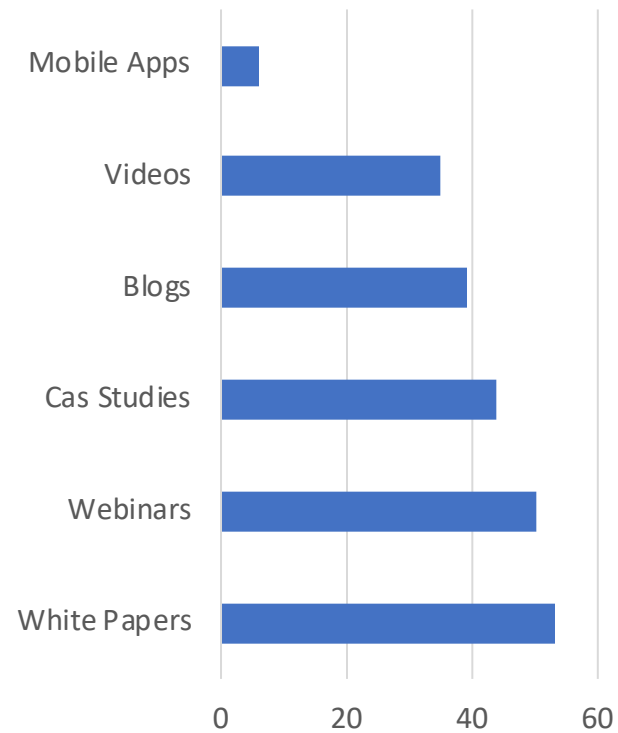
BOUNCE RATE  
**-7% ↓**



# Blogs

# Blog Effectiveness In Lead Generation

## Content marketing that Best Drive Leads



Blogs are effective lead generation tools, in concert with other tactics



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# Role Of JLL Blogs: Keep Clients Ahead Of The Curve With Relevant Topics

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- **Investment Trends (Audience: Investors)**  
Blog/article content from The Investor, premium JLL research reports, and Skyline content will live in this section of the site
- **Real Estate Views (Audience: Primarily Corporates, but also Investors)**  
Collection of macro-trend pieces about the real estate industry. RealViews content (and some The Investor content) will live in this section
- **Workplace Insights (Audience: Corporates, Occupiers, General)**  
Content focuses on office and workplace topics. Future of Work, Office Renew, and relevant RealViews content will live in this section
- **Cities (Audience: Investors and Corporates)**  
City blogs and city-specific research reports will live in this section



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# Blog Strategy: Express Unified Voice And Editorial Design on One Platform

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## Integrated Publishing Platform

Seek editorial and cost efficiencies with common technology and publishing workflows for all JLL authors

## Shared Editorial Calendar & Guidelines

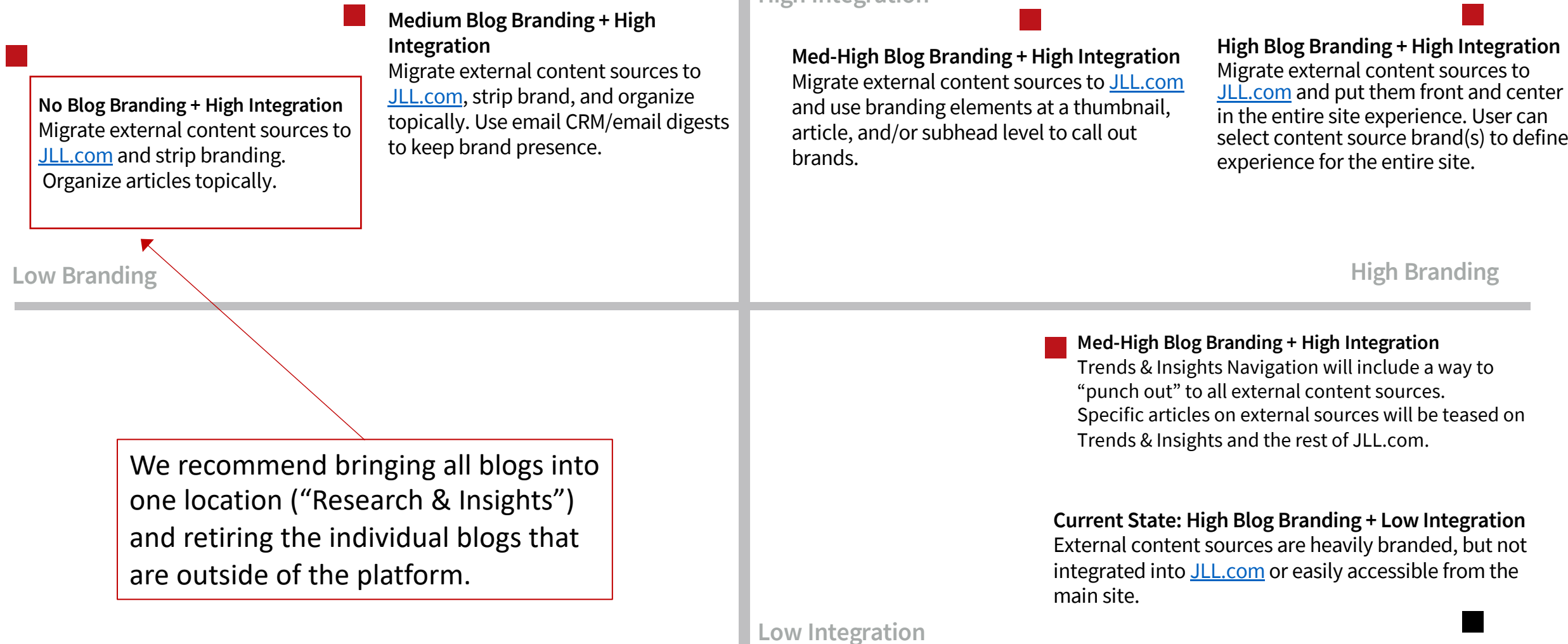
Break down silos and prevent content cannibalization with a shared view of publishing schedules and keyword targets

## Personalized Blog Content

Allow customers to express preferences in order to serve personalized blog content through website and email communications



# Blog Strategy: Identify The Right Degree Of Integration



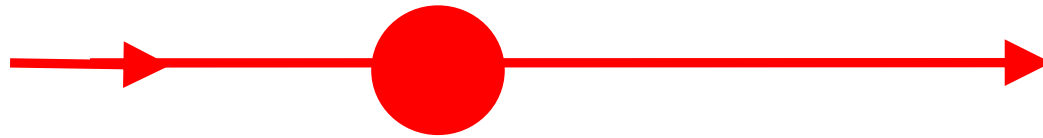
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# Role of JLL Blogs: Evolve Editorial Direction to Feel More Like a Magazine

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## Blogs

- Conversational
- Informal or Daily Cadence
- Less Emphasis on Design

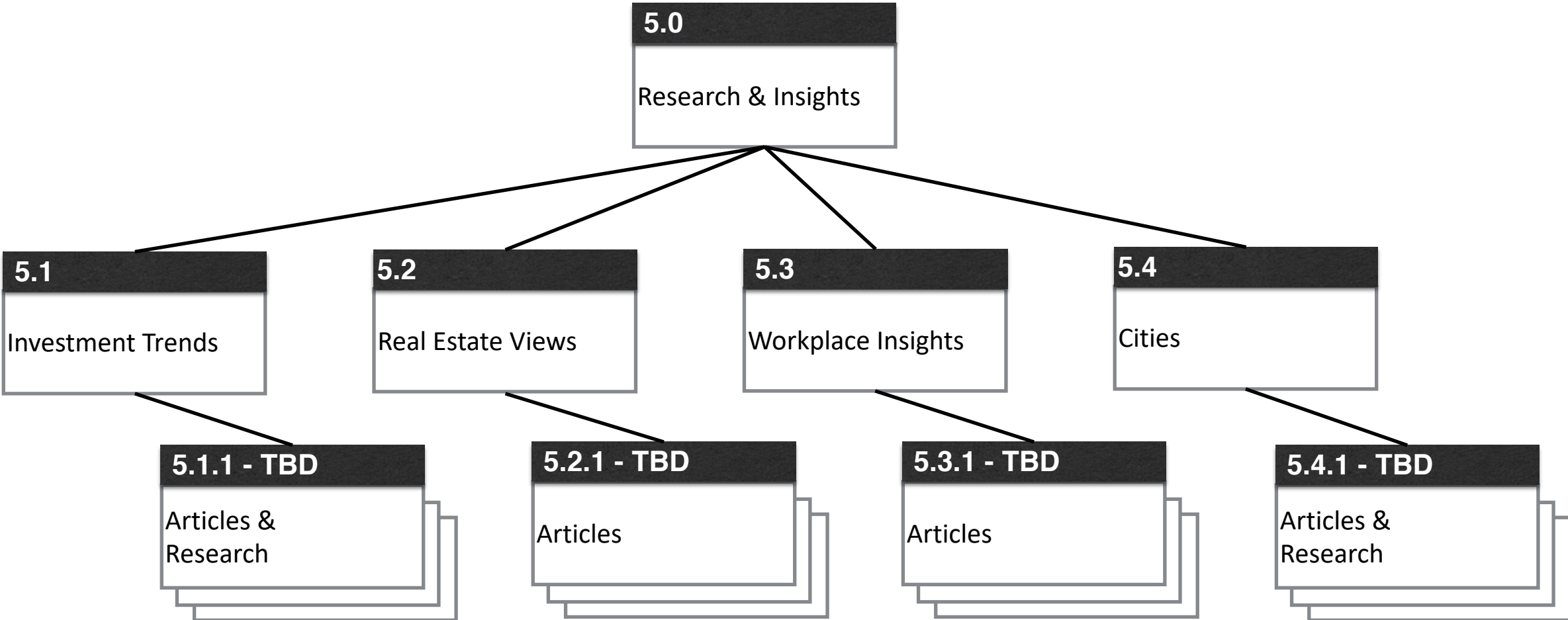


## Personalized Digital Magazine

- Reportorial
- Weekly, Monthly, Quarterly
- Highly Stylized



# Proposed Sitemap

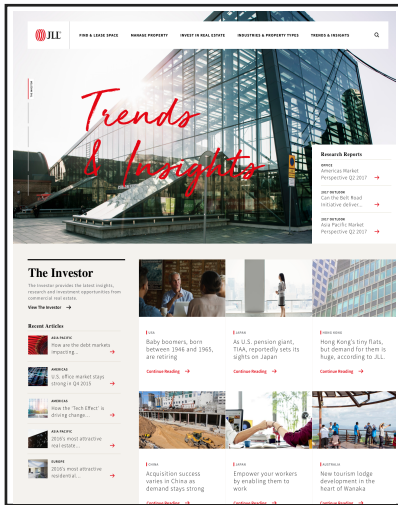




# Blog Strategy: Personalize the Experience for Users over Time

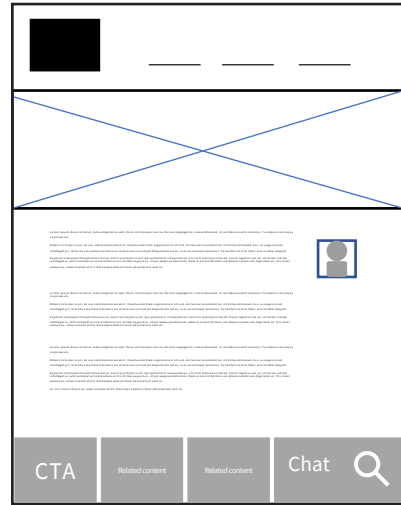
## 1. Visits Trends & Insights

Landing Page



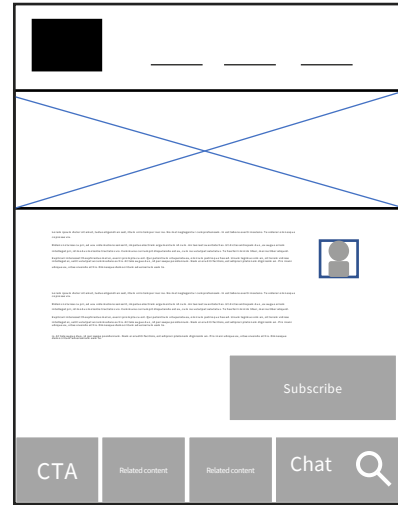
## 2. Views article page

Article page



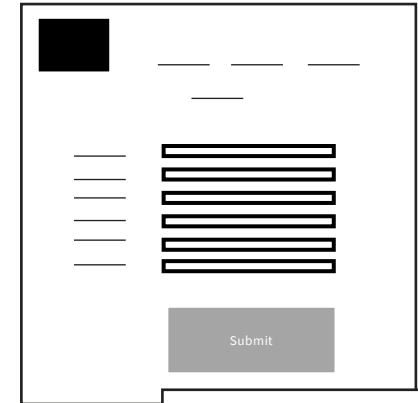
## 3. Opts-in to section

Call to Action



**New Subscriber:** Email capture, progressive profiling, preference setup, double opt-in, form fill or social sign-in

## 4. Refines preferences over time



User receives personalized experiences based on profile and page viewing data

Downloads report; receives newsletters and topical updates



Exits with segmentation ID



Retargeting

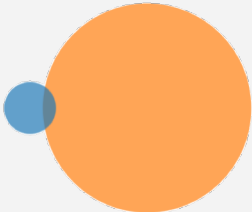
Content relevant platform – Business times, Bloomberg



# The SEO Rationale for Integrating Blog Content: Increase Inbound Links

## Why Migrate Blog Content

1. There is significant content overlap with jll.com (~20%)



EXAMPLE:

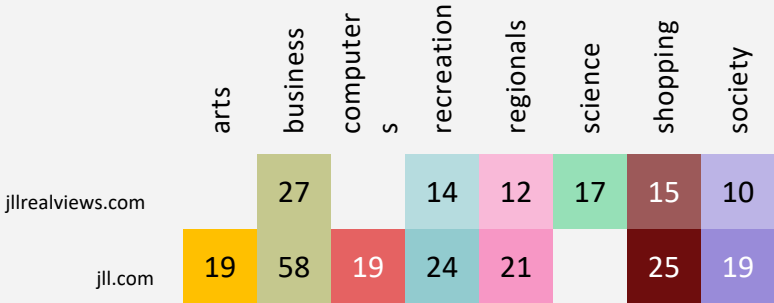
■ jllrealviews.com    ■ jll.com

Both jll.com and jllrealviews.com are visible for a large number of similar search queries

2. There is significant backlink overlap with jll.com

Both [jll.com](http://jll.com) and [jllrealviews.com](http://jllrealviews.com) receive backlinks from similar sites. **Combining this content under [www.jll.com](http://www.jll.com) will result in increased authority and higher search engine rankings for the brand.**

Source: MajesticSEO, Topical Trust Score out of 100



3. There is low share of voice in key niche spaces

Both external sites compete with blog-specific content from the main JLL competitors and offer no independent lead in their respective niche spaces, e.g., <https://blueprint.cbre.com/>

## How to Migrate Content






Two options to migrate Real Views and The Investor content:

- Subfolders (Recommended Approach)**
  - Fold content under relevant jll.com folders, providing consistent user experience and navigation throughout all of JLL:
   
[www.jll.com/research-insights/category](http://www.jll.com/research-insights/category)
- Subdomains**
  - Maintain current navigation, the look and feel of the existing sites while creating a stronger association with the JLL domain and its authority
   
[realviews.jll.com](http://realviews.jll.com)
  
[theinvestor.jll.com](http://theinvestor.jll.com)

Note that final blog migration considerations are TBD



# Top Shared Content – The Investor

ARTICLE	FACEBOOK ENGAGEMENTS	LINKEDIN SHARES	TWITTER SHARES	PINTEREST SHARES	GOOGLE+ SHARES	TOTAL SHARES
 <p>Global Capital Flows Jul 29, 2016 <a href="http://www.theinvestor.jll/gcf/">http://www.theinvestor.jll/gcf/</a></p>	2	634	7	0	0	643
 <p>Investors slow pace amid global political uncertainty   The Investor Jul 7, 2016 <a href="http://www.theinvestor.jll/news/world/00/investors-hit-pause-amid-global-political-uncertainty/">http://www.theinvestor.jll/news/world/00/investors-hit-pause-amid-global-political-uncertainty/</a></p>	4	611	19	1	1	636
 <p>How are Millennials challenging traditional housing norms?   The Investor Feb 15, 2017 <a href="http://www.theinvestor.jll/news/us/05/millennials-challenging-traditional-housing-norms/">http://www.theinvestor.jll/news/us/05/millennials-challenging-traditional-housing-norms/</a></p>	22	409	25	0	1	457
 <p>Diversity - key to real estate growth?   The Investor Jan 23, 2017 <a href="http://www.theinvestor.jll/news/australia/00/diversity-key-real-estate-growth/">http://www.theinvestor.jll/news/australia/00/diversity-key-real-estate-growth/</a></p>	11	389	18	1	2	421
 <p>Expecting the unexpected   The Investor Nov 9, 2016 <a href="http://www.theinvestor.jll/news/apac/00/us-election-impact-on-asia-pacific-real-estate/">http://www.theinvestor.jll/news/apac/00/us-election-impact-on-asia-pacific-real-estate/</a></p>	19	388	15	0	1	423



# Top Shared Content – The Investor – Global Capital Flows

## Americas



### Selective capital: Could it lead to opportunity?

Across the U.S. markets, value-add opportunities are garnering more attention from a broader set of investors than core investments.

AMERICAS

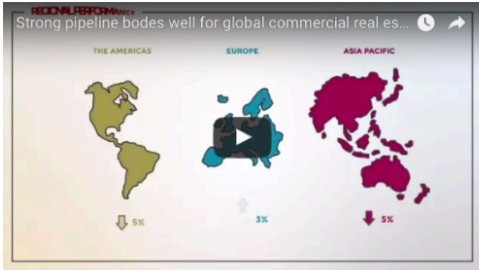


### Seattle: a new tech haven for foreign investors?

Foreign investors are flocking to Seattle as strong corporate expansion continues to serve as a magnet for domestic and foreign money as well as institutional and

AMERICAS

### Watch: A snapshot of Q1 2017



### Help us improve

Keen to see more detailed analysis in the report, expert insights, or more visuals? Let us know what you think and help us improve the report.

Click for survey



# Top Shared Content – The Investor



Share



July 7, 2016

WORLD

**Real estate investors** have hit the pause button as global political pressures – stemming largely from the UK and the United States – weigh on their minds.





New quarterly figures from JLL show an 8 percent year-on-year decline in global real estate transaction volumes in Q2 2016, with activity totalling US\$155 billion. This brings half year volumes to US\$292 billion, a 10 percent decline on the first six months of 2015.

As a result of weaker investor activity over the first six months of the year, and with a further decline expected over the second half, JLL predicts that full year global transaction volumes in 2016 will be between US\$600 to 630 billion – 10 to 15 percent lower than the US\$704 billion recorded in 2015.

“2016 looks likely to be a year that politics will play a major role in determining investor sentiment and, subsequently, global market activity,” says David Green Morgan, JLL Research Director for **Global Capital Markets**.



# Top Shared Content – RealViews

ARTICLE	FACEBOOK ENGAGEMENT	LINKEDIN SHARES	TWITTER SHARES	PINTEREST SHARES	GOOGLE+ SHARES	TOTAL SHARES
 <p>Coworking is the new networking for big business - JLL Real Views by Jll - Jan 19, 2017 <a href="http://www.jllrealviews.com/trends/coworking-is-the-new-networking-for-big-businesses/">http://www.jllrealviews.com/trends/coworking-is-the-new-networking-for-big-businesses/</a></p>	671	925	148	1	15	1.8K
 <p>Why green real estate is the way forward - JLL Real Views by Jll - Jan 5, 2017 <a href="http://www.jllrealviews.com/Viewpoint/why-green-real-estate-is-the-way-forward/">http://www.jllrealviews.com/Viewpoint/why-green-real-estate-is-the-way-forward/</a></p>	3K	792	40	0	3	3.8K
 <p>Six workplace values shared by innovative companies - JLL Real Views by Jll - Nov 14, 2016 <a href="http://www.jllrealviews.com/trends/six-workplace-values-shared-innovative-companies/">http://www.jllrealviews.com/trends/six-workplace-values-shared-innovative-companies/</a></p>	46	720	109	1	23	899
 <p>Three ways technology is making waves in construction - JLL Real Views by Jll - Feb 13, 2017 <a href="http://www.jllrealviews.com/trends/three-ways-technology-is-making-waves-in-construction/">http://www.jllrealviews.com/trends/three-ways-technology-is-making-waves-in-construction/</a></p>	130	631	105	0	31	897
 <p>No laughing matter: Workplace crimes against productivity - JLL Real Views by Jll - Jul 20, 2016 <a href="http://www.jllrealviews.com/trends/no-laughing-matter-workplace-crimes-against-productivity/">http://www.jllrealviews.com/trends/no-laughing-matter-workplace-crimes-against-productivity/</a></p>	8	608	61	0	0	677



# Top Shared Content – RealViews

## Coworking is the new networking for big business

19 January 2017 — Article by Natasha Stokes



Image credit: Shutterstock

**From Singapore to San Francisco, big businesses are setting up in coworking spaces to mingle with nimble start-ups and early-stage entrepreneurs.**

Professional services firm KPMG is one such corporation, with a number of desks leased at the Manhattan branch of WeWork, a rapidly evolving coworking giant in more than 30 cities across the globe. WeWork's corporate clients include Merck, Dell, McKinsey & Co. and Salesforce.com, who lease desks for their employees so they can work alongside – and learn from – freelancers and small businesses.

*Viewpoint — Talking Point*

## Why green real estate is the way forward

5 January 2017 — Article by Ang Kian Seng



Image credit: Shutterstock

**Going green has gone from being a luxury option to a necessity for the built environment sector today.**

For cities around the world it has a key role to play in helping to cut their long-term carbon footprint. In Singapore, for example, the built environment is responsible for almost a quarter of our carbon emissions.



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# Summary of Internal Blog Recommendations

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## Stop

Generating and supporting individual blogs with differentiated design, look and feel

## Start

Streamlining and coordinating content production on a single platform

## Continue

Publishing data-driven CRE insights





# APPS

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# Role of JLL Apps: Mobile Utility First

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## Global Property Finder

Allow investors and developers to find all available properties around the globe.

## Facility Management

Allow corporates and occupiers to service their buildings.

## JLL Conferences

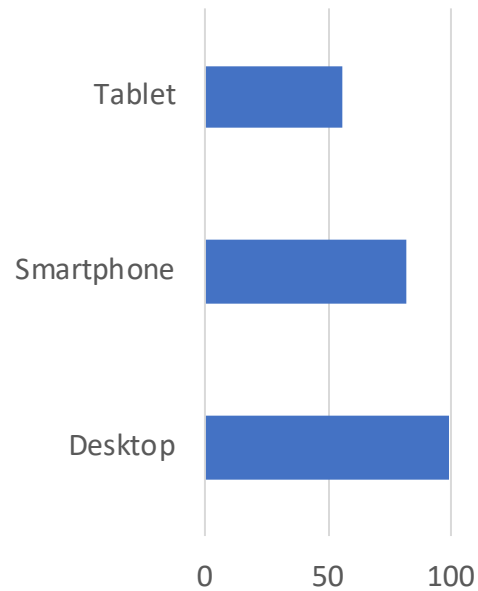
Provide time-boxed experiences related to JLL-owned conferences.

*If an app does not fit under one of these categories, consider removing the app from the Google Play and iTunes stores.*

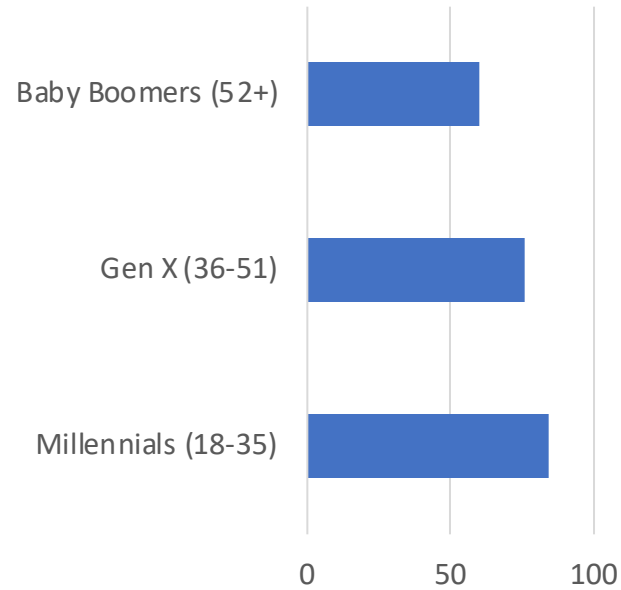


# B2B Buyers Want Apps

Devices Used to Access Content by B2B Buyers



B2B Buyers Who Believe Mobile Device is Essential to Their Work



*"The B2B audience thinks that since they do everything on their mobile device, they should be able to access their vendors on mobile, through an app"*

# The Role Of Apps In An Ecosystem

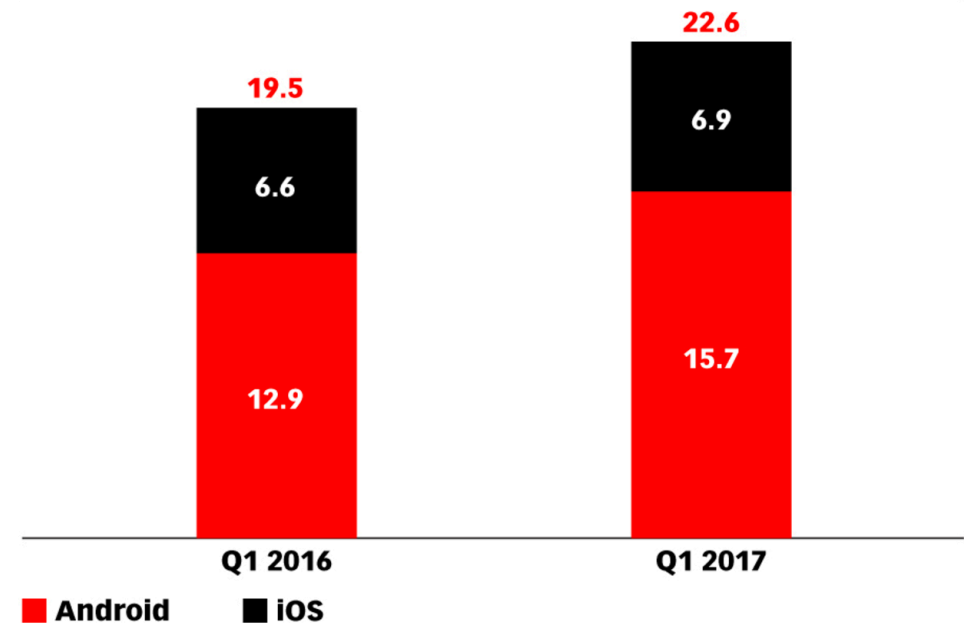
## App Fatigue Is Real

According to comScore, most mobile users spend 85% of their time using only five apps, and the number of apps users have on their devices has trended down from 21 to 20 YOY. Therefore, tread cautiously when considering creating a new app and use a governance process to approve new requests.

## Two Key App Ecosystems

For any developer of commercial apps, having a presence in both Android's Google Play Store and Apple's App Store is critical. Android apps are downloaded at rate of 2:1 compared to Apple apps.

**Mobile App Store Downloads Worldwide, Android vs. iOS, Q1 2016 & Q1 2017**  
billions



Source: Sensor Tower, "Store Intelligence: Q1 2017 Data Digest," April 28, 2017

227699

www.eMarketer.com



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# Apps In The JLL Ecosystem

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## Total Apps

34 Total  
12 in India

## Commercial Real Estate Apps

Most popular CRE apps, such as LoopNet, focus on property searches; most others are dedicated utility-based apps that help clients manage day-to-day property operations.

JLL's most downloaded app is **OneView Service Center** for facility management.

## App Types

Service - 14








Event - 8

Property Finder - 6

Industry Showcase - 3

Blog/Intelligence - 2



	App	OS	Android Downloads	App Type	Location	Overview	Recommendation
	OneView Service Center	both	5000	Service	Global	Requires login; handles service requests for buildings	GLOBAL
	JLL Office Poland VR	both	500	Property Finder	Poland	Virtual Reality app for Poland office properties	GLOBAL
	JLL Property Ireland	both	500	Property Finder	Ireland	Property finder for Ireland market	GLOBAL
	JLL Hotels & Hospitality	both	500	Industry Showcase	Global	Insight into global hotel investment opportunities	Repurpose on site
	JLL Food Tours	both	100	Industry Showcase	Europe	Showcases restaurants and food courts in six European cities	Repurpose on site
	JLL Capital Markets	both	100	Blog/ Intelligence	Australia	Retail investment service articles / thought leadership	Repurpose on site
	JLL.FR	both	100	Property Finder	France	France country property finder	GLOBAL
	JLL Academy	both	100	Event		Requires login	OK for event
	JLL EMEA Events	both	100	Event	EMEA	Requires login	OK for event
	Corridor by JLL	both	100	Property Finder	Chicago	Provides information for downtown retail building	OK facilities criteria
	2015 Finance Leadership Summit	Android	100	Event	Global	Requires login	Retire

Ratio of Android to iOS downloads is 2:1.















	App	OS	Android Downloads	App Type	Location	Overview	Recommendation
	2016 Finance Leadership Summit	Android	50	Event	Global	Requires login	Make private
	JLL Tipp	both	50		German	Determine if need to investigate	
	JLL Retail Intel	both	50	Industry Showcase	Global	Requires login; ICSC Recon 2017; Internal Tool	Repurpose for intranet
	OVSC Service Provider	Android	50	Service	Global	Requires login	COMBINE
	2016 Markets Finance All Hands	Android	50	Event	Global	Requires login	Make private
	JLL Virtual Tour	iOS only	N/A	Property Finder	Asia	Offers investors a 360 tour of high rise buildings; VR options	GLOBAL
	JLL Properties	iOS only	N/A	Property Finder		Requires login	GLOBAL
	JLL The Investor	iOS only	N/A	Blog/ Intelligence	Global	Capital markets blog	Repurpose on site
	JLL Banking Executive Forum	iOS only	N/A	Event	Global	Requires login	OK for event
	CS Leadership Summit 2017	iOS only	N/A	Event	Global	Requires login	Make private
	Asia Pacific Leadership Summit 2016	iOS only	N/A	Event	Asia	Requires login	Make private

Ratio of Android to iOS downloads is 2:1.



# Apps in India




	App	OS	Android Downloads	App Type	Location	Overview	Recommendation
	FM Help	both	5,000	Service	India		
	JLL EOS	both	5,000	Service	India		
	JLL eFit-Facility Help	android	500	Service	India		
	JLL Connect	both	500	Service	India		
	eFit Facility Mate App	android	500	Service	India		
	JLL eFit Facility Inspection	android	500	Service	India		
	JLL eFit Facility Compliance	android	100	Service	India		
	EMEA Emergency Escalation	both	100	Service	India		
	JLL Cross-selling Companion	android	100	Service	India		
	JLL eFit Facility Pointer	android	100	Service	India		
	eFit QA Inspections	both	50	Service	India		
	JLL OS Delivery	iOS	N/A	Service	India		

Ratio of Android to iOS downloads is 2:1.





# Apps in India

	App	OS	Android Downloads	App Type	Location	Overview	Recommendation
	JLL Car Booking	Android	New	Service	India		
	JLL Vendor Cabs	Android	New	Service	India		
	JLL Cab Driver	Android	New	Service	India		



Ratio of Android to iOS downloads is 2:1.



# App Scorecard

Steps	Requirement	Overview
<b>1. Request for Approval</b>	Apps shall meet criteria for approval	<ol style="list-style-type: none"> <li>1. Only one global property finder</li> <li>2. Service utility apps for Facilities Management</li> <li>3. Apps for JLL events or conferences</li> </ol>
<b>2. Design and Development Standards</b>	Icons and design patterns shall follow brand guidelines, and follow best practices for app development in both supported app stores	<ol style="list-style-type: none"> <li>1. Refer to the JLL Brand Hub</li> <li>2. Follow guides from Google Play and Apple App Store</li> </ol>
<b>3. Naming Conventions</b>	All apps shall follow a standard naming convention for easy identification in the app stores and on a device	Keep the name short and meaningful; consider how it will appear as a supporting element to the icon and as an indicator to users looking for apps. Optimize app description for search engines and indicate regions where app is to be used
<b>4. Submission Requirements</b>	All apps shall follow the same submission procedure	Create apps for Google Play and the Apple App Store; 3 <sup>rd</sup> party vendors submit apps through the JLL account (or approved country JLL account, such as JLL India)

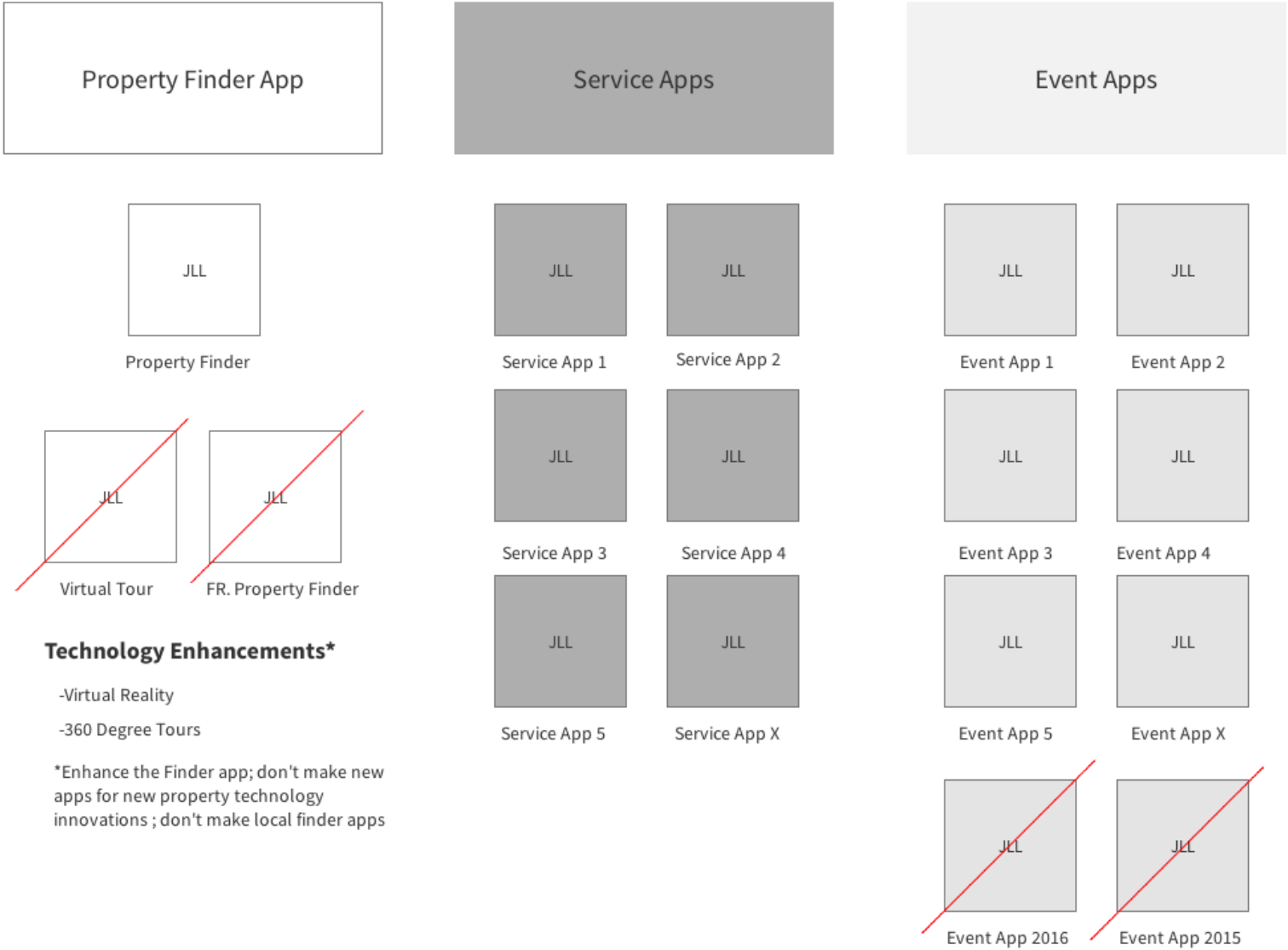


# App Scorecard

Steps	Requirement	Overview
<b>5. Performance Tracking</b>	All apps, except where noted by the mobile app governance team, shall follow performance threshold standards	Criteria shall be established to determine the effectiveness of apps based on download data, professional reviews, and user reviews
<b>6. Maintenance Schedule</b>	All app owners shall respond to customer feedback and fix bugs with updates	Criteria shall be established to respond to customer feedback and fix known issues/bugs on a regular basis as determined by the app governance team
<b>7. Sun-setting Criteria</b>	All apps, except where noted by the governance team, shall be subject to sun-setting criteria	Apps that fail to meet governance standards shall be subject to sun-setting. The sun-setting process will result in the removal of a JLL app from the Google Play and Apple App Store



# Recommended Organizational Approach



# Recommended Design System and Naming Convention for App Icons

We recommend adopting a more consistent design approach to the three categories of apps. In this example to the right, we recommend adopting a color-coded approach in which red represents the property finder, white represents the service apps, and black represent the event apps.

We also recommend adopting a consistent naming convention to the apps. Since the words JLL appear in the icon itself, the name of the app below the icon does not need to include the words JLL.



Property Finder



OneService Center



Leadership 2017



Examples to avoid are accentuated with a red strikethrough.

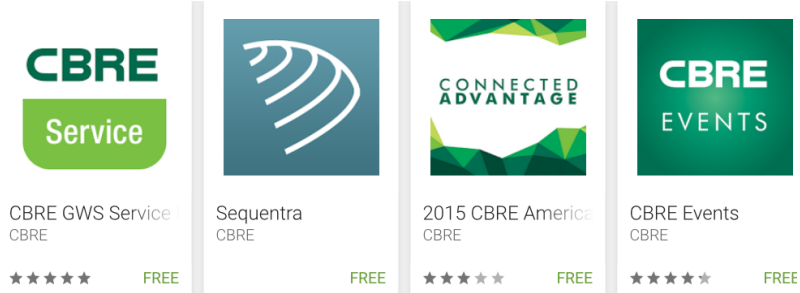


# Competitor Apps

The most popular CRE apps, such as LoopNet, focus on commercial property searches; other apps with high download totals help clients manage day-to-day property operations.

Competitors encounter many of the same issues that JLL faces:

- Unclear mix of global and local apps
- Uneven levels of support and governance
- Multiple vendors with multiple designs and development approaches





# Branded SERP



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# Role of Branded SERP: Optimize Google Presence

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## Reinforce JLL Brand

Dominate the SERP (search engine results page) with homepage links and deeper site links, social media profiles, news articles, and more.

## Google Knowledge Graph

Provides additional brand information to the right of search results.

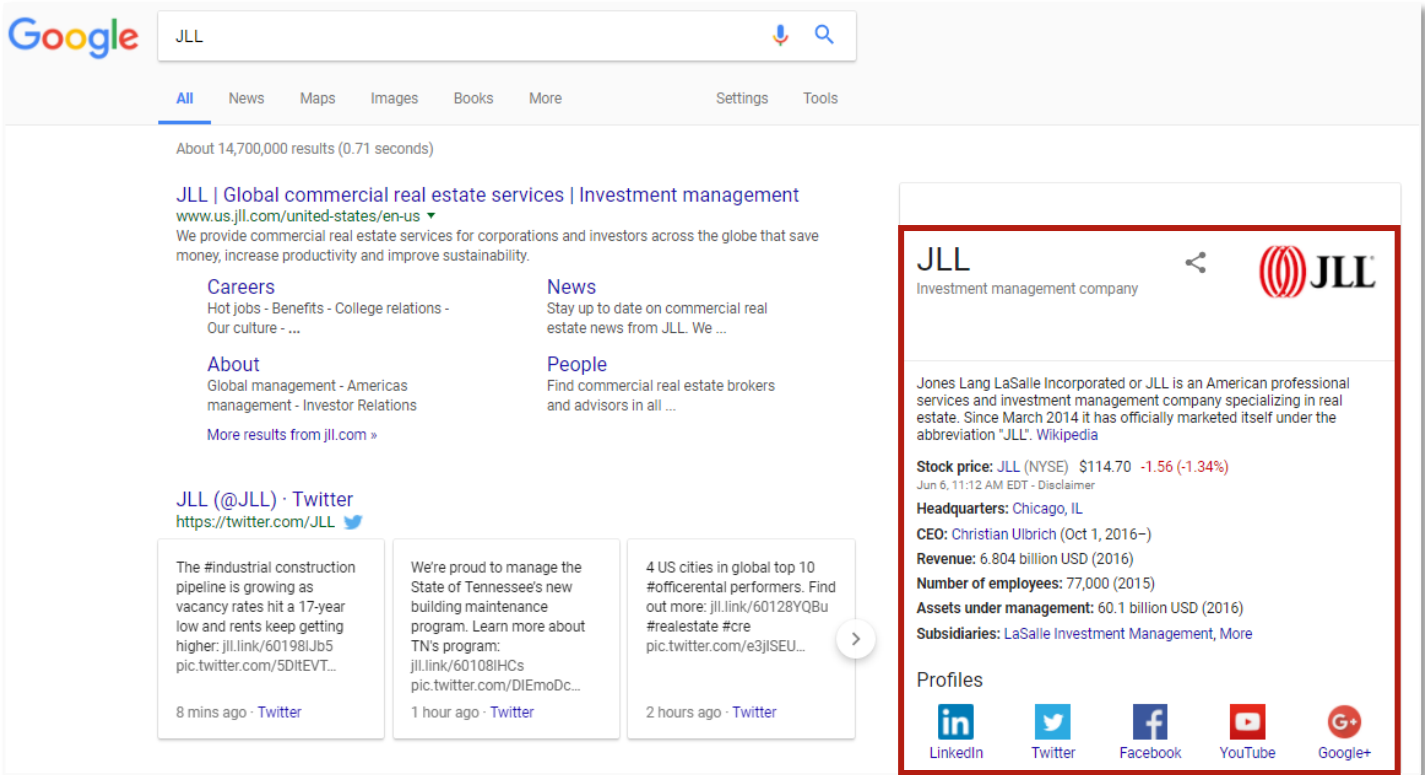
## Location Optimization

Optimize Google Places to ensure locations are correct and optimized for services offered.



# JLL Branded Search

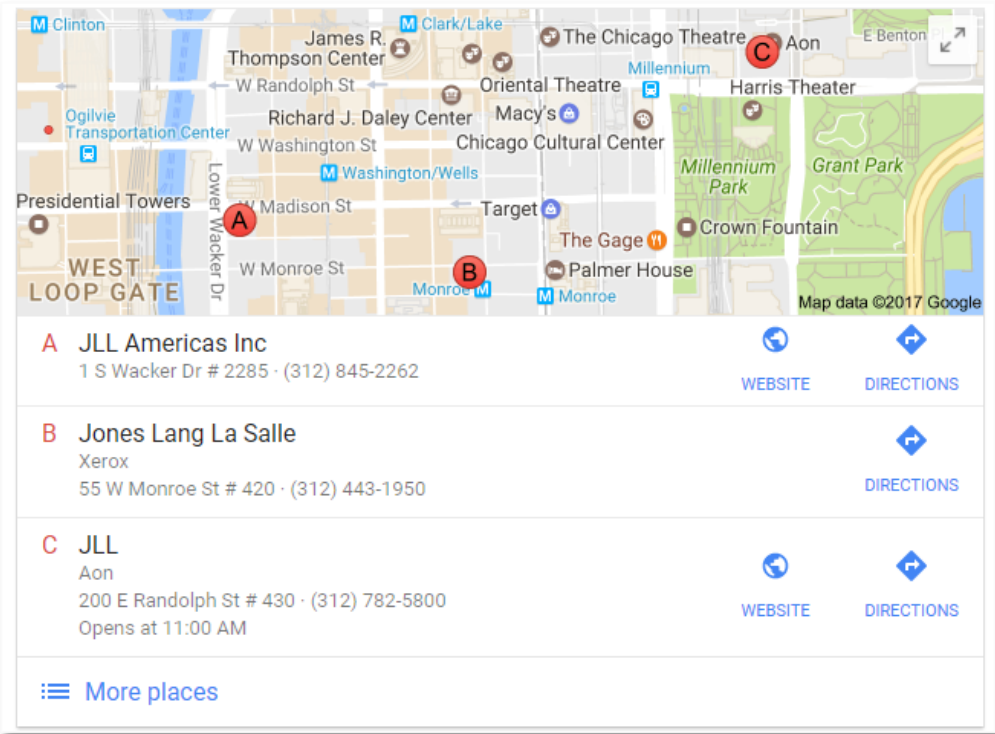
Google Knowledge Graph (highlighted in red) is a knowledge base used by Google to enhance search results. It pulls information directly from Google+ pages, Wikipedia, and the company website (using schema tags).



# JLL Branded Search Locations

Google Places is the organic 3<sup>rd</sup> listing for a “JLL” search in Chicago, showing all locations (even ones that are no longer in service).

Google Places can also be optimized for non-branded property searches. Having correct phone numbers for locations is beneficial to customers as well as JLL.



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## Summary of Recommendations

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Stop

Outdated and inaccurate Google Places listings

Start

Utilize organizational schema on JLL.com

Links to schema.org:

<http://schema.org/>

<http://schema.org/Organization>

Continue

Updated and correct listings on Google Places for all JLL locations

Update Wikipedia if Knowledge Graph information is not correct



# Social Media

# Digital Content Consumption Behaviors of Corporate Decision Makers

**80%**

are active on social media

**60%**

consume social content primarily on mobile

**60%**

primarily use social media for the news

**74%**

of consumption happens in the morning hours

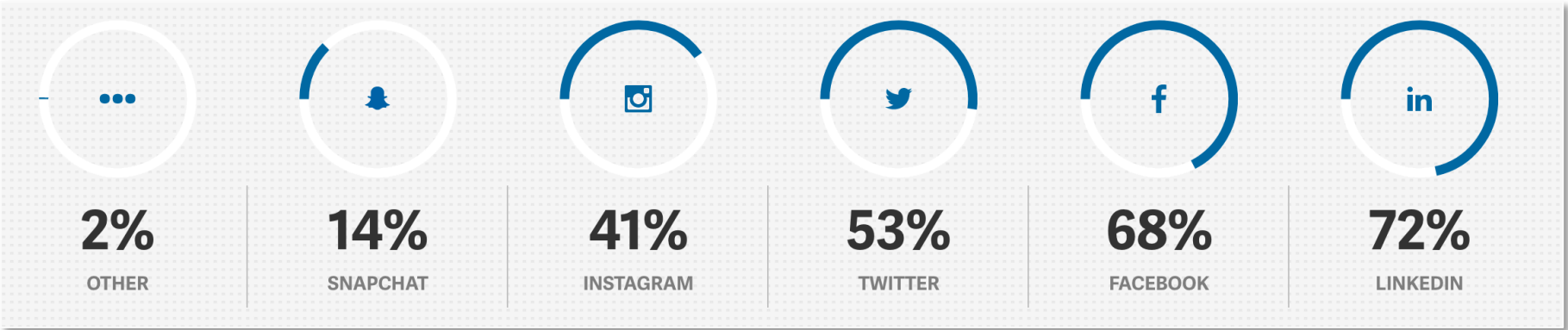
**Corporate decision makers are digitally savvy, pragmatic, and driven.**

While constantly busy and on the go, they dedicate time and effort to learn and develop, through a strong desire to excel at their career.

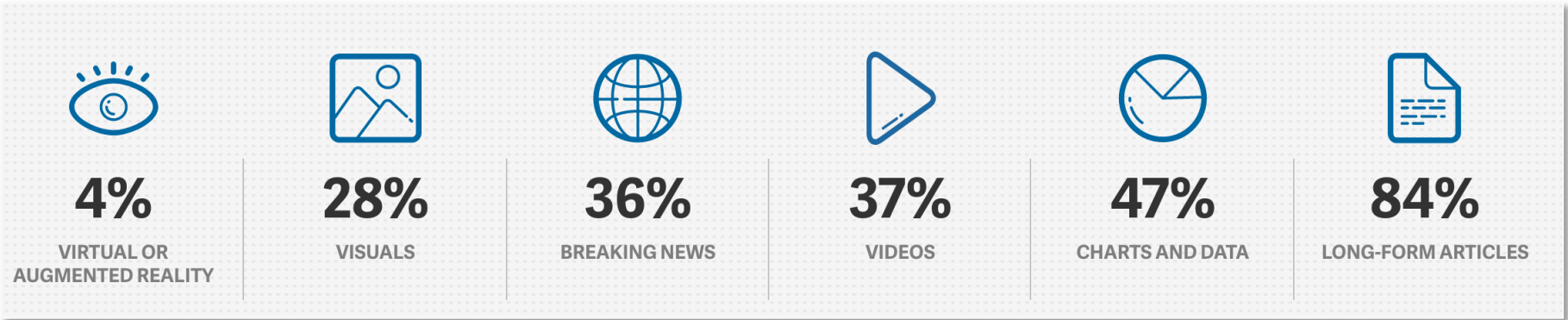


# Digital Content Consumption Behaviors of Corporate Decision Makers

LinkedIn is the most used social platform among executives



Long form articles are the most shared content format



# Digital Content Consumption Behaviors of Corporate Decision Makers

**91%**

share work-related content they find valuable<sup>1</sup>

**85%**

say the source influences their decision to share it

**80%**

find articles most helpful for making business decisions

**Corporate decision makers are open to sharing and consuming content from brands, as long as it's high-quality and clearly labeled.**





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# Role of Social: Snackable Expertise

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## Respect Each Platform

Creating differentiated content for each platform that's optimized for the algorithm and tailored for the feed of how our consumers use the platform.

## Constant Optimization









Maintaining a test-and-learn mentality with differentiated KPIs for each channel and content type allows for focused optimization.

## Engage the Audience

Using the interactivity of social channels to strengthen customer relationships that will convert interest into contacts, leading to future business.



# Social Media Strategy | Global Channel Overview

		Role	Value	Audience	
PRIMARY		<b>THE UTILITY PROVIDER</b>	Utilize JLL's largest following and the professional mindset to provide applicable information that connects JLL's mission and purpose to our audience's career needs and development.	LinkedIn is the most trusted platform for discovering useful work-related content and acquiring new business leads.	Investors Researchers Job Seekers Corporates
		<b>THE ALL-AROUND AMPLIFIER</b>	Leverage Facebook's scale to educate the CRE audience about JLL's mission and services, and to demonstrate their commitment to thought leadership and innovation.	Facebook is the best channel to reach all core targets, with the widest geography, and variety of content, at scale.	Investors Researchers Corporates Job Seekers
		<b>THE NEWS CURATOR</b>	Share timely and useful content that is hyper relevant to JLL's regional and local markets, building customer relationships via 1 on 1 engagements and amplification.	Twitter still rules real-time, trending topics and customer service, so a presence that's devoted to helping the community is a must.	Investors Researchers Job Seekers
		<b>THE EDUCATOR</b>	Serve video content at scale to educate the JLL audience about the brand, their services, and their position as a leader in the commercial real estate industry.	YouTube's searchability and high SEO ranking lend to an opportunity to publish entertaining, engaging, and searchable video content.	Investors Researchers Corporates
SECONDARY		<b>THE ASPIRATION SNAPSHOT</b>	Break through the clutter with a unique visual treatment that represents the core of the JLL brand and the expansive portfolio of real estate locations.	The go-to channel to share compelling imagery and video with an emotional & cultural touch.	Job Seekers Corporates
		<b>THE SEO ENHANCER</b>	Serve content that educates the audience about JLL's mission and services, and to demonstrate their commitment to thought leadership and innovation.	Google+ content can withstand the test of time as each post can be found in a Google search with high correlations between content volume and SEO rankings.	Investors, Researchers Job Seekers Corporates
		<b>THE NEWSROOM</b>	Leverage Weibo's strength in news discovery to position JLL as the leader in corporate real-estate news and innovation in China.	Weibo is the information seeking platform. Users tend to follow trending news and actively seek multiple angles of stories.	Investors Researchers Job Seekers Corporates
		<b>THE BRAND CONNECTION PORTAL</b>	Leverage WeChat's scale to establish the JLL perspective on the CRE industry in the region. Create discussion with industry professionals.	WeChat is primarily a private messaging app, but users can browse shared content, mainly focusing on professional development and lifestyle.	Investors Researchers Job Seekers Corporates



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# Channel Hierarchy

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Tier 1: Global Profiles: @JLL

Purpose: Establish consistent global presence of the JLL brand across each major social channel

Platforms: LinkedIn, Facebook, Twitter, Instagram, YouTube, Google+

## Content

- Major company announcements and successes
- Major research and thought leadership
- Natively Post Achieve Ambitions campaign
- Amplify top performing content from lower tiers
- Amplify thought leadership from SLT personal profiles
- Minimal to none gated content

Tier 2: Audience Profiles: @JLLInvestor, @JLLRetail, @JLLWorkplace @JLLResearch

Purpose: Distribute thought leadership content targeted towards specific audiences and business functions

Platforms: LinkedIn, Twitter

Content:

- Thought leadership relevant to core audience in each vertical
- Amplify global tier posts
- Amplify top performing local content from within vertical
- Natively Post Achieve Ambitions campaign
- 3<sup>rd</sup> Party curated content
- Minimal gated content



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# Channel Hierarchy

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Tier 3: Local Profiles (e.g. @JLLNewYork, etc.)

Purpose: Engage with the local audiences and showcase local news, community involvement and office culture.

Platforms: Facebook, Instagram, Twitter, Weibo, WeChat

## Content

- Locally relevant thought leadership
- Local real estate news
- Community happenings/involvement
- Office culture
- Amplify global and regional tier posts
- Amplify Achieve Ambitions campaign
- 3<sup>rd</sup> Party curated content
- Gated content

Tier 4: Tactical (e.g. @JLLCareers\_US)

Purpose: Provide support for specific audiences and use cases i.e., Job Seekers

Platforms: Twitter

Content:

- Job postings
- Office Culture
- Recruiting/networking events





## USER STATE OF MIND

LinkedIn is considered the most powerful platform for B2B and high-consideration B2C marketers. 80% of B2B leads come from LinkedIn.

## ROLE: THE UTILITY PROVIDER

Utilize JLL's largest following and the professional mindset to provide applicable information that connects JLL's mission and purpose with their audience's career needs and development.

## CONTENT TYPES

Slide Share (Presentations, Video, Webinar Decks)	Industry Articles
Whitepapers	Helpful How-To Content
Case Studies	Infographics

## STRATEGY

Delivering content in an atmosphere meant to provide professional value that creates a direct understanding of what JLL can bring to their work

## WHAT WORKS

- Thought leadership
- Breaking news
- Celebrating employees and corporate history
- Encouraging staff to engage in related groups

## TARGET AUDIENCE

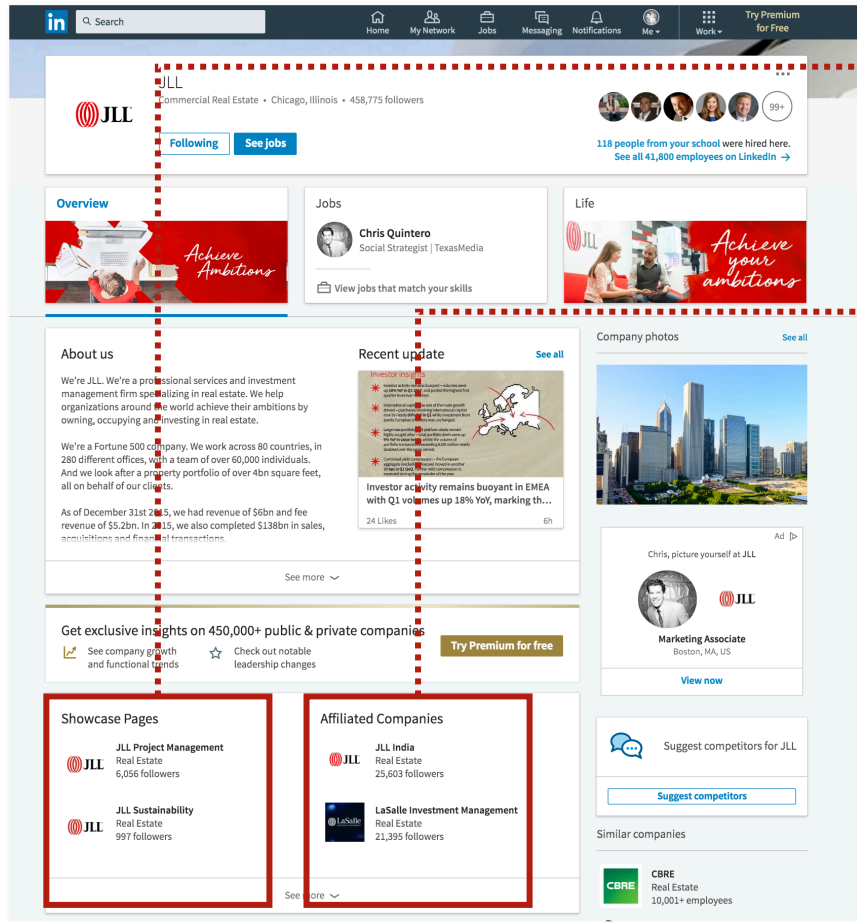
Investors, Researchers, Job Seekers, Corporates, Recruitment

## WHAT TO AVOID

- Click-bait headlines
- Being overly self-promotional in group discussions
- Not optimizing visuals for LinkedIn specifications



# Publishing Best Practices | LinkedIn Updates



## Create a Showcase Page for each core audience/service

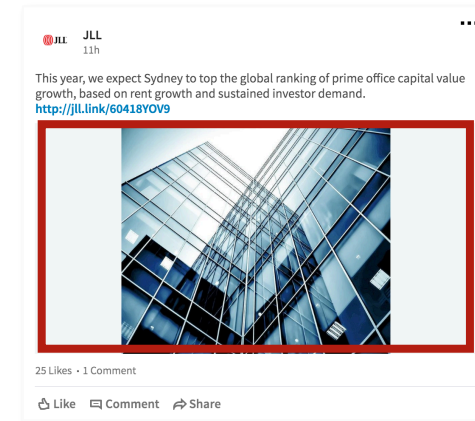
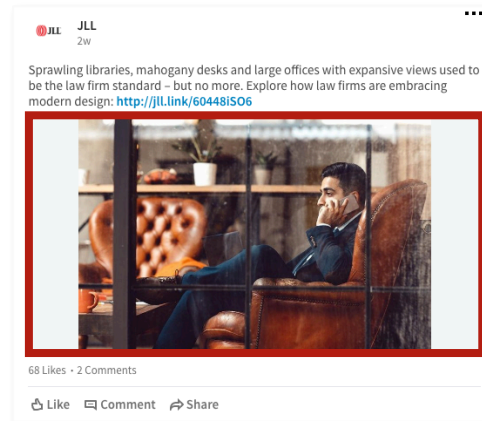
- Creating individual pages nested under the global JLL page allows content to be more targeted to the key stakeholders with minimal paid support
- Permits publishing less frequently on global channel to focus on high-value content
- Up to 10 Showcase Pages can be created

## Create Affiliated Company Pages for each major region

Allows content to be regionally relevant and overcome any language barriers

## Ensure visuals meet specifications for each platform; remove URLs from copy

Content is more engaging when it is cleanly published and fit for the feed of each platform



# Social Media Strategy | Facebook



## USER STATE OF MIND

Facebook is unmatched in potential reach and scale, as well as in usage for all age groups. In usage, it is the closest platform to a “traditional” broadcast mindset. Active users check their feed up to 14x/day.

## ROLE: THE ALL-AROUND AMPLIFIER

Leverage Facebook’s scale to educate the CRE audience about JLL’s mission and services, and to demonstrate their commitment to thought leadership and innovation.

## STRATEGY

Leverage Facebook’s unique targeting capabilities to deliver relevant content and thought leadership to our target at scale.

## TARGET AUDIENCE

Investors, Researchers, Corporates, Job Seekers

## CONTENT TYPES

Editorial and Link Posts (Whitepapers, Case Studies, Industry Articles)  
Video (Long form, Short form, Live)

## WHAT WORKS

Publishing to Instant articles  
Link Posts with CTAs for downloadable content  
Crafting videos in 1:1 aspect ratio  
Following the 20% rule for all content

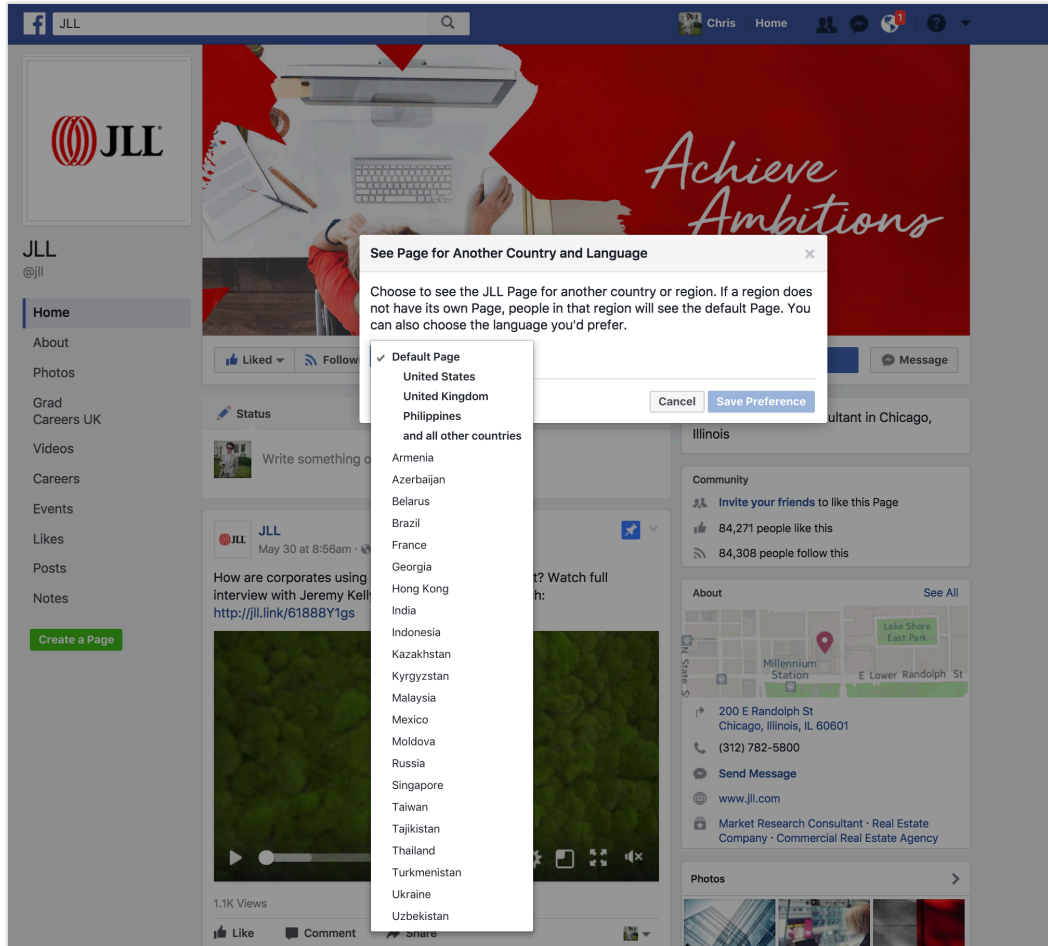
## WHAT TO AVOID

Click-bait headlines  
Hashtags  
Prioritizing linking to videos versus uploading natively  
Posts that only contain headlines — provide value in the feed

*\*recommendations assume paid media support*



# Publishing Best Practices | Facebook Global Page Updates



Ensure the below country pages are included under your global page structure

[JLL Italia](#)

[JLL Turkey](#)

[JLL Vietnam](#)

[JLL Japan](#)

[JLL Agence](#)

[JLL Malaysia](#)

[JLL Maroc](#)

[JLL España](#)

[JLL Romania Research](#)

- Remove Research, update username to @jllromania

Merge two Portugal pages, and include under global structure

[JLL Residential](#)

[JLL Portugal](#)

Merge with JLL UK

[JLL Residential Manchester](#)

Merge with JLL Default Pages

[JLL Technology Solutions](#)

[JLL Foodservice Consulting](#)





# Publishing Best Practices | Facebook Video Improvements



## Upload video natively when possible

- Native video is ranked higher in algorithm, leads to higher organic reach
- Allows for auto-play
- Removes barriers to watching on mobile

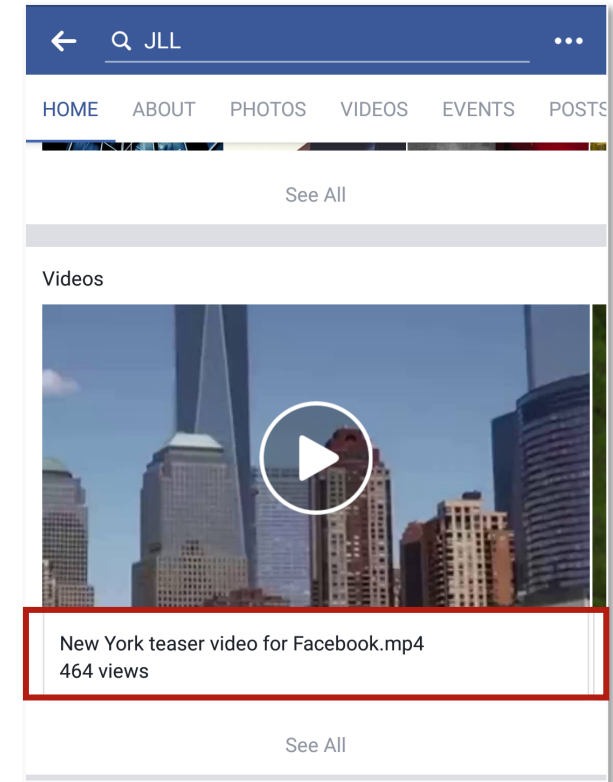
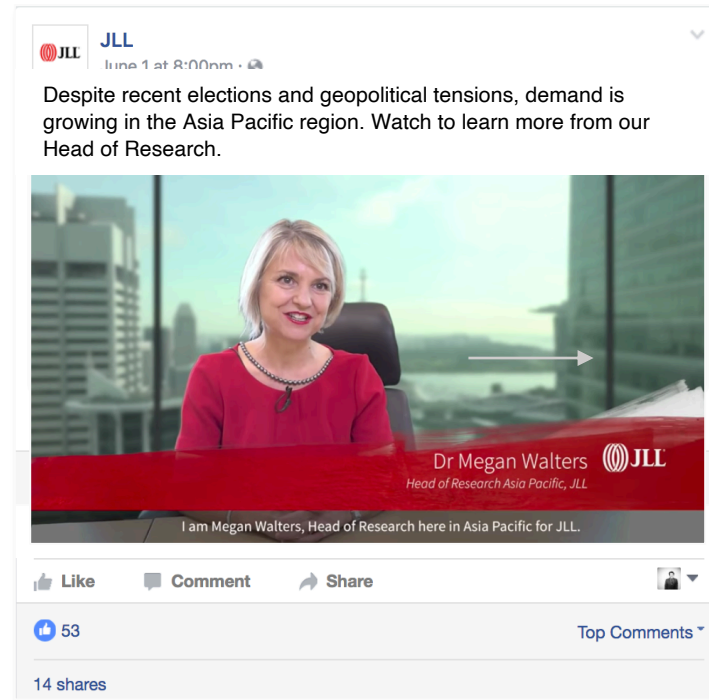
## Be cognizant of video titles

- Standardized titles enhance user experience and allows for easier discoverability

### Current



### Ideal



# Publishing Best Practices | Facebook Link Posts

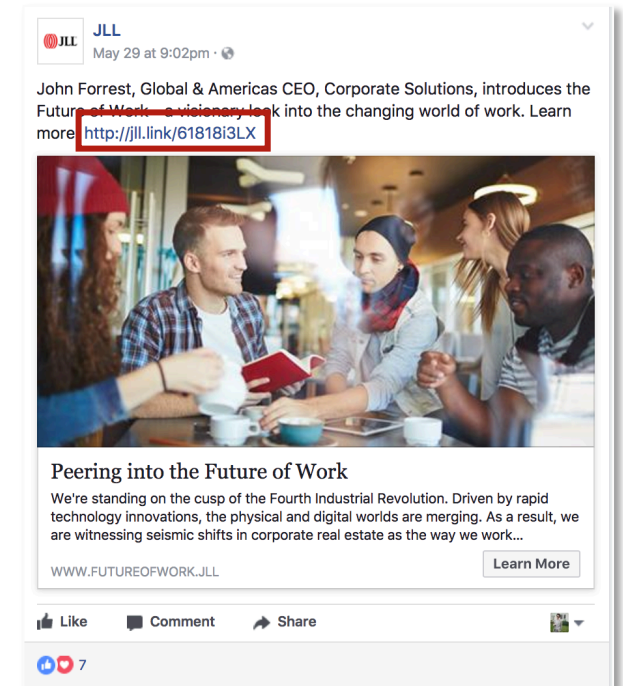
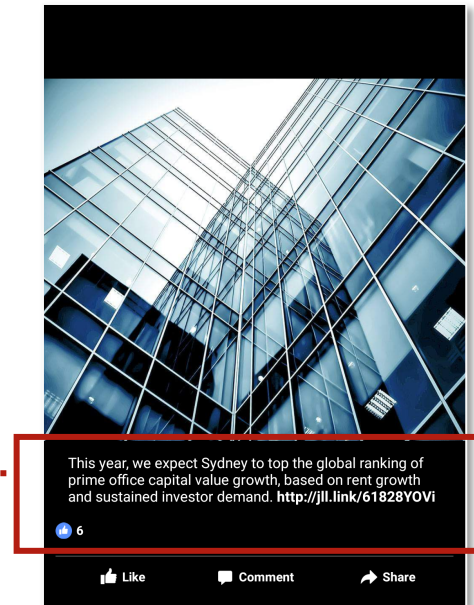


## Ensure Facebook copy is informative and incentivizes readership

- Avoid simply sharing headlines
- Use the space allotted for unique copy. Avoid duplicating link descriptions, headlines, and copy

## Always use link posts when sharing URLs

- CTAs drive higher engagement because photo posts with URL require more taps
- Reduces barriers to reading content when user can tap the entire post
- Remove URL from copy



# Publishing Best Practices | Use Instant Articles When Possible



## Fast-loading, responsive mobile pages within the app

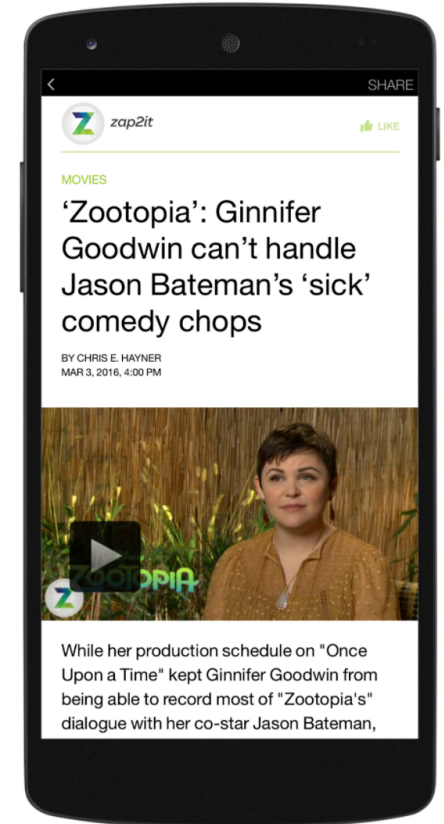
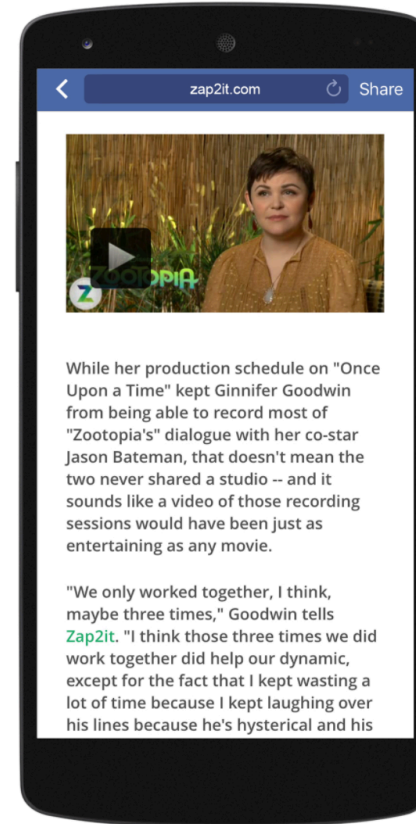
Through an API, Instant articles tie directly into CMS systems and leverage the same technology used to display photos and videos quickly in the Facebook app.

They bring flexibility and control to the delivery of editorial content within Facebook.

**20%**  
more clicks

**70%**  
less likely to  
abandon site

**30%**  
more shares



# Social Media Strategy | Twitter



## USER STATE OF MIND

Consumers use Twitter to discover news and trending stories, as well as to engage with like-minded industry professionals

## ROLE: THE NEWS CURATOR

Leverage Twitter's strength in news discovery and industry commentary to connect with key members in the industry.

## CONTENT TYPES

Links to editorial  
1:1 engagement  
Still Images  
GIFs & Native video

## STRATEGY

Share timely and useful content that is hyper relevant to JLL's regional and local markets, building customer relationships via 1 on 1 engagements and amplification

## WHAT WORKS

Concise thoughts: short, simple, yet valuable snippets of information  
Passion: engaging with passion-points relevant to stakeholders in a human way  
Culturally Plugged-In: Referencing current trends that are relevant to the brand

## TARGET AUDIENCE

Investors, Researchers, Job Seekers

## WHAT TO AVOID

Tweets that contain only headlines  
Overusing hashtags, irrelevant hashtags  
Joining conversations not related JLL or key stakeholders



# Social Media Strategy | Twitter Handle Consolidation



## Consolidate global Twitter handles under @JLL

Current	→	Ideal
<a href="#">@JLL</a>		<a href="#">@JLL</a>
<a href="#">@JLLResearch</a>		<a href="#">@JLLResearch</a>
<a href="#">@JLLRealViews</a>		<a href="#">@JLLRealViews</a>
<a href="#">@JLLCities</a>		<a href="#">@JLLInvestor</a>
<a href="#">@JLLRetail</a>	Change @Retail handle name →	<a href="#">@JLLWorkplace</a>
<a href="#">@JLLInvestor</a>		
<a href="#">@JLLIndustrial</a>		
<a href="#">@JLL_Planning</a>		
<a href="#">@JLL_FederalRE</a>		
<a href="#">@JLLAsiaPacific</a>		
<a href="#">@JLLEuropeRetail</a>		
<a href="#">@JLLMENA</a>		

### Twitter Handle Consolidation Process

- Because Twitter does not permit the merging of unverified handles, use the below process to maximize follower retention
1. Establish timeline for deactivation (i.e. 6 months out)
  2. Export the list of followers of the selected handles (to be used for targeting)
  3. Stop publishing to the selected handles
  4. Create a Tweet for each that announces the changes, include CTA to follow the new accounts
  5. Pin to the tweet to the top of each profile
  6. Promote the tweet for the duration of the timeline, target followers of the to-be-closed accounts

## Update Local Twitter Handles

- Update handles to standardized naming convention (@JLLRegionName),
- Consolidate @JLLResi\_MCR, @JLLUKResi, and @JLLUKRetail into @JLLUK

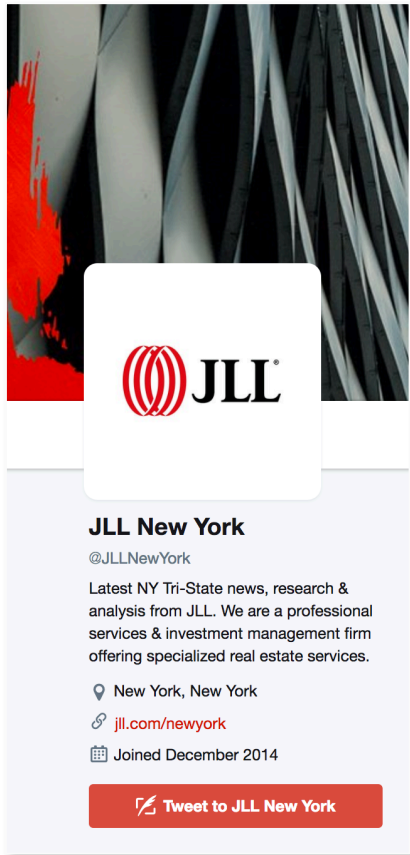
Current	→	Ideal
<a href="#">@JLLIndia</a>		<a href="#">@JLLIndia</a>
<a href="#">@JLLUKRetail</a>		<a href="#">@JLLMexico</a>
<a href="#">@JLLMexico</a>		<a href="#">@JLLUK</a>
<a href="#">@JLLUKResi</a>		<a href="#">@JLLBoston</a>
<a href="#">@JLLUK</a>		<a href="#">@JLLosangeles</a>
<a href="#">@JLLBoston</a>		<a href="#">@JLLPoland</a>
<a href="#">@JLLosangeles</a>		<a href="#">@JLLPortland</a>
<a href="#">@JLLPoland</a>		<a href="#">@JLLPHL</a>
<a href="#">@JLLPortland</a>		<a href="#">@JLLVancouver</a>
<a href="#">@JLLPHL</a>		<a href="#">@JLL_NorCal</a>
<a href="#">@JLLVancouver</a>		<a href="#">@JLLNewYork</a>
<a href="#">@JLL_NorCal</a>		<a href="#">@JLLphoenix</a>
<a href="#">@JLLNewYork</a>		<a href="#">@JLL_Spaces</a>
<a href="#">@JLLphoenix</a>		<a href="#">@JLLFlorida</a>
<a href="#">@JLL_Resi_Mcr</a>		<a href="#">@JLLCanada</a>
<a href="#">@JLL_Spaces</a>		<a href="#">@JLLDallas</a>
<a href="#">@JLLFlorida</a>		<a href="#">@JLLNewZealand</a>
<a href="#">@JLLCanada</a>		<a href="#">@JLLNashville</a>
<a href="#">@JLLDallas</a>		<a href="#">@JLLChicago</a>
<a href="#">@JLLNewZealand</a>		<a href="#">@JLL_Tyson</a>
<a href="#">@JLLNashville</a>		<a href="#">@JLL_TS</a>
<a href="#">@JLLChicago</a>		
<a href="#">@JLL_Tyson</a>		
<a href="#">@JLL_TS</a>		



# Publishing Best Practices | Twitter Updates



Get verified for all handles.  
[Click here](#)



Always upload video natively.  
- Do not use fake video icon. It's spammy.



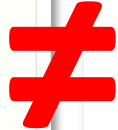
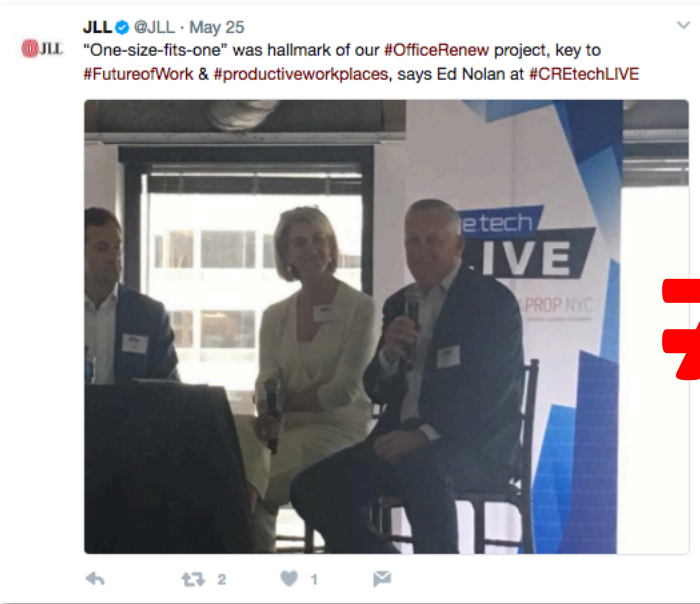
Never start a tweet with an @mention. It significantly reduces reach.  
- Avoid referencing one's own handle



# Publishing Best Practices | Twitter Updates



Maintain consistent photography quality.



Additional recommendations:

**Do not over use hashtags, 2 – 3 maximum**

- Avoid using #hashtags in the middle of the tweet

**Standardize Link shorteners, use across all local handles**

- Ensures it's clear to users where links drive to

**Include CTAs in content to encourage click-through**

**Retweet and engage with users engaging/sharing JLL content**

- Improves content reach, builds relationships

**Find opportunities to engage in trending topics**

- Brings higher relevancy to widen thought leadership reach





## USER STATE OF MIND

YouTube is not only a video hub. It's the second-largest search engine after Google. Users come to YouTube in search of entertainment and educational videos to help them navigate moments big and small.

## ROLE: THE EDUCATOR

Serve video content at scale to educate the JLL audience about the brand, their services, and position as a leader in the commercial real estate industry.

## STRATEGY

Share search informative and useful video content that informs the target audience throughout their research.

## TARGET AUDIENCE

Investors, Researchers, Corporates

## WHAT WORKS

**Consistently Publish Content:** A consistent audience requires consistent content. To build an audience on YouTube create a steady content frequency.

**Optimize for Search:** Use the video's title, tags, thumbnails, and description to optimize for search and draw users in.

**Annotate to Connected Content:** YouTube's End Screens allow you to link to similar or connected videos, encouraging viewers to engage with multiple videos in a series.

## WHAT TO AVOID

**Ad Only:** While YouTube is a hosting hub, to get the most out of the platform, a focus on creative and entertaining content is needed to drive views.

**Removing Content:** YouTube's algorithm has many inputs, all of which affect ranking in YouTube and Google searches. Removing content takes away the data associated with those videos and can affect the channel's search rankings.





# Publishing Best Practices | YouTube Channel Updates (JLL)



**JLL** Subscribe 4,441

Home Videos Playlists Channels Discussion About

**Achieve Ambitions | JLL**  
7,183 views 3 months ago  
We put ambitions at the center of everything we do. For our company, our employees and our clients.  
Real estate may excite you as part of your investment strategy. Or it may be the foundation of your business, based on transactions, valuations, audits and processes. For us it's a passion.  
We know that real estate is more than just a physical space. It's where we work, live, shop, play, laugh, cry. For you it's even more than that. It's where your ambitions are achieved—and it needs to work for you...

**Featured channels**  
JLL Properties Subscribe

**Related channels**  
CBRE Subscribe  
Cushman Wakefield Subscribe  
JLL France Subscribe  
Knight Frank Subscribe  
Savills Subscribe  
Colliers International Subscribe

**Achieve Ambitions: JLL Stories**  
Believing in the human side of business makes us better at delivering the business side of business. These are the stories of our people and our clients...

**APPD Playlist**

Continue to use single brand YouTube channel with robust playlists for each regions

- Merge the below channels with main global channel

[JLL France](#)

[JLL HK](#)

[JLL Agence](#)

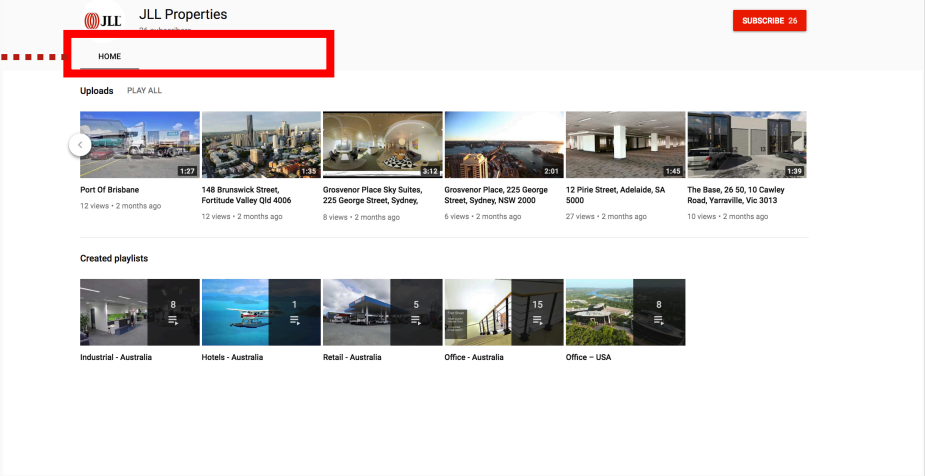
Take advantage of full branding opportunities for branded channels.

Create more SEO-rich category titles, descriptions, add tags and transcriptions to each video.

Standardize Playlist Names, having "Playlist" in title is not necessary.



# Publishing Best Practices | YouTube Channel Updates (JLL Properties)

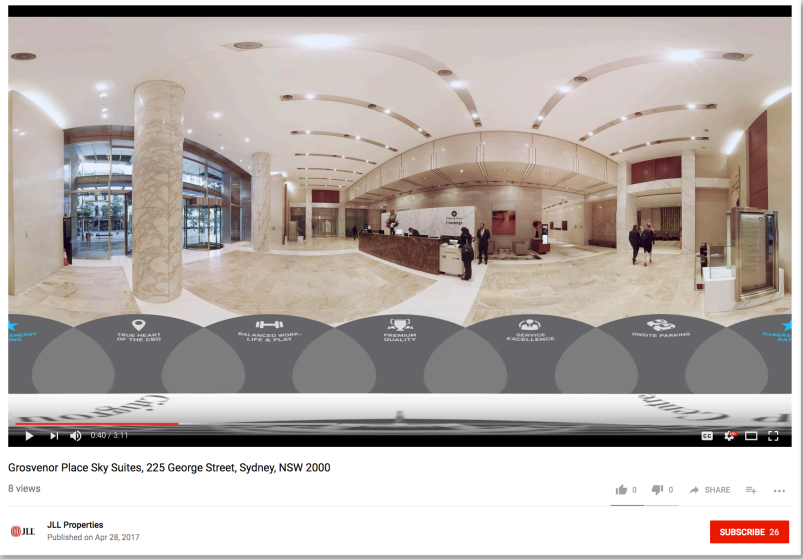


Add links to site and social channels, currently are none

Add Feature Video to Home

Create Videos, Playlist, and About Tabs

Take advantage of 360 video support on YouTube  
Ensure correct file is uploaded – video must contain the metadata injected to make use of the 360 viewer.





## Homepage

Regularly rotate highlighted video to be the most important brand video

Keeping key playlists prominent on the homepage

## Playlist

Remove playlists that are no longer current and utilizing playlists to organize all channel content

## Video Title

Standardize name of YouTube titles (45-character max.) to be consistent, using keywords most likely searched (*not necessarily production titles*)





## Optimizing the Page

- Target keywords with input from search team
- Cross-link response videos within channel
- Optimizations to descriptions will keep users moving through playlists

## Drive Viewership

- Integration with paid support, mirror keyword conquering
- Find opportunities to include links and calls-to-action (About section)
- Connect key sound bites and visual elements in descriptions

## Video Upload Optimization

- 140 characters shown before “Read More” in description
- Optimize video tags
- Alignment on titles with organic search tags, paid search bidding and conquering of keywords

## Reporting Feedback

- Develop ongoing reporting plan to adjust video elements (title, description, keywords)
- Establish reporting metrics for evaluation



# Social Media Strategy | Instagram



## USER STATE OF MIND

Active users spend 21 minutes on the app per day, following and interacting with influencers and brands that inspire them.

## ROLE: THE ASPIRATION SNAPSHOT

Break through the clutter with a unique visual treatment that represents the core of the JLL brand and the expansive portfolio of real estate services

## CONTENT TYPES

Still Images  
Image Carousels  
Short-form Video  
Stories (used for live events, listing tours)

## STRATEGY

Share inspiring imagery and video of the numerous properties JLL manages around the globe, and showcase firm culture and people

## WHAT WORKS

### High-Quality Photography

**Innovative Experiences:** Creating unique, visual experiences that incorporate our voice and locations that will break users out of the overly posed experience of Instagram.

## TARGET AUDIENCE

Corporates & Job Seekers

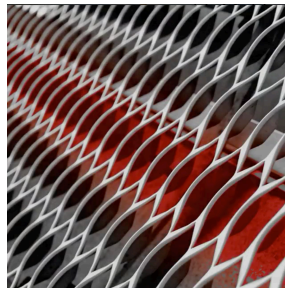
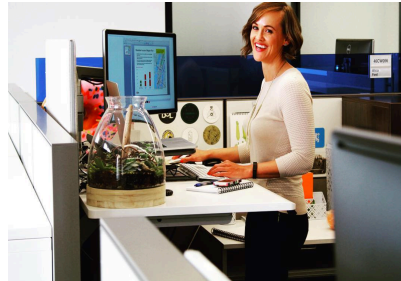
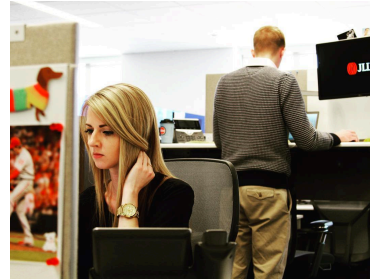
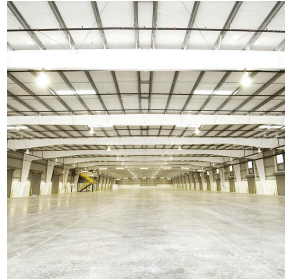
## WHAT TO AVOID

**Overly Posed Content:** Lifestyle shots that seem overly posed and unrealistic take away from our perspective and voice. Shoot for Instagram, not a magazine

**General Platitudes:** Echoing culture instead of creating content with a unique voice and perspective will feel stale and overly branded to our audience



# Publishing Best Practices | Instagram Updates



## Consolidate all non region-specific Instagram handles two core handles.

@JLL: emphasizing firm culture, our people and company happenings

@JLLProperties: showcasing our portfolio of work and property marketing

- [@JLLRetail](#)
- [@JLL\\_One\\_summit](#)
- [@JLLNewGeneration](#)
- [@JLLfood](#)
- [@JLLretailcities](#)
- [@JLL\\_world](#)
- [@Jll\\_chicagoindustrial](#)

## Identify and maintain clear visual style.

- Visual is the priority on Instagram, not the copy
- Implement visual, copy standards to distribute to each region

## Choose thumbnails carefully.

- The thumbnail is the first thing users see in the feed
- Users don't frequent your profile; however, it should always look maintained.





## USER STATE OF MIND

Google+ content can withstand the test of time as each post can be found in a Google search with a high correlation between the amount of social and SEO rankings

## ROLE: THE SEO ENHANCER

Serve content that educates the audience about JLL's mission and services, and to demonstrate their commitment to thought leadership and innovation.

## STRATEGY

Leverage Google+ integration with Google Search to improve the SEO rankings of JLL properties and content.

## TARGET AUDIENCE

Investors, Researchers, Corporates, Job Seekers

## CONTENT TYPES – Replicate Facebook cadence and content

### WHAT WORKS

**Optimized Pages:** Google+ pages are treated like every other page on the internet by Google. It will gain a fair page rank (if optimized) and will become indexed to appear in Google search results.

**Hashtags:** The use of Hashtags in Google+ connects every post to a search on the platform. This will help you to index in Google for specific hashtags, making it easier for your business to be found with industry-specific terms or content.

### WHAT TO AVOID

**Removing Content:** Google's algorithm has many inputs, all of which affect ranking in Google searches. Removing content takes away the data associated with the content and can affect the channel's search rankings.



# Social Media Strategy | Weibo



## USER STATE OF MIND

Weibo is the information seeking platform. Users tend to follow trending news and actively seek multiple angles of stories. Interacting with others and publishing original content is not the main priority of the platform.

## ROLE: THE NEWSROOM

Leverage Weibo's strength in news discovery to position JLL as the leader in corporate real-estate news and innovation in China.

## CONTENT TYPES

Text + Images (Within 140 Chinese characters, no more than 9 images for each post)  
Video  
Hyperlinks

## STRATEGY

Share timely, useful, and shareable content, specific to the Chinese market, emphasizing the newest thought leadership and industry trends.

## WHAT WORKS

Content with a singular, clear focus  
Content that relates to the consumer's lifestyle  
Relating content to relevant to hot topics  
Hashtags

## TARGET AUDIENCE

Investors, Researchers, Corporates, Job Seekers

## WHAT TO AVOID

Heavy handed content with complicated wording or long videos  
Emphasizing brand centric communication over value for the consumer  
Inaccurate or unclear wording might cause issues





# Publishing Best Practices | Weibo



## Create clearer & simplified brand introduction

- Make the “About” section bold, clear and concise
- Use full sentences in the visible area, but too long becomes cumbersome

## Better utilize banner images & hyperlinks

- Include link to official site or other desired brand destination
- Update regularly with hero content
- Consider including WeChat QR code to drive traffic

## Remove gallery module if there is not enough info to show



# Social Media Strategy | WeChat



## USER STATE OF MIND

WeChat is primarily a private messaging app, but users can browse shared content, mainly focusing on professional development and lifestyle. Users actively create and share content of their personal life while interacting with their contacts.

## ROLE: BRAND CONNECTION PORTAL

Leverage WeChat's scale to establish the JLL perspective on the CRE industry in the region, and create discussion with industry professionals.

## CONTENT TYPES

- Push content : Articles with text, images, videos, audios, hyperlinks
- Menu content / Service
- Mini program

## STRATEGY

Utilize the interactivity of WeChat to provide contacts access to the JLL thought leadership content, and encourage sharing with and connecting to key stakeholders

## WHAT WORKS

- Content related to audience professions, knowledge sharing
- Incentivized engagement
- Active & timely response to consumers

## TARGET AUDIENCE

Investors, Researchers, Corporates, Job Seekers

## WHAT TO AVOID

- Out dated info that lacks relevance to audience
- Delayed or no responses to audiences' asks



# Publishing Best Practices | WeChat



## Bilingual Service

Set auto reply for English language service instead of just a welcome message

## Optimize CTA in welcome message for desired action

## Optimize menu bar

- Cut the number of sub-menus, reserve space for newest/most prominent content
- The naming should be easy to understand and address consumer interests

## Ensure content titles are talking from consumer needs instead of brand initiatives

做一个被人羡慕的BFCer是一种什么体验?

2017年6月16日 (原创)



消费行为推动市场变革——成都零售消费新趋势

2017年6月16日 (原创)



JLL全球前瞻研究——“未来办公”专属模型

2017年6月15日 (原创)



又一工业项目成交，JLL助力深圳城市更新

2017年6月14日 (原创)



# Summary of Recommendations



## Stop

Maintaining numerous handles with significant content overlaps.

Sharing same content across all channels.

## Start

Optimizing creative output to be fit for each social media feed.

Implementing KPIs specific for each channel and content type to evaluate effectiveness, efficiency, and engagement.

## Continue

Sharing high volume of insightful research and trend content.

Maintaining a test and learn mentality.



# External Media and Bylines

# Role of External Blogs and Publications



Long form articles are both the most shared content and most useful content for making business decisions. Leading blogs and trade publications constantly look to industry professionals to provide thought leadership content for syndication, earned media, sponsored bylines, and native advertising.

## JLL Audience Online Interests

- Interests tend to be aspirational, indexing high on exercise, career/self improvement, investing in real estate and international travel
- Top online destinations include Business/Finance, career improvement, and real estate investing sites
- JLL visitors have higher interest in environmental issues, and sports (compared to Colliers)

## Top Indexing Sites for JLL Site Visitors

Fastcompany.com  
Deloitte.com  
Bizjournals.com  
Seattletimes.com  
Nationalgeographic.com  
Findthecompany.com  
Wallstreetjournal.com  
Linkedin.com  
Indeed.com



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# Role of External Forums

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Forums and discussion boards are still highly popular places to ask and answer questions about brands and products across industries. Participating in forum threads provides opportunities to gain a loyal following among key target audiences through demonstrated thought leadership and expertise.

## Top CRE Forums

[BiggerPockets.com](http://BiggerPockets.com)

[AgentsOnline.Net](http://AgentsOnline.Net)

[City-Data.Com](http://City-Data.Com)

[WallStreetOasis.com](http://WallStreetOasis.com)

[REIClub.com](http://REIClub.com)

[CREOnline.com](http://CREOnline.com)

[CREPIG.com](http://CREPIG.com)

[Real Estate Law Forum](#)

## Top CRE LinkedIn Groups

[The Commercial Real Estate Network](#)

[Technology For Commercial Real Estate](#)

[CRE Investment & Property Management](#)

[The Workplace Community](#)

[iOffice News](#)

[CoreNet Global](#)

[Corporate Real Estate/ FM Professionals](#)

[Workplace Evolutionaries](#)

## Forum Participation Best Practices

**Avoid being the first to mention your company, product or services.**

**Participating in the community is the priority**

Not to to immediately drive site traffic.

**Clearly disclose identity and company affiliations**

Avoid potentially damaging or unethical situations

Understand the usual conduct

Monitor how others contribute, including top posters and staff

**Always respect the guidelines**



# APPENDIX



# Websites We Found

## TODAY

<http://www.us.jll.com/united-states/en-us>

<https://www.jllproperty.com/index.html>

<https://hirise.com/>

<http://jllcampaigns.com/skyline/>

<http://jllcampaigns.com/pdsbook/>

<http://jllcampaigns.com/jlltechspec/>

<http://jllcampaigns.com/pdsbook/project-gallery-global>

<http://www.jllretail.com/home>

<http://www.jll.com/cities-research>

<http://residential.jll.co.uk/>

<http://www.jll.com/gmp>

<http://projectmanagementjll.uberflip.com/>



# Websites We Found

## TODAY

<http://www.latinamerica.jll.com/latin-america/es-ar/argentina>

<http://www.latinamerica.jll.com/latin-america/en-us>

<http://www.jll.com.br/brazil/pt-br/>

<http://www.jll.com.br/brazil/en-us>

<http://www.jll.ca/canada/en-ca>

<http://www.jll.ca/canada/fr-ca>

<http://www.latinamerica.jll.com/Chile/es-ar>

<http://www.latinamerica.jll.com/chile/en-us>

<http://www.latinamerica.jll.com/latin-america/es-ar/colombia>

<http://www.latinamerica.jll.com/latin-america/en-us>

<http://www.latinamerica.jll.com/latin-america/es-ar>

<http://www.latinamerica.jll.com/latin-america/en-us>

<http://www.jll.com.mx/mexico/es-mx>

<http://www.jll.com.mx/mexico/en-us>

<http://www.latinamerica.jll.com/latin-america/es-ar/panama>



# Websites We Found

## TODAY

<http://www.latinamerica.jll.com/latin-america/en-us>

<http://www.latinamerica.jll.com/latin-america/es-ar/peru>

<http://www.latinamerica.jll.com/latin-america/en-us>

<http://www.us.jll.com/united-states/en-us/>

<http://www.jll.be/belgium/nl-nl>

<http://www.jll.be/belgium/fr-fr>

<http://www.jll.be/belgium/en-gb>

<http://www.jll.cz/czech-republic/cs-cz>

<http://www.jll.cz/czech-republic/en-gb>

<http://www.jll.fi/finland/fi-fi>

<http://www.jll.fi/finland/en-gb>

<http://www.jll.fr/france/fr-fr>

<http://www.jll.fr/france/en-gb>

<http://www.jll.fr/france/zh-cn>



# Websites We Found

## TODAY

<http://www.ill.de/germany/de-de>

<http://www.ill.de/germany/en-gb>

<http://www.ill.hu/hungary/hu-hu>

<http://www.ill.hu/hungary/en-gb>

<http://www.ill.ie/ireland/en-ie/>

<http://www.ill.co.il/israel/en-gb/>

<http://www.ill.it/italy/it-it>

<http://www.ill.it/italy/en-gb>

<http://www.ill.lu/luxembourg/fr-fr>

<http://www.ill.lu/luxembourg/en-gb>

<http://www.ill.lu/luxembourg/de-de>

<http://www.ill.nl/netherlands/nl-nl>

<http://www.ill.nl/netherlands/en-gb/>

<http://www.ill.pl/poland/pl-pl>

<http://www.ill.pl/poland/en-gb>



# Websites We Found

## TODAY

<http://www.ill.pt/portugal/pt-pt>

<http://www.ill.pt/portugal/en-gb>

<http://www.ill.ro/romania/ro-ro>

<http://www.ill.ro/romania/en-gb>

<http://www.ill.ru/russia/en-gb>

<http://www.ill.ru/russia/ru-ru>

<http://www.ill.rs/serbia/sr-rs>

<http://www.ill.rs/serbia/en-gb>

<http://www.ill.sk/slovakia/sk-sk>

<http://www.ill.sk/slovakia/en-gb>

<http://www.ill.es/spain/es-es>

<http://www.ill.es/spain/en-gb>

<http://www.ill.es/spain/zh-cn>

<http://www.illsweden.se/sweden/sv-se>

<http://www.ill.ch/switzerland/en-gb>



# Websites We Found

## TODAY

<http://www.jll.ch/switzerland/fr-fr>

<http://www.jll.ch/switzerland/de-de>

<http://www.jll.com.tr/turkey/tr-tr>

<http://www.jll.com.tr/turkey/en-gb>

<http://www.jll.ua/ukraine/ru-ru>

<http://www.jll.ua/ukraine/en-gb>

<http://www.jll.co.uk/united-kingdom/en-gb/>

<http://www.jll-mena.com/mena/en-gb/locations/Our-locations-in-MENA/egypt>

<http://www.jll-mena.com/mena/en-gb/locations/Our-locations-in-MENA/saudi-arabia>

<http://www.jll-mena.com/mena/en-gb>

<http://www.jll-mena.com/mena/en-gb/locations/Our-locations-in-MENA/egypt>

<http://www.jll.ma/maghreb/fr-fr>

<http://www.jll.ma/maghreb/en-gb>

<http://www.jll.co.za/south-africa/en-gb>

<http://www.africa.jll.com/africa/en-gb>



# Websites We Found

## TODAY

<http://www.ap.jll.com/asia-pacific/en-gb>

<http://www.jll.eu/emea/en-gb>

<http://www.latinamerica.jll.com/latin-america/es-ar>

<http://www.latinamerica.jll.com/latin-america/en-us>

<http://www.jll-mena.com/mena/ar-ar>

<http://www.jll-mena.com/mena/en-gb>

<http://www.jll.com/>

<http://www.ap.jll.com/asia-pacific/en-gb>

<http://www.jll.com.au/australia/en-au>

<http://www.joneslanglasalle.com.cn/china/zh-cn>

<http://www.joneslanglasalle.com.cn/china/en-gb>

<http://www.jll.com.hk/hong-kong/zh-hk>

<http://www.jll.com.hk/hong-kong/en-gb>

<http://www.joneslanglasalle.co.in/india/en-gb>



# Websites We Found

## TODAY

<http://www.ill.co.id/indonesia/en-gb>

<http://www.joneslanglasalle.co.jp/japan/ja-ip>

<http://www.joneslanglasalle.co.jp/japan/en-gb>

<http://www.ill.co.kr/korea/ko-kr>

<http://www.ill.co.kr/korea/en-gb>

<http://www.ill.com.mo/macau/en-gb>

<http://www.ill.com.mo/macau/zh-mo>

<http://www.ill.com.my/malaysia/en-gb>

<http://www.ill.nz/new-zealand/en-gb>

<http://www.ill.com.ph/philippines/en-gb>

<http://www.ill.com.sg/singapore/en-gb>

<http://www.ill.com.lk/sri-lanka/en-gb>

<http://www.ill.com.tw/taiwan/zh-tw>

<http://www.ill.com.tw/taiwan/en-gb>





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# Websites We Found

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## TODAY

<http://www.jll.co.th/thailand/en-gb>

<http://www.jll.co.th/thailand/th-th/>

<http://www.jll.co.th/thailand/ja-jp/>

<http://www.joneslanglasalle.com.vn/vietnam/en-gb>

<http://www.joneslanglasalle.com.vn/vietnam/vi-vn>



# Website Recommendations

TODAY	TOMORROW
<a href="http://www.us.jll.com/united-states/en-us">http://www.us.jll.com/united-states/en-us</a>	<a href="http://www.jll.com">http://www.jll.com</a> (synonymous with global site by default) or <a href="http://www.jll.com/en-us">http://www.jll.com/en-us</a>
<a href="https://www.jllproperty.com/index.html">https://www.jllproperty.com/index.html</a>	<a href="http://www.jll.com/properties">http://www.jll.com/properties</a>
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<a href="http://jllcampaigns.com/skyline/">http://jllcampaigns.com/skyline/</a>	<a href="http://www.jll.com/trends-insights/skyline">http://www.jll.com/trends-insights/skyline</a> or <a href="http://skyline.jll.com">http://skyline.jll.com</a>
<a href="http://jllcampaigns.com/pdsbook/">http://jllcampaigns.com/pdsbook/</a>	<a href="http://www.jll.com/trends-insights/tech-spec">http://www.jll.com/trends-insights/tech-spec</a> or <a href="http://techspec.jll.com">http://techspec.jll.com</a>
<a href="http://jllcampaigns.com/jlltechspec/">http://jllcampaigns.com/jlltechspec/</a>	<a href="http://www.jll.com/trends-insights/tech-spec">http://www.jll.com/trends-insights/tech-spec</a> or <a href="http://techspec.jll.com">http://techspec.jll.com</a>
<a href="http://jllcampaigns.com/pdsbook/project-gallery-global">http://jllcampaigns.com/pdsbook/project-gallery-global</a>	<a href="http://www.jll.com/project-development-services">http://www.jll.com/project-development-services</a> (it's a service)
<a href="http://www.jll.com/cities-research">http://www.jll.com/cities-research</a>	This one is OK or place in <a href="http://www.jll.com/trends-insights/cities-research">http://www.jll.com/trends-insights/cities-research</a>
<a href="http://residential.jll.co.uk/">http://residential.jll.co.uk/</a>	<a href="http://www.jll.co.uk/residential-properties">http://www.jll.co.uk/residential-properties</a>
<a href="http://www.jll.com/gmp">http://www.jll.com/gmp</a>	<a href="http://www.jll.com/trends-insights/global-market-perspective">http://www.jll.com/trends-insights/global-market-perspective</a> or <a href="http://globalmarkets.jll.com">http://globalmarkets.jll.com</a>
<a href="http://projectmanagementjll.uberflip.com/">http://projectmanagementjll.uberflip.com/</a>	<a href="http://www.jll.com/project-management-services">http://www.jll.com/project-management-services</a> (it's a service)



# Website Recommendations

TODAY	TOMORROW
<a href="http://www.latinamerica.jll.com/latin-america/es-ar/argentina">http://www.latinamerica.jll.com/latin-america/es-ar/argentina</a>	<a href="https://www.jll.ar">https://www.jll.ar</a>
<a href="http://www.latinamerica.jll.com/latin-america/en-us">http://www.latinamerica.jll.com/latin-america/en-us</a>	<a href="https://www.jll.com/latin-america/">https://www.jll.com/latin-america/</a> or <a href="https://www.jll.com/latam/">https://www.jll.com/latam/</a>
<a href="http://www.jll.com.br/brazil/pt-br/">http://www.jll.com.br/brazil/pt-br/</a>	<a href="https://www.jll.com.br">https://www.jll.com.br</a>
<a href="http://www.jll.com.br/brazil/en-us">http://www.jll.com.br/brazil/en-us</a>	<a href="https://www.jll.com.br/en/">https://www.jll.com.br/en/</a>
<a href="http://www.jll.ca/canada/en-ca">http://www.jll.ca/canada/en-ca</a>	<a href="https://www.jll.ca">https://www.jll.ca</a>
<a href="http://www.jll.ca/canada/fr-ca">http://www.jll.ca/canada/fr-ca</a>	<a href="https://www.jll.ca/fr/">https://www.jll.ca/fr/</a>
<a href="http://www.latinamerica.jll.com/Chile/es-ar">http://www.latinamerica.jll.com/Chile/es-ar</a>	<a href="https://www.jll.cl">https://www.jll.cl</a>
<a href="http://www.latinamerica.jll.com/chile/en-us">http://www.latinamerica.jll.com/chile/en-us</a>	<a href="https://www.jll.cl/en/">https://www.jll.cl/en/</a>
<a href="http://www.latinamerica.jll.com/latin-america/es-ar/colombia">http://www.latinamerica.jll.com/latin-america/es-ar/colombia</a>	<a href="https://www.jll.co">https://www.jll.co</a>
<a href="http://www.latinamerica.jll.com/latin-america/es-ar">http://www.latinamerica.jll.com/latin-america/es-ar</a>	<a href="https://www.jll.ar">https://www.jll.ar</a>
<a href="http://www.jll.com.mx/mexico/es-mx">http://www.jll.com.mx/mexico/es-mx</a>	<a href="https://www.jll.com.mx">https://www.jll.com.mx</a>
<a href="http://www.jll.com.mx/mexico/en-us">http://www.jll.com.mx/mexico/en-us</a>	<a href="https://www.jll.com.mx/en/">https://www.jll.com.mx/en/</a>
<a href="http://www.latinamerica.jll.com/latin-america/es-ar/panama">http://www.latinamerica.jll.com/latin-america/es-ar/panama</a>	<a href="https://www.jll.pa">https://www.jll.pa</a>



# Website Recommendations

TODAY	TOMORROW
<a href="http://www.latinamerica.jll.com/latin-america/es-ar/peru">http://www.latinamerica.jll.com/latin-america/es-ar/peru</a>	<a href="https://www.jll.pe">https://www.jll.pe</a>
<a href="http://www.us.jll.com/united-states/en-us/">http://www.us.jll.com/united-states/en-us/</a>	<a href="https://www.jll.com">https://www.jll.com</a>
<a href="http://www.jll.be/belgium/nl-nl">http://www.jll.be/belgium/nl-nl</a>	<a href="https://www.jll.be/nl/">https://www.jll.be/nl/</a>
<a href="http://www.jll.be/belgium/fr-fr">http://www.jll.be/belgium/fr-fr</a>	<a href="https://www.jll.be/fr/">https://www.jll.be/fr/</a>
<a href="http://www.jll.be/belgium/en-gb">http://www.jll.be/belgium/en-gb</a>	<a href="https://www.jll.be/en/">https://www.jll.be/en/</a>
<a href="http://www.jll.cz/czech-republic/cs-cz">http://www.jll.cz/czech-republic/cs-cz</a>	<a href="https://www.jll.cz/cs/">https://www.jll.cz/cs/</a>
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<a href="http://www.jll.fi/finland/fi-fi">http://www.jll.fi/finland/fi-fi</a>	<a href="https://www.jll.fi/fi/">https://www.jll.fi/fi/</a>
<a href="http://www.jll.fi/finland/en-gb">http://www.jll.fi/finland/en-gb</a>	<a href="https://www.jll.fi/en/">https://www.jll.fi/en/</a>
<a href="http://www.jll.fr/france/fr-fr">http://www.jll.fr/france/fr-fr</a>	<a href="https://www.jll.fr">https://www.jll.fr</a>
<a href="http://www.jll.fr/france/en-gb">http://www.jll.fr/france/en-gb</a>	<a href="https://www.jll.fr/en/">https://www.jll.fr/en/</a>
<a href="http://www.jll.fr/france/zh-cn">http://www.jll.fr/france/zh-cn</a>	<a href="https://www.jll.fr/zh/">https://www.jll.fr/zh/</a>



# Website Recommendations

TODAY	TOMORROW
<a href="http://www.jll.de/germany/de-de">http://www.jll.de/germany/de-de</a>	<a href="https://www.jll.de">https://www.jll.de</a>
<a href="http://www.jll.de/germany/en-gb">http://www.jll.de/germany/en-gb</a>	<a href="https://www.jll.de/en/">https://www.jll.de/en/</a>
<a href="http://www.jll.hu/hungary/hu-hu">http://www.jll.hu/hungary/hu-hu</a>	<a href="https://www.jll.hu/hu/">https://www.jll.hu/hu/</a>
<a href="http://www.jll.hu/hungary/en-gb">http://www.jll.hu/hungary/en-gb</a>	<a href="https://www.jll.hu/en/">https://www.jll.hu/en/</a>
<a href="http://www.jll.ie/ireland/en-ie/">http://www.jll.ie/ireland/en-ie/</a>	<a href="https://www.jll.ie">https://www.jll.ie</a>
<a href="http://www.jll.co.il/israel/en-gb/">http://www.jll.co.il/israel/en-gb/</a>	<a href="https://www.jll.co.il/en/">https://www.jll.co.il/en/</a>
<a href="http://www.jll.it/italy/it-it">http://www.jll.it/italy/it-it</a>	<a href="https://www.jll.it">https://www.jll.it</a>
<a href="http://www.jll.it/italy/en-gb">http://www.jll.it/italy/en-gb</a>	<a href="https://www.jll.it/en/">https://www.jll.it/en/</a>
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<a href="http://www.jll.lu/luxembourg/de-de">http://www.jll.lu/luxembourg/de-de</a>	
<a href="http://www.jll.nl/netherlands/nl-nl">http://www.jll.nl/netherlands/nl-nl</a>	<a href="https://www.jll.nl/nl/">https://www.jll.nl/nl/</a>
<a href="http://www.jll.nl/netherlands/en-gb/">http://www.jll.nl/netherlands/en-gb/</a>	<a href="https://www.jll.nl/en/">https://www.jll.nl/en/</a>
<a href="http://www.jll.pl/poland/pl-pl">http://www.jll.pl/poland/pl-pl</a>	<a href="https://www.jll.pl">https://www.jll.pl</a>
<a href="http://www.jll.pl/poland/en-gb">http://www.jll.pl/poland/en-gb</a>	<a href="https://www.jll.pl/en/">https://www.jll.pl/en/</a>



# Website Recommendations

TODAY	TOMORROW
<a href="http://www.jll.pt/portugal/pt-pt">http://www.jll.pt/portugal/pt-pt</a>	<a href="https://www.jll.pt">https://www.jll.pt</a>
<a href="http://www.jll.pt/portugal/en-gb">http://www.jll.pt/portugal/en-gb</a>	<a href="https://www.jll.pt/en/">https://www.jll.pt/en/</a>
<a href="http://www.jll.ro/romania/ro-ro">http://www.jll.ro/romania/ro-ro</a>	<a href="https://www.jll.ro">https://www.jll.ro</a>
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<a href="http://www.jll.ru/russia/en-gb">http://www.jll.ru/russia/en-gb</a>	<a href="https://www.jll.ru/en/">https://www.jll.ru/en/</a>
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<a href="http://www.jll.rs/serbia/en-gb">http://www.jll.rs/serbia/en-gb</a>	<a href="https://www.jll.rs/en/">https://www.jll.rs/en/</a>
<a href="http://www.jll.sk/slovakia/sk-sk">http://www.jll.sk/slovakia/sk-sk</a>	<a href="https://www.jll.sk">https://www.jll.sk</a>
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<a href="http://www.jll.es/spain/en-gb">http://www.jll.es/spain/en-gb</a>	<a href="https://www.jll.es/en/">https://www.jll.es/en/</a>
<a href="http://www.jll.es/spain/zh-cn">http://www.jll.es/spain/zh-cn</a>	
<a href="http://www.jllsweden.se/sweden/sv-se">http://www.jllsweden.se/sweden/sv-se</a>	<a href="https://www.jll.se">https://www.jll.se</a>
<a href="http://www.jll.ch/switzerland/en-gb">http://www.jll.ch/switzerland/en-gb</a>	<a href="https://www.jll.ch/en/">https://www.jll.ch/en/</a>



# Website Recommendations

TODAY	TOMORROW
<a href="http://www.jll.ch/switzerland/fr-fr">http://www.jll.ch/switzerland/fr-fr</a>	<a href="https://www.jll.ch/fr/">https://www.jll.ch/fr/</a>
<a href="http://www.jll.ch/switzerland/de-de">http://www.jll.ch/switzerland/de-de</a>	<a href="https://www.jll.ch/de/">https://www.jll.ch/de/</a>
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<a href="http://www.jll.co.uk/united-kingdom/en-gb/">http://www.jll.co.uk/united-kingdom/en-gb/</a>	<a href="https://www.jll.co.uk">https://www.jll.co.uk</a>
<a href="http://www.jll-mena.com/mena/en-gb/locations/Our-locations-in-MENA/egypt">http://www.jll-mena.com/mena/en-gb/locations/Our-locations-in-MENA/egypt</a>	<a href="https://www.jll.eg/en/">https://www.jll.eg/en/</a> or <a href="https://www.jll.com.eg/en/">https://www.jll.com.eg/en/</a>
<a href="http://www.jll-mena.com/mena/en-gb/locations/Our-locations-in-MENA/saudi-arabia">http://www.jll-mena.com/mena/en-gb/locations/Our-locations-in-MENA/saudi-arabia</a>	<a href="https://www.jll.sa/en/">https://www.jll.sa/en/</a> or <a href="https://www.jll.com.sa/en/">https://www.jll.com.sa/en/</a>
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<a href="http://www.jll.co.za/south-africa/en-gb">http://www.jll.co.za/south-africa/en-gb</a>	<a href="https://www.jll.co.za">https://www.jll.co.za</a>
<a href="http://www.africa.jll.com/africa/en-gb">http://www.africa.jll.com/africa/en-gb</a>	<a href="https://www.jll.com/africa/">https://www.jll.com/africa/</a>



# Website Recommendations

TODAY	TOMORROW
<a href="http://www.ap.jll.com/asia-pacific/en-gb">http://www.ap.jll.com/asia-pacific/en-gb</a>	<a href="https://www.jll.com/asia-pacific/">https://www.jll.com/asia-pacific/</a> or <a href="https://www.jll.com/apac/">https://www.jll.com/apac/</a>
<a href="http://www.jll.eu/emea/en-gb">http://www.jll.eu/emea/en-gb</a>	<a href="https://www.jll.com">https://www.jll.com</a>
<a href="http://www.latinamerica.jll.com/latin-america/es-ar">http://www.latinamerica.jll.com/latin-america/es-ar</a>	<a href="https://www.jll.ar">https://www.jll.ar</a> or <a href="https://www.jll.com.ar">https://www.jll.com.ar</a>
<a href="http://www.jll-mena.com/mena/ar-ar">http://www.jll-mena.com/mena/ar-ar</a>	<a href="https://www.jll.ar">https://www.jll.ar</a> or <a href="https://www.jll.com.ar">https://www.jll.com.ar</a>
<a href="http://www.jll.com/">http://www.jll.com/</a>	<a href="https://www.jll.com">https://www.jll.com</a>
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<a href="http://www.joneslanglasalle.com.cn/china/zh-cn">http://www.joneslanglasalle.com.cn/china/zh-cn</a>	<a href="https://www.jll.cn">https://www.jll.cn</a> or <a href="https://www.jll.com.cn">https://www.jll.com.cn</a>
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<a href="http://www.joneslanglasalle.co.in/india/en-gb">http://www.joneslanglasalle.co.in/india/en-gb</a>	<a href="https://www.jll.co.in">https://www.jll.co.in</a>





# Website Recommendations

TODAY	TOMORROW
<a href="http://www.jll.co.id/indonesia/en-gb">http://www.jll.co.id/indonesia/en-gb</a>	<a href="https://www.jll.co.id/en/">https://www.jll.co.id/en/</a>
<a href="http://www.joneslanglasalle.co.jp/japan/ja-jp">http://www.joneslanglasalle.co.jp/japan/ja-jp</a>	<a href="https://www.jll.co.jp">https://www.jll.co.jp</a>
<a href="http://www.joneslanglasalle.co.jp/japan/en-gb">http://www.joneslanglasalle.co.jp/japan/en-gb</a>	<a href="https://www.jll.co.jp/en/">https://www.jll.co.jp/en/</a>
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<a href="http://www.jll.co.kr/korea/en-gb">http://www.jll.co.kr/korea/en-gb</a>	<a href="https://www.jll.co.kr/en/">https://www.jll.co.kr/en/</a>
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<a href="http://www.jll.com.mo/macau/zh-mo">http://www.jll.com.mo/macau/zh-mo</a>	<a href="https://www.jll.com.mo/zh/">https://www.jll.com.mo/zh/</a>
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# Website Recommendations

TODAY	TOMORROW
<a href="http://www.jll.co.th/thailand/en-gb">http://www.jll.co.th/thailand/en-gb</a>	<a href="https://www.jll.co.th/en/">https://www.jll.co.th/en/</a>
<a href="http://www.jll.co.th/thailand/th-th/">http://www.jll.co.th/thailand/th-th/</a>	<a href="https://www.jll.co.th">https://www.jll.co.th</a>
<a href="http://www.jll.co.th/thailand/ja-jp/">http://www.jll.co.th/thailand/ja-jp/</a>	
<a href="http://www.joneslanglasalle.com.vn/vietnam/en-gb">http://www.joneslanglasalle.com.vn/vietnam/en-gb</a>	<a href="https://www.jll.com.vn/en/">https://www.jll.com.vn/en/</a>
<a href="http://www.joneslanglasalle.com.vn/vietnam/vi-vn">http://www.joneslanglasalle.com.vn/vietnam/vi-vn</a>	<a href="https://www.jll.com.vn">https://www.jll.com.vn</a>



# Blogs We Found – US

## TODAY

<http://jllblog.com/new-jersey/>

<http://www.jllblog.com/new-york/>

<http://www.jllblog.com/orange-county>

<http://jllblog.com/philadelphia/>

<http://www.jllblog.com/Phoenix/>

<http://www.jllblog.com/retail/>

<http://www.jllblog.com/sandiego/>

<http://www.jllblog.com/sixty-by-eighty/>

<http://www.jllblog.com/spaces/>

<http://stlouisblog.jll.com/>

<http://www.jllblog.com/tennessee/>

<http://dcblog.jll.com/>

[www.officerenew.com](http://www.officerenew.com)

[www.jllretail.com](http://www.jllretail.com)

[www.jllrealviews.com](http://www.jllrealviews.com)



# Blogs We Found – US

## TODAY

<http://retailblog.jll.com/>

<http://www.jllblog.com/atlanta/>

<http://www.jllblog.com/boston/>

<http://panorama.jll.com.br/en>

<http://panorama.jll.com.br/>

<http://www.jllblog.com/chicagoblog/>

<http://dcblog.jll.com/>

<http://www.jllblog.com/edge/>

<http://www.jllblog.com/florida/>

<http://greenblog.jll.com/>

<http://houstonblog.jll.com/>

<http://www.jllblog.com/indy/>

<http://latamblog.jll.com/>

<http://www.jllblog.com/losangeles/>

<http://minneapolisblog.jll.com/>



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# Blogs We Found – EMEA, APAC, Global

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## TODAY

<http://jllapsites.com/research>

<http://www.joneslanglasalleblog.com/bangkokproperty/>

<http://jllapsites.com/nzproperty>

<http://www.joneslanglasalleblog.com/realestatecompass/>

<http://www.joneslanglasalleblog.com/summer-davos/>

<http://www.joneslanglasalleblog.com/wef-east-asia/>

<http://blog.africa.jll.com/>

<http://www.jllblog.com/cities/>

<http://www.jllblog.com/EIBlogdelosAnillos/>

<http://www.jllblog.com/EMEAResearch/>

<http://www.jllblog.com/EMEAResearch/>

<http://www.jllblog.com/JLLGermany/>

<http://www.jllblog.com/JLLSweden/>

<http://www.jllblog.com/mipim/>

<http://www.jllblog.com/RussiaResearch/>



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# Blogs We Found – EMEA, APAC, Global

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## TODAY

<http://www.jllblog.com/TopFloor/>

<http://www.jllblog.com/ukgraduates/>

<http://wefblog.jll.com/>

<http://www.theinvestor.jll/>



# Blog Integration Plan – US

TODAY	TOMORROW
<a href="http://jllblog.com/new-jersey/">http://jllblog.com/new-jersey/</a>	
<a href="http://www.jllblog.com/new-york/">http://www.jllblog.com/new-york/</a>	
<a href="http://www.jllblog.com/orange-county">http://www.jllblog.com/orange-county</a>	
<a href="http://jllblog.com/philadelphia/">http://jllblog.com/philadelphia/</a>	
<a href="http://www.jllblog.com/Phoenix/">http://www.jllblog.com/Phoenix/</a>	
<a href="http://www.jllblog.com/retail/">http://www.jllblog.com/retail/</a>	
<a href="http://www.jllblog.com/sandiego/">http://www.jllblog.com/sandiego/</a>	
<a href="http://www.jllblog.com/sixty-by-eighty/">http://www.jllblog.com/sixty-by-eighty/</a>	
<a href="http://www.jllblog.com/spaces/">http://www.jllblog.com/spaces/</a>	
<a href="http://stlouisblog.jll.com/">http://stlouisblog.jll.com/</a>	
<a href="http://www.jllblog.com/tennessee/">http://www.jllblog.com/tennessee/</a>	
<a href="http://dcblog.jll.com/">http://dcblog.jll.com/</a>	
<a href="http://www.officerenew.com">www.officerenew.com</a>	<a href="http://www.jll.com/trends-insights/office-renew">http://www.jll.com/trends-insights/office-renew</a> or <a href="http://officerenew.jll.com">http://officerenew.jll.com</a>
<a href="http://www.jllretail.com">www.jllretail.com</a>	
<a href="http://www.jllrealviews.com">www.jllrealviews.com</a>	



# Blog Integration Plan – US

TODAY	TOMORROW
<a href="http://retailblog.jll.com/">http://retailblog.jll.com/</a>	
<a href="http://www.jllblog.com/atlanta/">http://www.jllblog.com/atlanta/</a>	
<a href="http://www.jllblog.com/boston/">http://www.jllblog.com/boston/</a>	
<a href="http://panorama.jll.com.br/en">http://panorama.jll.com.br/en</a>	
<a href="http://panorama.jll.com.br/">http://panorama.jll.com.br/</a>	
<a href="http://www.jllblog.com/chicagoblog/">http://www.jllblog.com/chicagoblog/</a>	
<a href="http://dcblog.jll.com/">http://dcblog.jll.com/</a>	
<a href="http://www.jllblog.com/edge/">http://www.jllblog.com/edge/</a>	
<a href="http://www.jllblog.com/florida/">http://www.jllblog.com/florida/</a>	
<a href="http://greenblog.jll.com/">http://greenblog.jll.com/</a>	
<a href="http://houstonblog.jll.com/">http://houstonblog.jll.com/</a>	
<a href="http://www.jllblog.com/indy/">http://www.jllblog.com/indy/</a>	
<a href="http://latamblog.jll.com/">http://latamblog.jll.com/</a>	
<a href="http://www.jllblog.com/losangeles/">http://www.jllblog.com/losangeles/</a>	
<a href="http://minneapolisblog.jll.com/">http://minneapolisblog.jll.com/</a>	





# Blog Integration Plan – EMEA, APAC, Global

TODAY	TOMORROW
<a href="http://jllapsites.com/research">http://jllapsites.com/research</a>	
<a href="http://www.joneslanglasalleblog.com/bangkokproperty/">http://www.joneslanglasalleblog.com/bangkokproperty/</a>	
<a href="http://jllapsites.com/nzproperty">http://jllapsites.com/nzproperty</a>	
<a href="http://www.joneslanglasalleblog.com/realestatecompass/">http://www.joneslanglasalleblog.com/realestatecompass/</a>	
<a href="http://www.joneslanglasalleblog.com/summer-davos/">http://www.joneslanglasalleblog.com/summer-davos/</a>	
<a href="http://www.joneslanglasalleblog.com/wef-east-asia/">http://www.joneslanglasalleblog.com/wef-east-asia/</a>	
<a href="http://blog.africa.jll.com/">http://blog.africa.jll.com/</a>	
<a href="http://www.jllblog.com/cities/">http://www.jllblog.com/cities/</a>	
<a href="http://www.jllblog.com/EIBlogdelosAnillos/">http://www.jllblog.com/EIBlogdelosAnillos/</a>	
<a href="http://www.jllblog.com/EMEAResearch/">http://www.jllblog.com/EMEAResearch/</a>	
<a href="http://www.jllblog.com/EMEAResearch/">http://www.jllblog.com/EMEAResearch/</a>	
<a href="http://www.jllblog.com/JLLGermany/">http://www.jllblog.com/JLLGermany/</a>	
<a href="http://www.jllblog.com/JLLSweden/">http://www.jllblog.com/JLLSweden/</a>	
<a href="http://www.jllblog.com/mipim/">http://www.jllblog.com/mipim/</a>	
<a href="http://www.jllblog.com/RussiaResearch/">http://www.jllblog.com/RussiaResearch/</a>	



# Blog Integration Plan – EMEA, APAC, Global

TODAY	TOMORROW
<a href="http://www.jllblog.com/TopFloor/">http://www.jllblog.com/TopFloor/</a>	
<a href="http://www.jllblog.com/ukgraduates/">http://www.jllblog.com/ukgraduates/</a>	
<a href="http://wefblog.jll.com/">http://wefblog.jll.com/</a>	
<a href="http://www.theinvestor.jll/">http://www.theinvestor.jll/</a>	



*Thank you*