

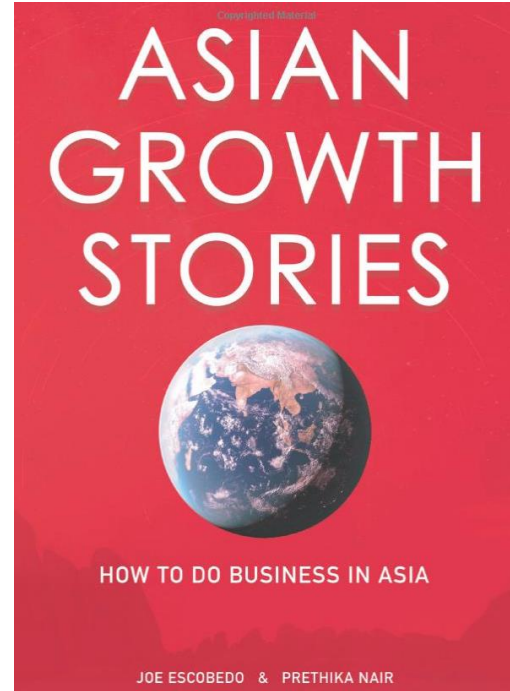
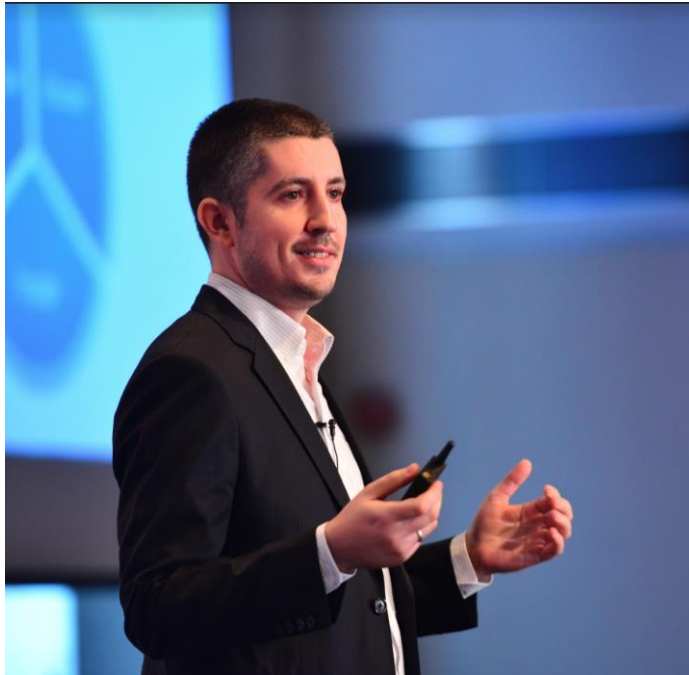
B2B Marketing Leaders Forum

OLIVER ARSCOTT + JOE ESCOBEDO

JOE ESCOBEDO

Hi, I'm Joe Escobedo

Content Strategy Advisor For Fortune 500 Brands & Author



JOE ESCOBEDO



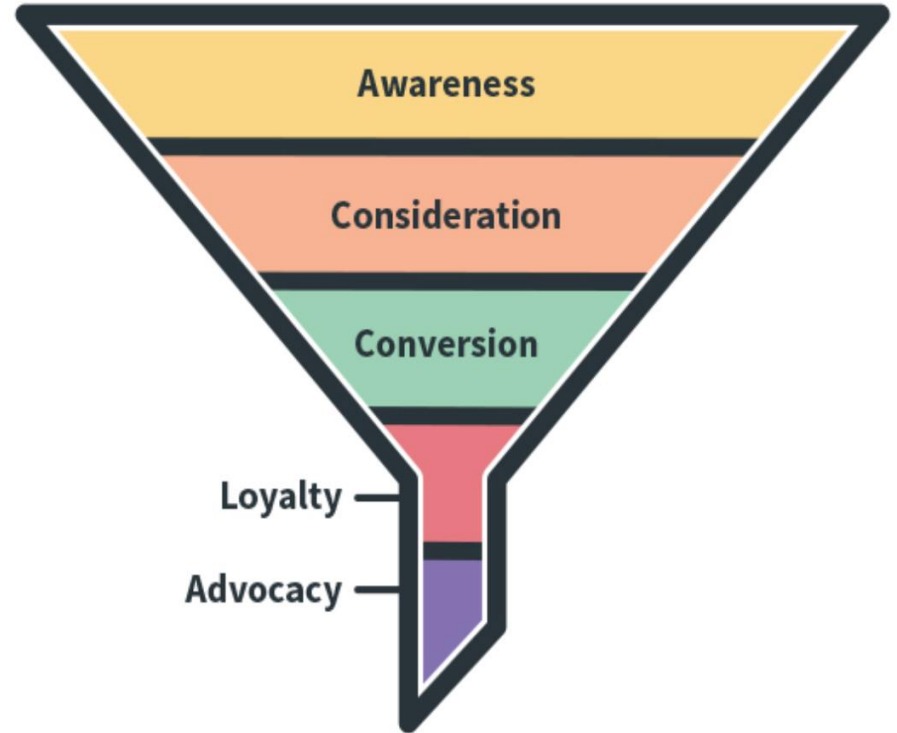
Why?

- Likes, comments
- Video views

- Website visits
- Goal completions

- Purchases
- Revenue generated

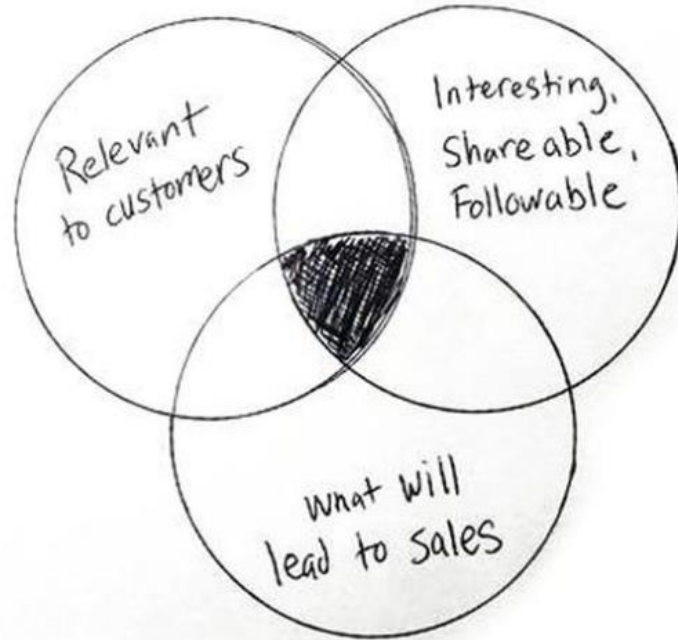
- Social shares
- Customer testimonials



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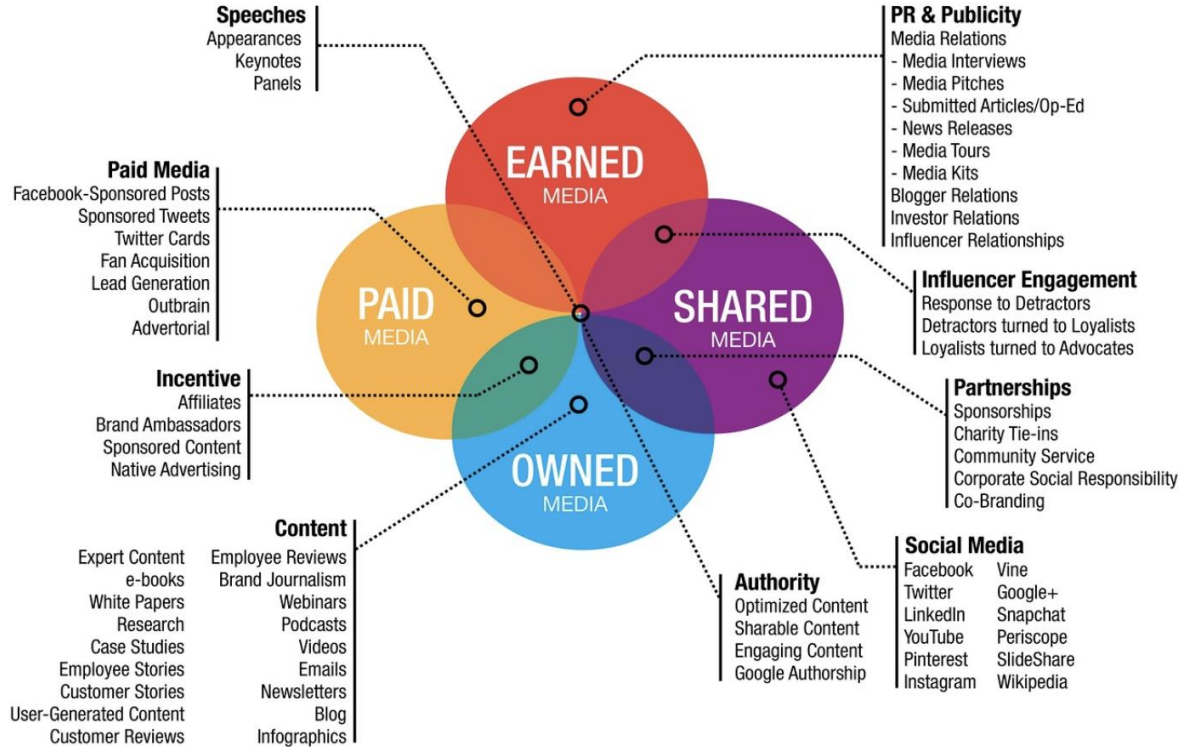
How?



JOE ESCOBEDO



Where?



Which of these do you find most challenging?

- Why?
- How?
- Where?

The Cushman & Wakefield Story



Oliver Arscott

Senior Content Manager, APAC
Cushman & Wakefield



Do you have similar challenges?

If so, how did you address it?

JOE ESCOBEDO



Commercial Real Estate (CRE) Marketing Strategies With Cushman & Wakefield

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