



LOCALiQ HELPED BROOKFIELD RESIDENTIAL SHIFT THEIR MARKETING MESSAGING & BETTER CONNECT WITH RESIDENTS DURING COVID-19.

BROOKFIELD

ABOUT

Brookfield Residential is an industry-leading new home builder dedicated to creating innovative, unique, and community-building spaces for its residents.

CHALLENGES

The Brookfield Residential team in Central Texas initially partnered with LOCALiQ to help them grow their business, elevate the customer experience, and increase brand recognition in their areas. As COVID-19 hit, they faced an additional challenge of marketing during the pandemic and needed to pivot their messaging and change up their campaigns to ensure they were proceeding with empathy and with their residents top of mind.

SOLUTIONS

Brookfield Residential is running a full suite of digital marketing solutions with LOCALiQ. The LOCALiQ team out of Austin was able to quickly pivot Brookfield Residential's marketing messaging and campaigns to address the coronavirus pandemic.

RESULTS

Brookfield Residential has continued partnering with LOCALiQ because they believe the team helps them reach their marketing goals and acts as an extension of their department. This was supremely evident as the LOCALiQ team worked with them to continue reaching consumers who needed their services while also leading with empathy in their marketing messaging.

“LOCALiQ has really helped us shift our messaging quite quickly and is helping to ensure we're appropriately addressing our customers,” said Christy Williams, Marketing Manager at Brookfield Residential.

Overall, Williams says that because LOCALiQ is a one-stop-shop, it streamlines marketing for her and her team and makes quick changes like the ones needed to address COVID-19 easier.