

Using Social Media to Attract Ideal Clients



Session SAT-A04
Saturday, Nov 20 11:00am-12:15pm

Conference on
Landscape Architecture
November 19-22 2021
Nashville, TN

Session Overview:

More than 80% of global internet users are subscribed to social media platforms. The ability to build brand awareness and connect with potential clients in this medium has never been greater, and it is crucial that landscape architecture firms approach social media with the right intent and strategy.

Learning Objectives:

1. Understand the reach of social media adoption at all scales.
2. Explore case studies of firms' social media usage, with specific client nurturing and/or engagement outcomes.
3. Explore how social media strategy ties into greater brand-building for landscape architecture firms.
4. Learn specific, actionable tips for improving reach and engagement with potential clients.





Jacek Krokowski, ASLA, LEED AP

“Jake” is a 22+ year Landscape Architect and Principal of JWK DESIGN, a Residential Design practice based in Greenville, SC. Since founding the practice in 2015, he has also created 2 different YouTube channels: JWK DESIGN helps homeowners navigate the process of working with design professionals, and a channel of his own name centers around the “from Architecture to PROFITecture” video podcast, helping design professionals attract clients through focused marketing messaging, online video and social media.



Pearce Butcher

Pearce owns Pearce B Designs, which she founded in 2005 in Greenville, SC. Trained in landscape design at The George Washington University, and Art, Earth & Environmental Science at Furman University, she brings a strong mix of problem solving, art and science to each of her residential clients. Pearce has amassed nearly 50,000 followers on Instagram, showcasing a mix of time-lapse renderings, construction progress IG Stories, and family-focused content that build connections with collaborators, contractors and clients alike.

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