



# CommuterAds 'Serhant Mondays' Effectiveness

## 1. Who was the target audience for this entry?

This entry had many audiences that changed focus throughout the life of the project. The initial audience was for the CommuterAds (CA) team to improve their sales skills. Over 8 weeks, the CA Team dedicated 30 minutes every Monday to analyze an episode of *Sell It Like Serhant*, a show about Ryan Serhant, the top Real Estate Broker in New York. After completing the show, each employee selected one of Ryan's sales tips that resonated with their professional development goals. Each sales tip was showcased on social media with a re-creation picture from Ryan's Instagram. The Serhant Monday social media campaign reached multiple target audiences: current clients, prospective clients, transit partners, other followers, and (of course) Ryan Serhant.

## 2. What was the situation/challenge that necessitated creating this entry?

Our team is adamant on growing together in order to reach new levels of success, and CA creates a summer sales education program every year to improve workforce development. After seeing a preview for *Sell It Like Serhant*, we quickly found our educational program for 2018! *Sell It Like Serhant* is a Bravo TV series following Ryan Serhant, the top real estate broker in New York, as he helps struggling sales associates keep their jobs. The show includes sales tips that paint a realistic picture of the various challenges salespeople face. We used Ryan's show as a platform for team development every Monday morning. But, our team wanted to go above and beyond. We took our new sales tips to Facebook, Twitter, and LinkedIn to showcase our continuing education.

## 3. What was the strategy/objective of this entry?

In terms of educating the CommuterAds Team, our objective was to see an increase in sales. Our strategy was to watch one *Sell It Like Serhant* episode a week and thoughtfully discuss the sales tips and implementation techniques every Monday morning for 8 weeks.

The objective of the Serhant Monday social media campaign was to communicate our workforce development to current clients, transit agencies, future clients, and Ryan Serhant. Our strategy to accomplish this included tweeting a re-creation of Ryan's Instagram pictures with a sale tip from the show on Twitter. We then held a 24-hour Facebook contest for the best re-creation and sales tip. Our success on Twitter and Facebook motivated us to establish a LinkedIn presence, which allows us to further market and communicate our development.



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## 4. What results/impact did this entry have?

- **Improved Sales Skills**
  - *Sell It Like Serhant* helped us make the sales process simple with easy steps to follow. We are working to implement Ryan's tips every day.
  - The CommuterAds Team has seen a 15% increase in sales and are expected to have our highest sales total this year!
- **Increased Public Awareness**
  - Twitter: 8,726 Impressions and 369 Engagements
  - Facebook: 3,065 Impressions and 806 Engagements
  - LinkedIn (new): 175 Impressions and 15 Engagements
  - Ryan Serhant featured us on his Instagram Story.
  - From Ryan's Tips, the CommuterAds Team improved their personal LinkedIn profiles. Each employee shares relevant content in order to further educate current and prospective clients.
  - Some clients reached out after seeing the Serhant Monday Campaign praising the innovation in our workforce development.

## 5. Please tell the judges why this entry was submitted and why it should win an AdWheel Award.

This entry was submitted because CommuterAds (CA) successfully used social media as a platform to implement a terrific marketing and communications campaign centered around workforce development. Our Sell It Like Serhant campaign deserves to win an AdWheel Award because we were able to educate our current clients, future clients, and transit partners through creative social media posts on our passion to grow as a team. These posts have informed our social media followers that sales associates at CA are making intentional efforts to put their new skills to use and to master the sales process. We will develop further by continuing to incorporate Ryan's sales tips in future business and using social media as an educational tool.

Please view our video submission with a special message from Ryan Serhant himself!

<https://youtu.be/f7yix-KpQPo>