

# CASE STUDY – MEMORIAL CITY

*From Operational Inefficiency to Streamlined Execution*

*How I Helped a Mixed-Use Developer Optimize Workflow, Reduce Costs, and Elevate Public-Facing Campaigns*

## WHO ARE THEY?

MetroNational is a privately-held real estate investment, development, and management company headquartered in Houston, Texas. Founded in 1954, the company owns and manages nearly 10 million square feet of commercial real estate properties, primarily in Greater Houston. Their flagship development, Memorial City, is a premier mixed-use community spanning 300 acres, featuring Class A office space, retail centers like Memorial City Mall, residential living options, upscale hotels such as The Westin Memorial City and Hotel ZaZa Memorial City, and state-of-the-art medical facilities, including the Memorial Hermann Memorial City Medical Center.

## WHAT PROBLEMS WERE THEY FACING?

Before hiring me, MetroNational faced inefficiencies in operational workflows, particularly in managing cross-functional marketing efforts for their mixed-use developments. The lack of a centralized project management system led to communication gaps, slower execution, and difficulties in tracking campaign progress. Their public-facing marketing strategies for residents, tenants, and hotel guests lacked a cohesive approach, resulting in inconsistent engagement and missed opportunities for brand alignment. Additionally, their holiday campaign budget was not optimized, leading to unnecessary spending without maximizing impact. These challenges hindered efficiency, collaboration, and overall marketing effectiveness.

## WHAT DID WE DO TO SOLVE IT?

To solve these challenges, we implemented Monday.com as a centralized project management system, streamlining workflows and improving team collaboration. Through extensive training, we ensured seamless adoption of the platform, enhancing operational efficiency. We conducted a deep audit of the holiday campaign, cutting excessive spending by 25%, and hired new vendors to improve execution quality. Additionally, we revamped the event strategy, shifting to a more targeted, data-driven approach, and tracked sales and leads to measure performance effectively. We launched 15 new micro-campaigns, diversifying audience engagement, and overhauled the branding for the holiday campaign, ensuring a fresh, cohesive, and impactful market presence.

## CLIENT IMPACT STATEMENT

As a result, MetroNational achieved exceptional marketing efficiency and campaign performance, with a 25% reduction in holiday campaign spending while exceeding key goals. The holiday activation sold 106,512 tickets, surpassing the target of 100,000 in 30 days. Foot traffic across the campus increased by 22%, while mall and activation sales rose by 13.7%, driving meaningful economic impact. The restructured event strategy and 17 micro-campaigns launched in 45 days led to a 53% increase in community give-back donations, strengthening local engagement. Social media efforts generated over 1,000+ user-generated posts, while digital marketing campaigns resulted in 212,150 unique visits and a 3% CTR on paid ads. Ultimately, the campaign delivered over \$286K in total sales, proving the success of MetroNational's refined marketing approach and strategic investment.