



Pardon the Interruption

Maximizing Marketing Efficiency:

How Two Industry-Leading Multifamily Owners Achieved Success
Through Consolidation & Specialization



Michelle Moriello
VP, Digital Marketing
Windsor Communities



Todd Newton
VP, Head of Marketing
UDR

PARDON THE INTERRUPTION



Branding Approach

Lead Generation

Sales Execution

Tour Experience

Branding Approach

Naming

Website

SEO & PPC Benefits

Lead Generation

PPC vs. ILS

Budgeting

Focus Properties

KPIs

Sales Execution

Specialized Roles

Centralization

Cross-Selling

Marketing Impact

Touring Experience

Guided or Unguided

Technology

CX

Conversion

Questions?

