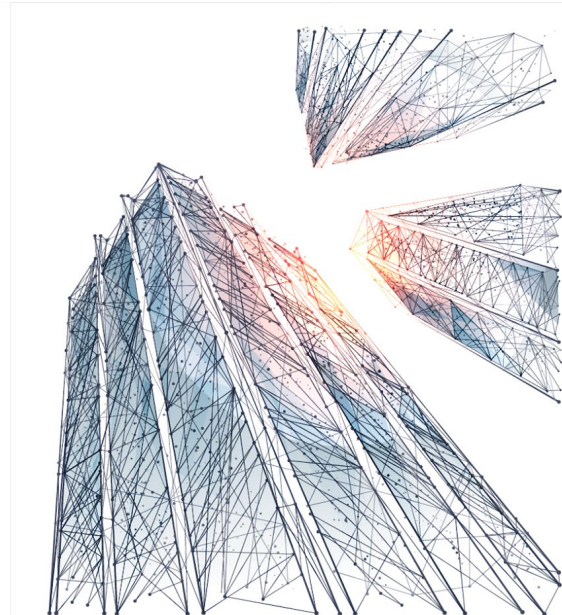
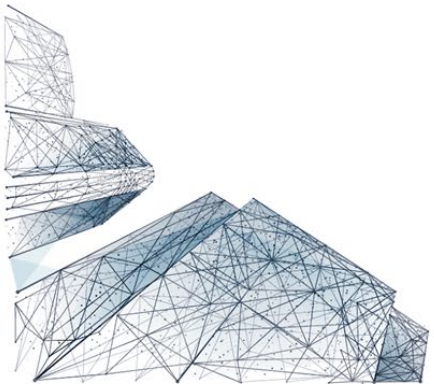


WELCOME TO AIM 2022



APARTMENT INNOVATION &
MARKETING CONFERENCE

PRESENTED BY
REACH
by RentCafe®



Empowering the Next Generation of Marketers



The background of the image is a dark teal color with a repeating pattern of light teal keys. The keys are scattered across the entire surface, creating a textured, patterned effect. The text "Feeling Lucky?" is centered in the middle of the image in a white, serif font.

Feeling Lucky?

Why It's Important for Your Business

Your leasing teams intimately know your customers. They can create demand in a way that is impossible to do at scale for corporate marketers.




Why It's Important for Your Teams



Career development is consistently a top opportunity in the rental housing industry. This topic earned the highest disparity between agreement and importance: **With 1 in 4 employees disagreeing that the role they have today is their ideal long-term role**, responses underscore the need for leaders to prioritize employee development as an ongoing company initiative.

Swift Bunny 2022 Employee Engagement Risk Report



What You'll Take Away From Today

1

Simple ways to introduce core marketing disciplines to your leasing teams.

2



Tactics for each discipline that can be accomplished by your onsite teams.

3

A digital playbook to share with any onsite team members interested in jump-starting their marketing career.

4

One of you will take home this marketing treasure chest!



7 Marketing Skills We'll Cover

1

Content Creation

2

Social Media

3

Competitive Research

4

Attribution Reporting

5

Lead Nurture

6

Search Engine Optimization

7

Customer Advocacy

Content Creation

Educational, assistive & entertaining content with a good distribution strategy can turn customers into raving fans.



Follow Up- Post Tour | 



Kristi Fickert's video



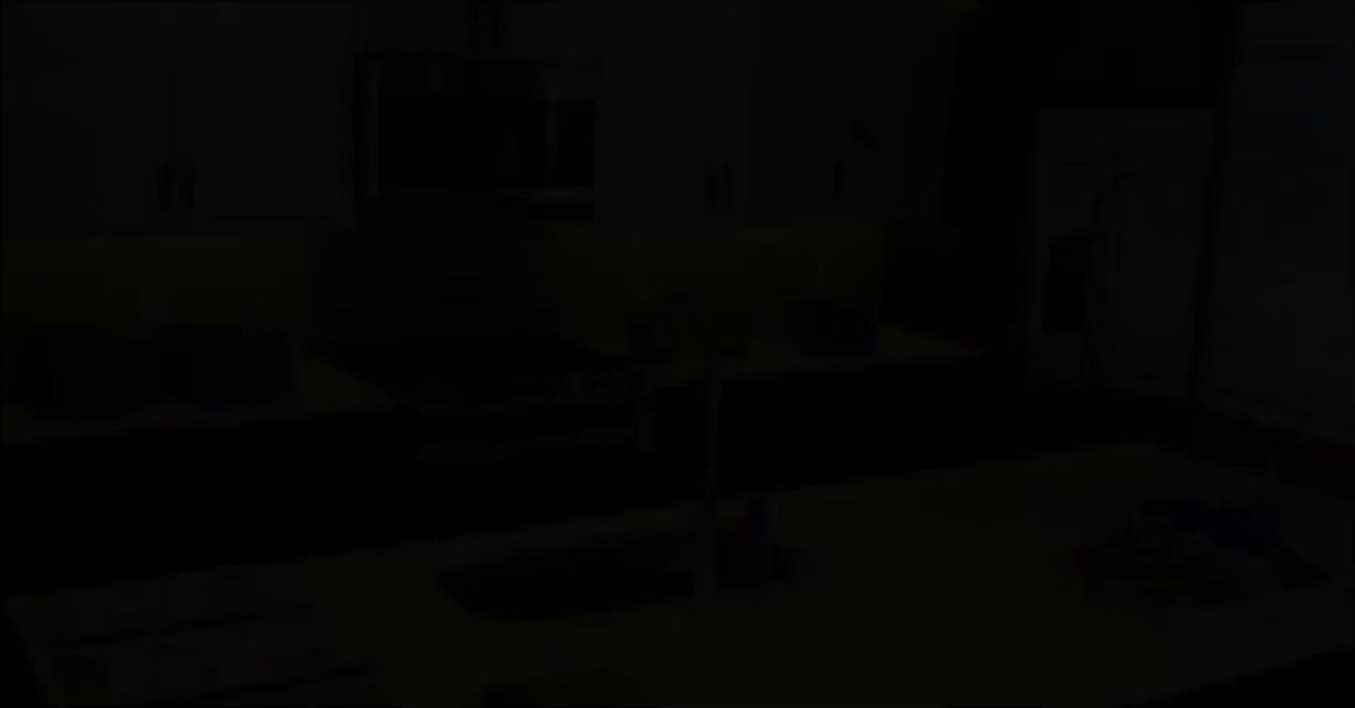
Spaces



Attachment



Map



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Social Media

An opportunity for your leasing teams to form relationships with renters at scale and create demand for your communities.



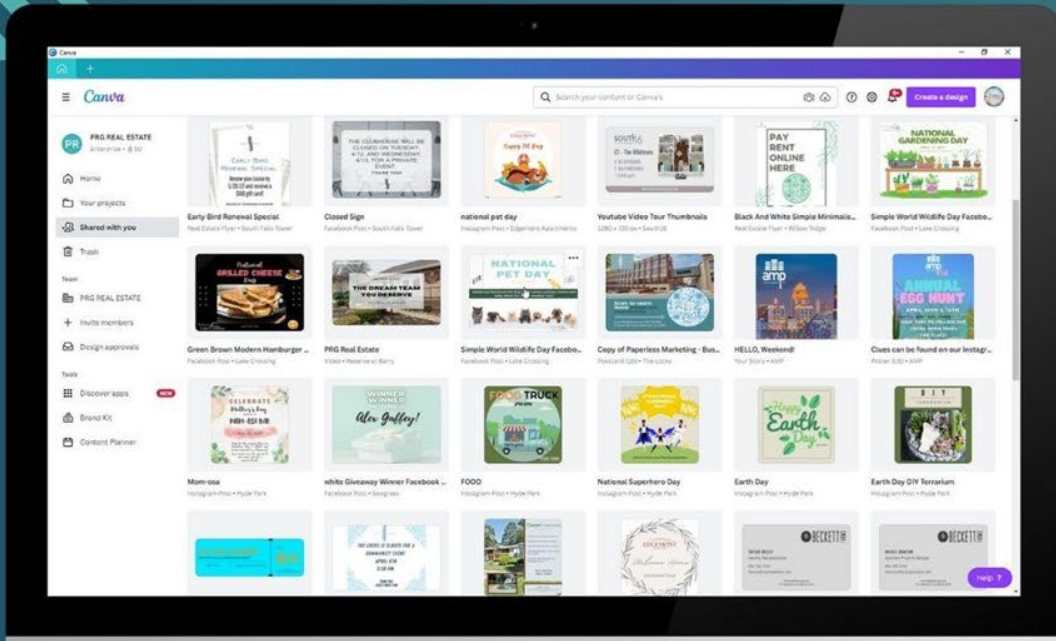
TikTok
@thestandardgnv



TikTok
@kayvaproertymanagement

This is how you get the best price on an apartment





A Sneak Peek of Sarah's Design Dashboard





SYDNEY'S RULE FOR SOCIAL MEDIA

“If it doesn't teach your customer something, solve a problem, or entertain them...don't post it.”



Competitive Research

Go beyond the market survey
and gather data to master
positioning against
competitors.



The background of the slide is a dark teal color with a repeating pattern of lighter teal keys. The keys are scattered across the entire surface, creating a textured effect.

Let's earn some keys!

Are your teams still completing market surveys? If so, how have they evolved? Or have you replaced that activity with a different task?

Attribution Reporting

Helps keep high-performing ad sources and remove the rest, saving **TIME** on lead handling and increasing conversion rates.

Saves **MONEY** on ad sources and can be applied to chatbots, AI, virtual tours, and other efficiency-enhancing programs.

Creates **ENERGY**. Increase high-quality leads to generate a continuous stream of qualified prospects, tours, and applications, which builds momentum and energizes the leasing team.

– Windell Mollenido | Director of Marketing, The REMM Group

Lead Nurture

Leasing agents are primarily in a sales role with a 1-to-1 mindset.

Lead nurturing with content teaches your team to scale relationship building and think more like a marketer.



Search Engine Optimization

Off site SEO tactics your leasing teams can tackle to increase domain authority.





“SEO is simply, ‘How do you be the best answer to the question?’”

MIKE WHALING, FOUNDER OF 30 LINES



What can your leasing team do to improve SEO?

1

Assist with keyword research. What features are most commonly asked about during the sales process?

2

Assist with content creation. Can they help write content about the neighborhood, community, or renter life based on keyword and query research that can be published on the website and optimized?

3

Leverage their relationships with local businesses, nonprofits, and associations to earn inbound links.

4

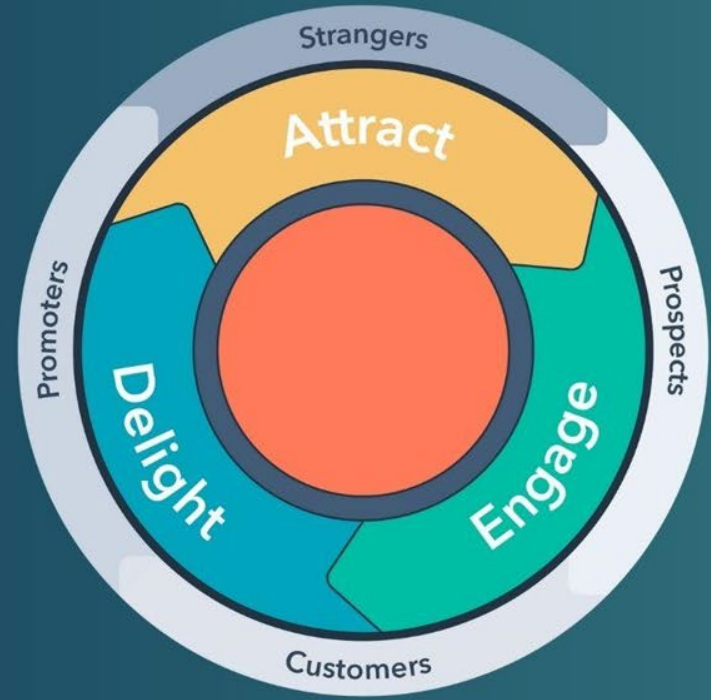
When they ask for Google reviews, get specific with the ask to encourage keyword placement and respond repeating those keywords. “Thanks for attending our summer pool party! Would you mind leaving a Google review about your experience using the Deveraux pool?”

5

Optimize YouTube videos! I know your teams are making them and it’s the most slept-on search engine.

Customer Advocacy

With the flywheel model, you use the momentum of your happy customers to drive referrals and repeat sales. Basically, your business keeps spinning.





“Companies that choose to use the flywheel model over other models have a huge advantage, because they aren’t the only ones helping their business grow — their customers are helping them grow as well.”

HUBSPOT



Key Takeaways!!

See what we did there?





Let's Get Started!

Scan this QR code to access a free e-book
written just for your leasing teams!



Let's Keep the Conversation Going

Join us LIVE each Thursday to talk everything multifamily marketing, or follow Renter Obsessed wherever you get your podcasts.



THANK
YOU

Connect with Kristi,
Angie, Sarah & Sydney!

