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LEFT & RIGHT BRAIN:

A BEAUTIFUL MARKETING MIND

RIGHT-BRAIN THINKERS
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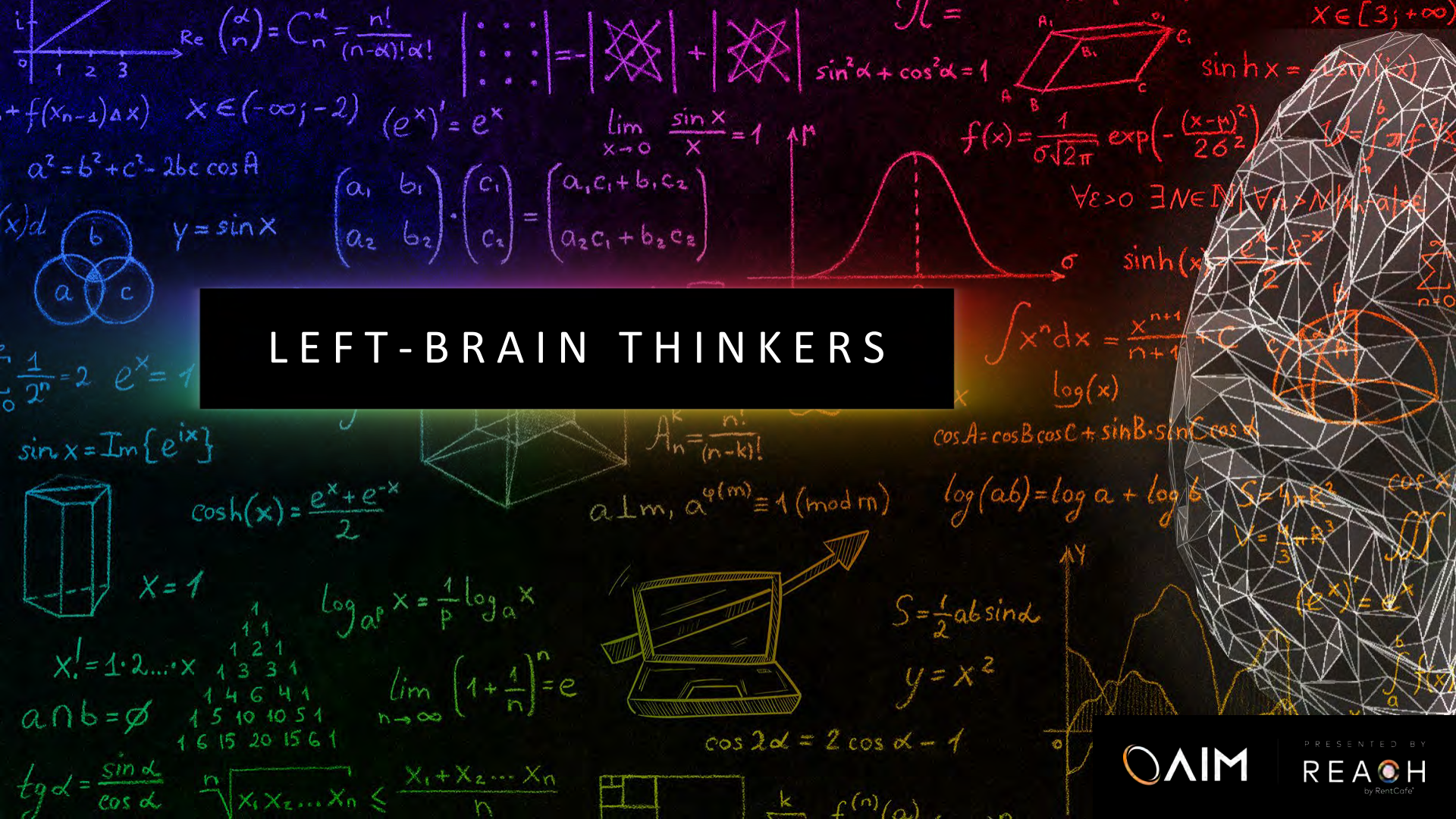
LEFT-BRAIN THINKERS



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RIGHT BRAIN

Sarah Wieman, MBA

PRG REAL ESTATE

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COLOR & DESIGN TRENDS

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2022 COLOR TRENDS

Benjamin Moore Color of the Year

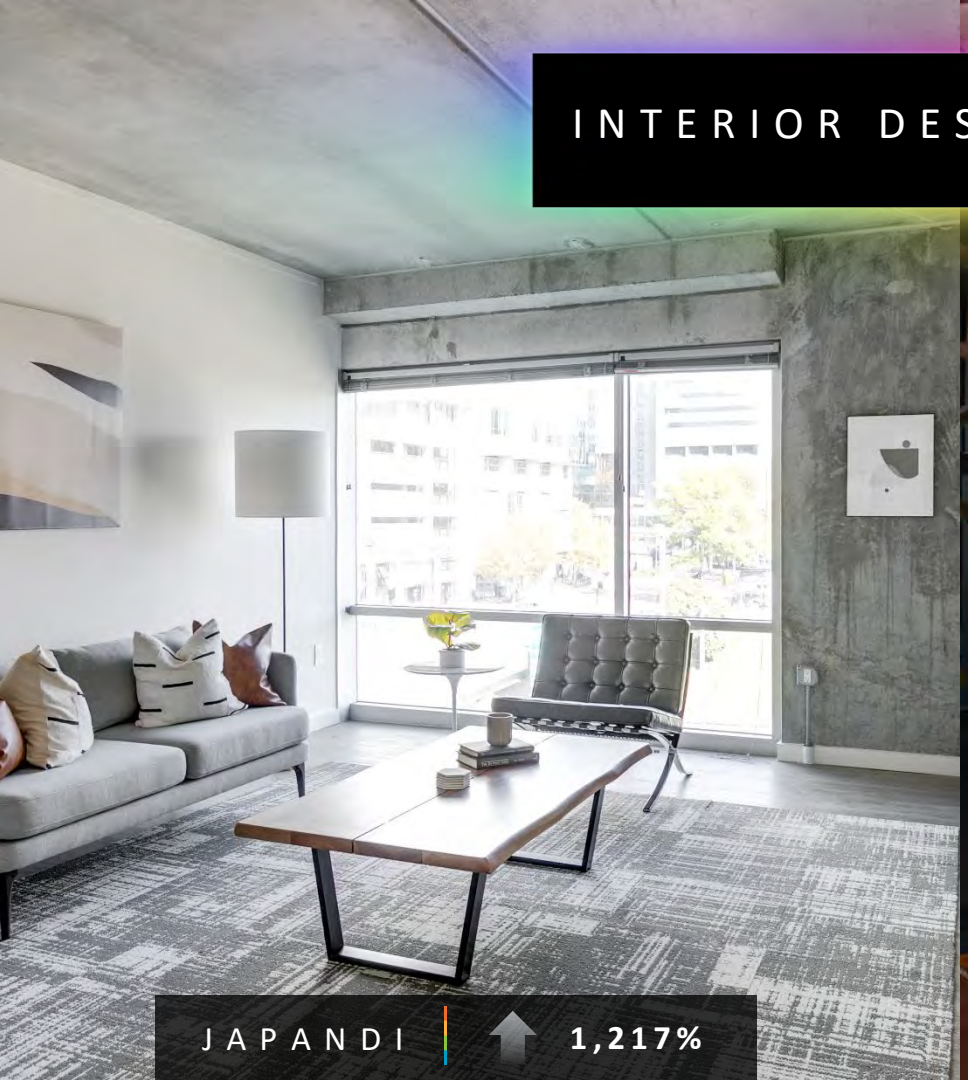
Soft | Calm | Soothing

COLOR TREND IN ACTION

The James on Merrimac

Soft | Calm | Soothing

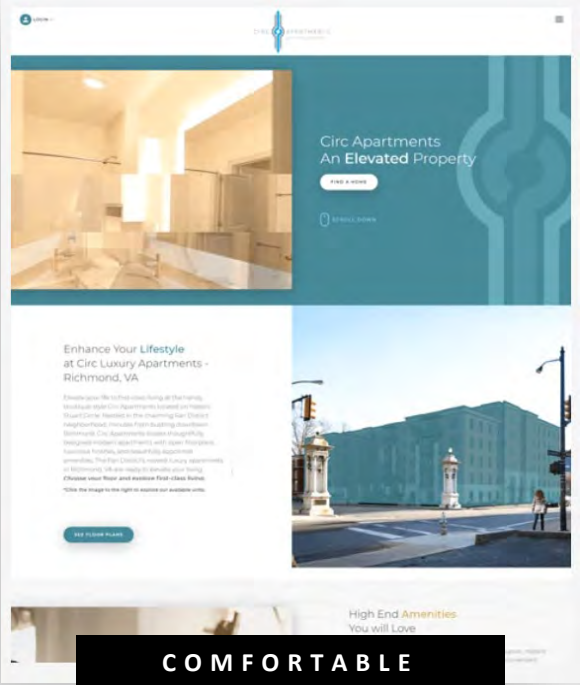
INTERIOR DESIGN TRENDS



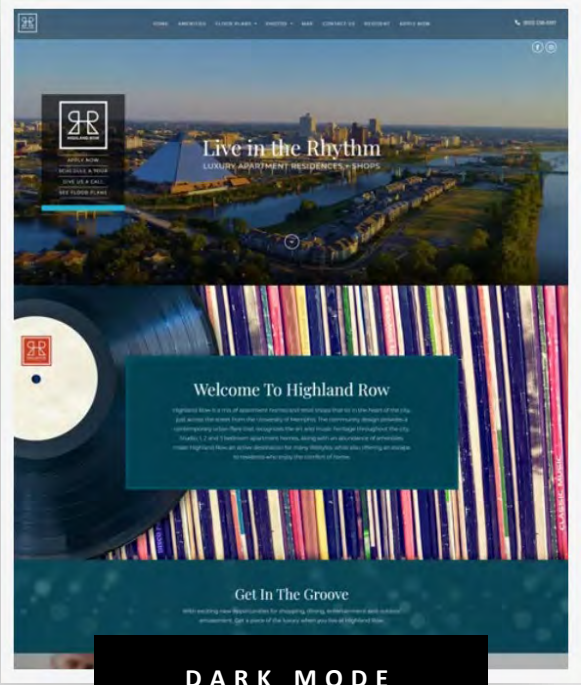
JAPANDI | 1,217%

DARK ACADEMIA | 405%

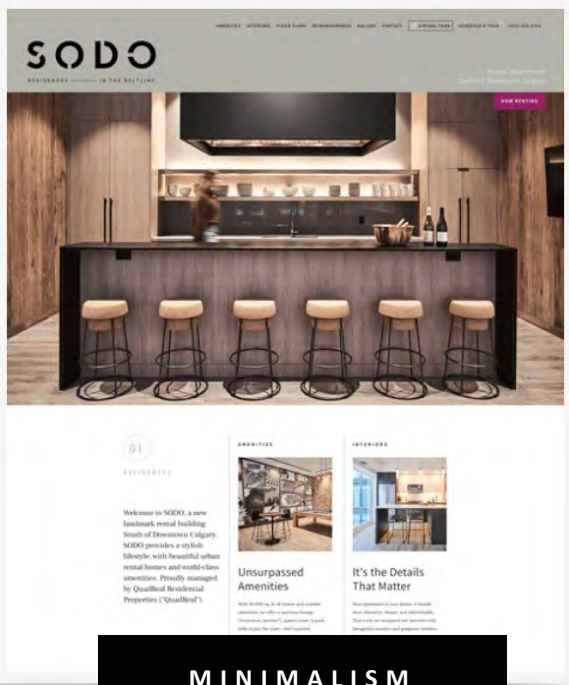
WEBSITE TRENDS



COMFORTABLE COLORS



DARK MODE



MINIMALISM

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DESIGN TRENDS: NEUMORPHISM

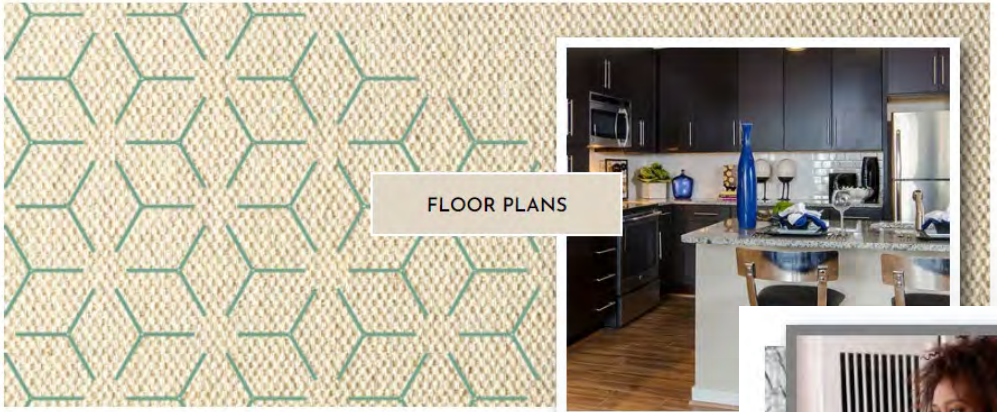
KEEP CLEAN DESIGN INTERESTING

Fresh & sharp engagement features should have:

- ✓ Dimensional elements/shadows
- ✓ Gradients & textures

DESIGN TRENDS: SUBTLE TEXTURES

KEEP CLEAN DESIGN INTERESTING



DESIGN TRENDS: VIDEO AS A DESIGN ELEMENT

KEEP CLEAN DESIGN INTERESTING

DESIGN TRENDS: HAND-DRAWN ELEMENTS & ANIMATION

KEEP CLEAN DESIGN INTERESTING

AUTHENTIC BRAND VOICE

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LEFT BRAIN

Melissa Cartagena

GREYSTAR

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LEFT-BRAIN COMPLEMENT

SOFT & CALM COLORS

Remember that strong contrast is critical

- ✓ ADA compliance
- ✓ Minimum color contrast ratio is 4.5:1

https://colorable.jxnblk.com

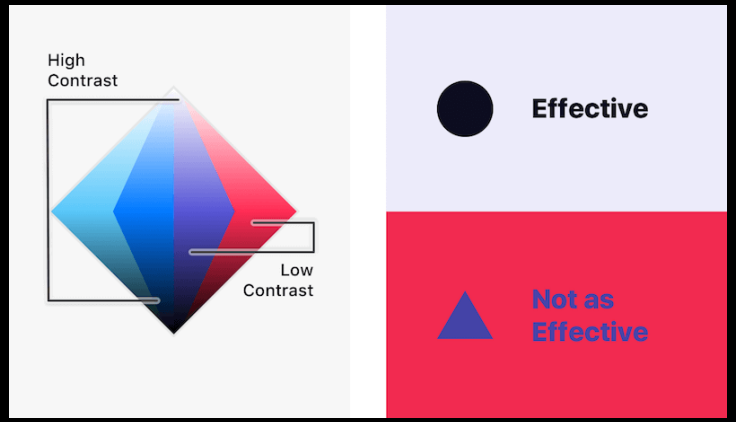


Diagram courtesy of Smashing Magazine.

LEFT-BRAIN COMPLEMENT

VIDEO AS A DESIGN ELEMENT

Don’t paralyze your load times & performance scores

- ✓ Lighthouse auditing tools
- ✓ Decrease bounce rates & increase conversions
- ✓ Transcribe your video (ADA compliance)

HELPFUL HINT

Speed Index Goal > 4.3 seconds

LEFT-BRAIN COMPLEMENT

MINIMALISM & CLEAN DESIGN

Keep your navigation easy & simple to follow

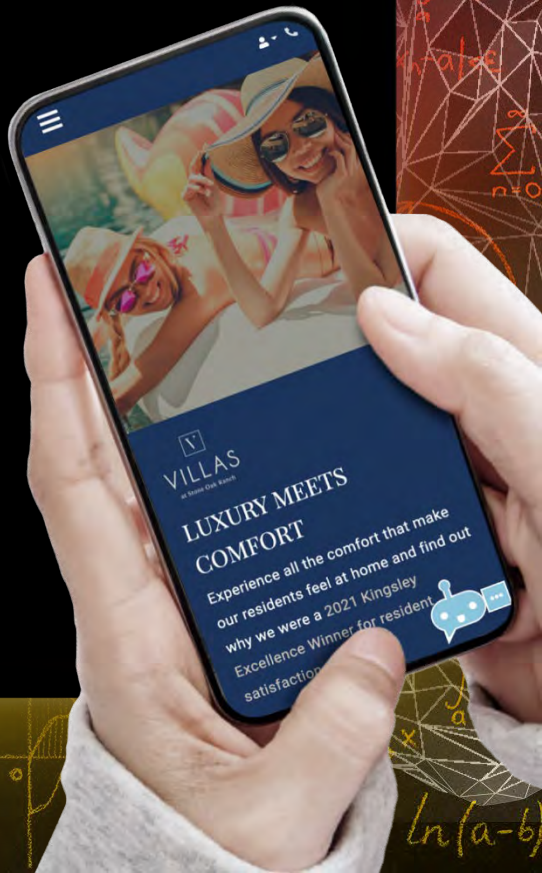
- ✓ Increase pages per session
- ✓ Help Google understand your site

LEFT-BRAIN COMPLEMENT

CHATBOTS

Don’t miss out on valuable customer interactions

- ✓ Be sure you have a true bot, not a button bot
- ✓ Should include NLP & be trainable
- ✓ Data is king, ensure you can track your ROI



HARD QUESTIONS

THINK ON IT

- ✓ 10% strategy & 90 % reporting … why?
- ✓ Do you deeply understand consumer behavior?
- ✓ Are you holding vendors accountable?
- ✓ Are you redirecting spend to better sources?
- ✓ Is your media constantly optimized?
- ✓ Does your media mix have variability?

DIRECT-TO-RENTER MARKETING

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REPUTATION MANAGEMENT

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REPUTATION MANAGEMENT

GOOD FOR YOU, YOUR PROSPECTS & GOOGLE

QUALITY

QUANTITY

RECENCY

RESPONSE

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PAY-PER-CLICK ADVERTISING

- Manual management & manual bidding
- Automated bid strategies
- Hygiene of accounts
- Landing pages
- More automation

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RETURN ON AD SPEND (ROAS)

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What is ROAS?

MEASURE WHAT MATTERS MOST

A ratio metric that measures the **amount of revenue earned for every dollar spent on advertising**

A **5:1** ratio means you generated **$5** in revenue for every **$1** spent

CALCULATE YOUR RETURN

$$\frac{\text{Conversion value}}{\text{Cost}} = \text{Return on ad spend}$$

The conversion value measures the amount of revenue your business earns from a given conversion

EXAMPLE #1

Ad Spend: **$10**

Conversions: **1**

Revenue: **$100**

ROAS: **10**

EXAMPLE #2

Ad Spend: **$1,000**

Conversions: **1**

Revenue: **$12,000**

ROAS: **12**

RETURN ON AD SPEND

MEASURE WHAT MATTERS MOST

Refine your marketing strategy

- ✓ Identify ROAS across all campaigns to market smarter
- ✓ Consider upstream & downstream metrics
- ✓ Evaluate marketing partnerships (do you have a single point for data access?)

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DAYS TO LEASE

How many days does it take the average customer to lease?

TOTAL EXPOSURE

How many total units are available, including month-to-month and expiring leases. Provides the full picture of what could happen in the next 60 days.

CAN YOUR DATA TELL YOU…

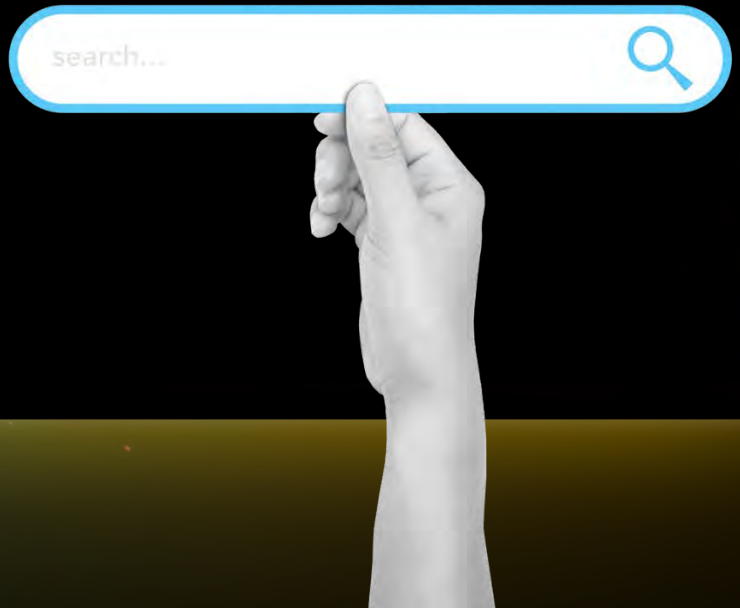
if PPC ads convert leads faster than ILS ads?

RIGHT-BRAIN COMPLEMENT

SEO

Set the right foundation from the beginning

- ✓ Digital marketing foundation, it's part of website implementation
- ✓ Optimization creates better engagement & search signals



RIGHT-BRAIN COMPLEMENT

DIRECT-TO-RENTER MARKETING

Don’t forget about social media

- ✓ Local brand visibility includes your social presence
- ✓ Consider both activity & popularity
- ✓ Know your audience

RIGHT-BRAIN COMPLEMENT

REPUTATION MANAGEMENT

Reputation starts with a phenomenal customer experience

- ✓ How are you crafting “especially good” experiences?
- ✓ Collaborative team approach = great rewards & big impact

DON’T TAKE IT FROM ME

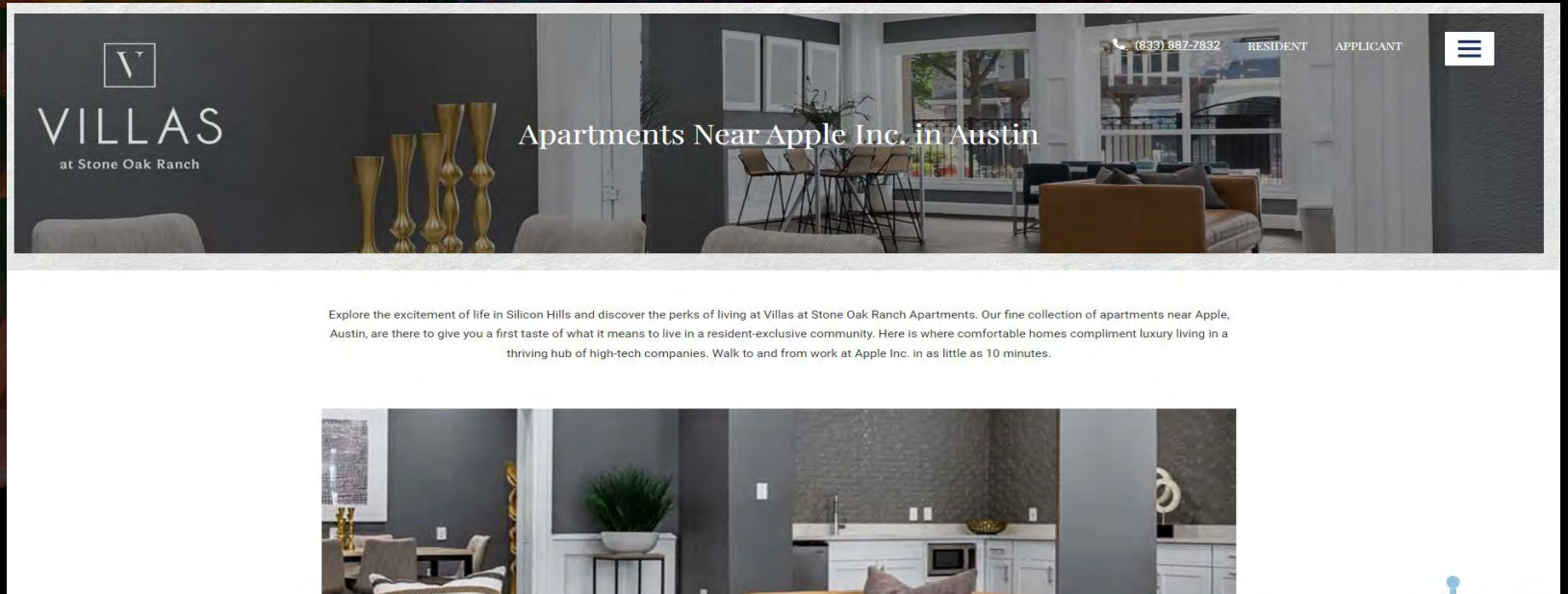
Gen Z renters write reviews

“When an experience was especially good or especially bad”

RIGHT-BRAIN COMPLEMENT

GIVE THEM WHAT THEY'RE LOOKING FOR

Enhance the customer experience from the start with dedicated landing pages



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