

# The One Where We Let Everyone Know Our Name

75 Minute Class

Marketing

Facilitators: Sarah, Jeanette, Devin, Graham

**Room Decor: Theme Central Perk**

**Music:** [I'll Be There for You \(Long Version with Hidden Track & Dialogue\)](#)

**Slideshow will be turned on to demonstrate**

[https://www.canva.com/design/DAF67B4uGH8/ldu1zpvaxnnZXPynnDY3uQ/edit?utm\\_content=DAF67B4uGH8&utm\\_campaign=designshare&utm\\_medium=link2&utm\\_source=sharebutton](https://www.canva.com/design/DAF67B4uGH8/ldu1zpvaxnnZXPynnDY3uQ/edit?utm_content=DAF67B4uGH8&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)

**(Side 2) Mission Statement:**

Our goal is to demonstrate the importance of utilizing digital media to market to all age groups. We will emphasize the importance of building connections, friendships, and ensuring resident satisfaction through the ways we market our community.

**Entering the room**

- Put down belongings and ask them to start forming a circle to begin ice breaker

**(Slide #3) Show Video (YouTube Video):** [FRIENDS\(Throwing the ball around\)](#)

**Icebreaker: Ball Toss 15 minutes**

FRIENDS (Throwing the ball around)

We will be tossing a ball around in a circle and stating their name, where we are from and a fun unique fact about ourselves and then leave the circle and take a seat.

Ask Class - What do you think the purpose of this exercise was?

- We should make our marketing unique to stand out amongst others.

Tell me something unique about someone you learned about today (Call on 2 to 3 in class).

**(Slide 4) Outreach Marketing 15 minutes**

What is outreach marketing? Why do we need it?

- **(Slide 5)** Outreach marketing is a strategy that involves getting your business, brand, products, services, or messaging out in front of influential sources who are connected to your target market and can promote you to their patrons and followers.

What is your goal with outreach marketing?

- **(Slide 6)** Boost visibility of your website
- Promote your community
- Increase brand awareness
- Build relationships with local businesses
- Generate consistent (and hopefully) qualified traffic

**(Slide 7) Play video:** <https://www.youtube.com/watch?v=wG9pINi3uro>

**(slide 8)** The One Where We Make a Friend (Discuss Video)

- How can we meet prospects in the middle?
  - Prospects need to make a choice to accept or not.
  - Converting your prospect from “I don’t care to “Accepting the Offer”
- How do you get this to happen? (Don’t spend too much time. We are not closing class)
  - Ask yourself
    - Did my brand have a welcoming face
    - Did I build an initial rapport
    - Did my pitch seem honest
    - Did I make this presentation worth their time
    - Is our Brand honest and carry out their promises

## **Marketing Items**

- **(Slide 9) Why are some of the marketing “swag” items important for your communities?**
  - Marketing swag plays a big role in “getting your name out there”
  - Marketing swag is essential to brand awareness and recognition. It’s basically like word-of-mouth marketing, but more on a visual basis.
  - Promotes community to potential prospects.
  - Should be quality material.
  - Should be items that will be seen by others. We want to get our name out there. (Cutting boards are nice, but can doesn’t get your name out there)
- **(Slide 10) What’s your favorite marketing item? Tell us how you use your marketing items in your community? (Slide 10)**
  - Free gifts for residents at social events.
  - Hand out at move-in.
  - Hand out to prospects to take with them.
  - Sponsor local businesses by providing an item (sweat towels to a local gym, dog treats to local vets/daycares)

## **Overview of the Relationship Between Marketing, Community, and Resident Satisfaction**

### **(Slide 11) Know your targeted audience! Who are we marketing to? How?**

- **Click slide show for Answers**
- Check your demographics. Who lives there?
  - Age Groups - Will determine where you market and the type of campaign.
  - Occupation
- Lifestyle Preferences
  - Family’s
  - Singles
  - Couples or Divorcees
  - Pets

**As the community evolves, so may its demographics, what do you do?**

Send out surveys. Regular feedback allows your community to adjust strategies to align with the changing needs and preferences of the residents.

**(Slide 12) TELL US HOW marketing efforts influence our prospects' decision to move into your community? How do we get a YES from our prospects**

- **(Slide 13) First Impressions Matter:**
  - Marketing materials, including websites, brochures, and advertisements, serve as the first point of contact for prospective residents. A visually appealing and informative presentation creates a positive first impression and sparks initial interest
- **(Slide 14) Conveying Lifestyle and Atmosphere:**
  - Effective marketing communicates the unique lifestyle and atmosphere of a community. Whether it's a vibrant urban setting, a family-friendly environment, or a serene retreat, marketing helps prospects envision themselves as part of that community
- **(Slide 15) Marketing to Residents with the future prospect in mind**
  - On-line maintenance
  - Community Offers
  - Resident events posted online
  - Current trends (*click bate*)
- **(Slide 16) Engaging Online Presence:**
  - In today's digital age, prospects often explore a community's online presence. Social media (Instagram), virtual tours, and interactive content provide a more immersive experience, allowing prospects to visualize themselves within the community before making a physical visit.
  - Property Video – Tree9 **(click video on slide)**

**Role of Community Marketing 5 minutes**

**(Slide 17) What are our community amenities/events?**

- **Click slide show for Answers**
  - Resident Calendar/Newsletter posted (photos)

- Tailored events to community demographics (I.e, bingo nights for communities with larger retired residents or a paint and sip/trivia night for communities with more young adults)
- **How can we create a friendship with a new resident moving in?**
  - Surprise gift tailored to resident
  - Move In Gifts with marketing items
  - Take a photo with the gift “Say yes to the address”
  - Give them an upcoming calendar of events to get them involved
  - Deliver something to their place of work
- **Digital marketing for residents to share!**
  - Resident referral incentive programs tag a friend
  - Posting during an event and tagging a resident.
  - Ask residents to tag you in their community event posts

**(slide 18) Digital Marketing (Social Media) 40 minutes**

**(slide 19) [What is Social Media Marketing in 2 minutes.](#)**

**(Side 20) Differences of marketing on TikTok vs other platforms**

- How is marketing on TikTok different than most other social media platforms?
  - TikTok Users typically ignore or scroll past paid ads and are more wary of obvious advertising methods than other sites such as Facebook and Instagram
  - 47% of TikTok Users are 29 years or younger and average about 45 minutes of daily usage
- **(Slide 21) How can we effectively market on TikTok, keeping this difference in mind?**
  - Quick Video Tours **(Example)**
  - Staying up to date on trends
    - Great way to increase visibility and capitalize on TikTok's unique algorithm

- Great way to introduce your team and let prospective new residents become familiar with us as their future friends.

- **(Slide 22) Show a team TikTok video**

**Activity:** Demonstrate making a quick TikTok video together as a class or show demonstration below depending on time. Increase speed of video if watched.

<https://www.youtube.com/watch?v=yViR5iNh5ls> (Speed up or use a QR code on sheet given during class for future reference)

**(Slide 23) Social Media Content: Why is it important?**

- You can get a feel for your community's tone, aesthetic, values, and more by looking at their social profiles.
- Social media activity contributes to online visibility and can positively impact search engine rankings. Regular updates and engagement on social platforms enhance the overall online presence of the community
- You can use it to share information about the local area, such as nearby attractions, restaurants, and events, which adds value to residents' lives. It positions the community as not just a place to live but as part of a broader, vibrant neighborhood

**(Slide 24) Promotional Content: What type of promotional content have you created in your community? (Examples will be in slideshow)**

- Tik Tok, Reels
- Storytelling in Apartment Marketing
- Highlight a Floor Plan

**(Slide 25) What is Interactive Content: Why is it important? What do we consider interactive content?**

- Encourages engagement! - Social media engagement is defined as the act of liking, commenting, or sharing a post.

- To facilitate this type of behavior, the creator can make posts that include a question, poll, or survey, and posts that encourage an action—asking your audience for opinions or recommendations.
- If doing TRIVIA, keep it open-ended to increase the engagement. *“All who answers correctly will be put in drawing” instead of “First person to answer, WINS”*
- This also encourages your team to engage back with residents!
- **When creating interactive content how does this have an impact on your community? How do we get our residents involved!**
  - Live Q&A Sessions
  - Giveaways/Contests
  - Instagram Polls
  - Feedback Requests

**(Slide 26) Connecting Content: What is the importance of connecting content such as testimonials? How does this impact our residents but also keeps prospects in mind? (Examples on slideshow)**

- Testimonials/Reviews In fact, a third of customers use social media to discover new products and brands.
- Showcasing Resident Stories
- Community Connections - Highlight local business
- User Generated - ask residents to share photos with you!

**(Slide 27) Paid Advertisements on Social Media:**

- **Why is it important to use paid advertising on social media platforms? (slide show)**
  - You reach people who haven't discovered your community
  - Generate leads and website clicks
  - 51% of prospective renters rely on the internet to find their new home
  - Prospective renters are 73% more likely to visit site/express interest in communities where video tours were available
  - *Important to Note: Paid FB ad campaigns have specific requirements to allow ads for real estate to run*
  - Targeted Marketing: Social media platforms provide tools for targeted marketing. Advertisements and promoted content can be

tailored to reach specific demographics, which helps attract specific audiences to the community

- **(Slide 28) What would be your goal when using paid advertising?**
  - Website visits
  - Increased engagement
- **How do we increase the likelihood of achieving this goal?**
  - Make your website findable
  - Videos can boost your google ranking
  - Send emails that link to your website
  - Optimize your content with keywords such as: local large businesses, universities, hospitals, moving companies,

### **(Slide 29) Reviews**

- **How do reviews and marketing go hand in hand?**
  - Data shows that 89% of consumers don't take action until they read reviews.
  - Knowing how to best present reviews to your target audience can help you achieve noticeable results without a high marketing cost.
- **How do you best show your reviews to a targeted audience?**
  - On your website
  - On your social media
  - Displayed in the clubhouse
- **Why are resident reviews valuable?**
  - Positive reviews can help you enhance your brand awareness and improve your reputation, which helps prospects learn about your community and take the next step in leasing a new home.
  - Earn trust from prospective residents
  - Starts a conversation
  - Provides useful feedback to improve our resident's experience
  - Response from community to reviews, both positive and negative, show prospective new residents who we are before they even meet us.
- **(Slide 30) What can we do to improve reviews? Asks class for ideas**

- Ask! Sometimes it is as simple as just asking our residents to leave us a review
  - Use email templates to respond to positive feedback from work orders, renewals, etc.
  - Keep it neutral: we cannot specifically ask for a *good* review, but we can ask them to leave us a review, without specifying good or bad!
- QR codes on flyers, work order follow-ups, cards at events, etc.
  - Be sure maintenance has these flyers to carry or readily available in the office to hand out.

### **Miscellaneous Websites**

- <https://www.threegirlsmedia.com/2021/06/14/the-best-content-marketing-tips-from-friends-2/>
- [15 Quality Apartment Social Media Ideas to Drive Engagement \(& Leases\)](#)
- [7 Types of Social Media Content to Create to "WOW!" Your Fans](#)
- [15 Quality Apartment Social Media Ideas to Drive Engagement \(& Leases\)](#)

### **Marketing SWAG! The fun stuff! (22) Central Perk goody bags to be displayed.**

There will be one for each property to take back.

- Devin: Cups & Koozies
- Graham: Natural Stone Coasters and Phone Stands
- Sarah: Phone Wallet & Candles

### **Class to Take**

- **Creating a QR code download all the information provided and videos from the class for the teams to take back.**
- **Share Price Sheet from MDX.**

Music (Leaving the class) <https://www.youtube.com/watch?v=r0oMalLf7qo>