

Marketing and Resident Event's
"CASTING FOR CONNECTIONS"

75 Minute Class

Marketing and Resident Event's

Facilitators: Missy, Stacey, Kate, and Stephanie

Room Decor: Fish Market/ Seattle Decorations / Skyscrapers

Music: <https://www.youtube.com/watch?v=jBRfkxUAYOk>

Mission Statement:

Our goal is to use the 4 philosophies of FISH! and implement them into our resident events and marketing. We will emphasize **Choosing Your Attitude** to bring positive energy, the importance of building connections through **Play**, **Being There** for your team and community, and creating fun experiences with the goal being to **Make Their Day** and leave a memorable impression!

***Icebreaker: 15 minutes**

(Tossing fish around)

We will be tossing a stuffed fish around the room. The person who catches the fish has to say (after their name and where they are from) what they feel was their biggest marketing/resident event flop. After they said what that event or marketing effort was, why they think it didn't go well, and they throw the fish to someone else while saying "FISH FLYING TO.... (whoever it is)". Next person who catches the fish must weigh in on why they think what the previous person shared may have flopped and what they might be able to do to make it more successful next time. Then that person shares their flop event or effort and continues on.

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

- We should make our marketing unique to stand out amongst others.
- We should ensure our events and marketing efforts are engaging, fun, and productive.

- We can have fun with our residents during times that might not actually be fun. Example; Renewing.

Ask Class – How can we relate the four FISH! Philosophies to Marketing and Resident Events? Throw candy/prize to participants.

- **Choose your attitude**- Choosing to have positive energy and bringing it to the event and/or work life.
- **Play**- Ensure your events are geared towards your demographic. Have fun with your marketing and events!
- **Be There**- Be fully Present and engaged. Don't just go through the motions, have a purpose in your actions.
- **Make their day**- Creating good energy and practicing empathy in order for your residents to walk away feeling GREAT! Have different prizes available at resident events. Take gifts, food, etc. when marketing to make a memorable impression.

***Watch video of Marketing Gone Wrong (5 mins)**

<https://www.youtube.com/watch?v=LFxswvvn24g> **Schiff\$ Creek**

What relevance does this clip have to the class? Know your market!

<https://www.youtube.com/watch?v=dtXpp9UOclc> **Girl gets knocked out by Fish**

- **Hand out-- Statistics of most searched words while apartment hunting in 2024 Pass out Handout**

***Discussion based on the search engines. What should we do in 2025 differently to market efficiently?**

* A whopping 99% of survey participants said they wanted to see detailed, apartment-specific information, such as unit availability, comprehensive photos, and exact floor plans. This kind of information helps paint a vivid picture of the property, providing a clearer understanding of what living there might be like.

*** Ensure we are checking out online status daily to provide the above accurately.**

***Make sure our online media and content is fresh and current with upgrades and community enhancements.**

***If we're doing apartment updates or have done community upgrades, we need to ensure those new photos are making it out online!**

***Take photos and walk-through videos of actual vacant apartments to share with prospects. Free video editing apps can allow you to add music and minor graphics to your clips.**

***Post to your Google Business Page! These posts can show up in Google results and be immediately available for a prospect to see.**

- **Social Media Content: Why is it important? Provide examples of well-engaged posts to help generate ideas. Elaborate on how others are using it effectively..**
- 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!
 - Remember that you're marketing to your residents while keeping your prospects in mind – make your social media pages present a community that prospects want to live at!
 - Most of your current followers are residents/people are familiar with your community already, so you shouldn't have to post actual availability often.
- What type of outreach marketing has been effective for you all that helps generate qualified prospects? What techniques do you use to make this effective?

- Don't market just to market. Strategically target locations where your qualified prospects may work.
 - Call ahead of time to see who you have to meet in order to get past a gate keeper.
 - See where your residents work and offer to take them lunch with marketing materials. Or ask if they would take materials into their office with some type of incentive for them (e.g. if someone brings in a flyer you took in, you get the resident referral!)
- Be consistent with who you market to. Don't just make it a one and done contact; try to build a longer term relationship that can produce qualified leads over time.
- Be unique and memorable with how you market to help encourage and allow future contacts.

***Resident Events 20 minutes (white board to write down what people say)**

Ask class: What are some of your community events that were both successful or had potential to be good with some corrections?

Why do we need resident events?

- Retention
- Sense of community
- Good Reviews
- Bring good energy to the community
- Engagement
- Get to know your neighbor

What is your goal with Resident Events?

- Enhance living experience
- Promote your community
- Increase brand awareness
- Build relationships with local businesses
- Generate consistent (and hopefully) qualified traffic
 - Resident referrals (people will recommend a place they have a positive experience) and promoting these events on social

media for prospective residents to see when researching a place to live.

- With a successful event, the other goals will happen naturally, but turning events into traffic requires additional action and follow-through.

***Slideshow of resident events.**

We will have “Fish Sticks” with each of the FISH philosophies written on them they will be sitting on all of the tables throughout the class..

When we share the picture of an event, we are going to ask the class to hold up 1 Fish Stick (each stick will have a philosophy written on it) and discuss which philosophy is being implemented and how. We will have our own notes to display afterwards, but will encourage group discussion first.

Idea: see photo attached of BH painting pots..

PLAY- crafting is having fun and playing

BE THERE- purchase extra for on-site team to join in with residents. Making sure a team member is dedicated to this type of event.

MAKE THEIR DAY- look at the residents’ art work, compliment them on it, take photo of it and post on socials

CHOOSE YOUR ATTITUDE- choosing to participate and engage positively

- When a photo is shown from a resident event whomever is in our class at that time and is from that community, we will ask them to share why they feel that resident event was a success. Share how they made a resident's day at this party.

How are you going to use the FISH philosophy in 2025 and what unique resident events do you have planned in the New Year? Examples below but we will be looking at the class for input.

- Alinea- Pet Prom in February Photographer. Decorating Prom Décor. Pet Groomer. Playlist, lady and the tramp, fox in the hound etc. Campaign for king and queen. **Everyone loves their pets – make them the focus!**
- Hermitage- Every Quarter. Art gallery opening for an Artist. Very unique to the property – they’re catering to their market and demographic.

- Renewal Party. Invite residents to the club house or any fun common area order food and drinks and make it a fun atmosphere to discuss renewing their lease for another year.

****Reviews(20 min)**

- **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 with a digital photo frame or something similar?
- **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.
 - More consistent and positive reviews helps with your website's search engine rankings.
- **What are we doing to get new 5 Star Reviews?**
 - Simply asking anyone that comes in with positive verbal feedback to take it online
 - Sending a personal after move out email (not YARDI generated) to past residents you know were happy while living there
 - Sending notes with the maintenance tech or training maintenance techs to ask for reviews when leaving apartment after work orders if the resident is happy.

- If it is a good move in... After “move in check in”
- **How do we appropriately respond to negative reviews?**
 - * Thank them for their review no matter positive and/or negative.
 - Do not argue, advise of policy, or offer a solution in the response.
 - Show empathy and ask them to reach out to discuss.
 - *Offer the quality@michelson email

● **End of Class Exercise- (10mins)**

Open Discussion—Q&A

What did we learn, what are we going to take away from this, how are we going to move forward using the FISH Philosophies?

Music (Leaving the class)