

# **Michelson Marketing Games- Competing to Stand Out With Strategies That Win the Leasing Gold Medal**

75 Minute Class, 20-25 People Per Class

## **Facilitators:**

Classroom 1: Missy & Chloe

Classroom 2: Stacey & Brittany

**Room Decor: Olympics-** Olympic flag with the 5 Marketing Funnels (Brand Awareness, Lead Generation, Prospect Experience, Conversion and Leasing, Resident Retention.) Olympic themed streamers and balloon display. The classroom tables will have property marketing examples on them.

**Facilitators Outfits:** Matching Olympic grey t-shirts with Olympic logo on the front with MRC 2026 Olympics with our first names on the back.

**Music:** Olympic Theme (Allyn remix)—have playing as they walk in

<https://share.google/cJLLrfCbg64rYD5s>

**(Slide #1) Show – Have below video playing in the background as people walk in (with sound off—above Allyn remix will be playing)**

- <https://youtu.be/cs1RHsVk-Ug>

**(Slide #2) Introduction/Title Screen- Michelson Marketing Games: Competing to Stand Out & Win the Leasing Gold Medal**

**(Slide #3) Mission Statement:** Our mission is to deliver gold-medal marketing that connects every ring of the leasing journey. With the determination of Olympics and the focus of climbers reaching the summit, we elevate our brand, strengthen prospect engagement, and guide future residents' homes. Through collaboration and friendly competition, we strengthen our skills, uplift our community, and strive for excellence in everything we do.

**(Slide #4) Pass the Torch Icebreaker Game (10mins)**

\*\*First, we will have a blow-up torch that we will pass around, each person with the torch simply states their name, what community they are from, title/position, how long they have been with Michelson and their favorite Olympic game. Pass around until everyone spoke. \*\*

**(Slide #5)- A list of what each color ring stands for**

**Blue:** Brand Awareness

**Gold:** Lead Generation

**Black:** Prospect Experience

**Green:** Conversion & Leasing

**Red:** Resident Retention

**(Slide #6)- Five Rings. Five Funnels. One Challenge**

\*\*Each table will already have designated colored head bands/arm bands at each seat. There will be a mixture of 5 different colors (Olympic ring colors-blue, gold, black, green, red.) Each color represents an area of marketing- (funnels and examples of each from slide #5.) We will start the game by asking the class to all put the sweat bands on and get into your color-coded group for the game. Each group will be timed by writing down as many examples on how their topic supports a form of marketing.

Before we begin, they will need to decide who will be the team leader and who will be the writer. When the game begins, they will have 1 minute to write down as many examples as possible.

The takeaway from the game will be that Strong Marketing requires all 5 Rings Working together. Slides #7-33 will show more examples relating to all 5 rings. \*\*

#### Examples we expect the groups to respond with

- Brand Awareness (Team Blue)- Logo recognition, MRC statues/signage, consistent taglines, strong curb appeal, outreach marketing and community presence, online reviews and word of mouth, and active social media.
- Lead Generation (Team Gold)- Call-to-action buttons (“Click Here,” “View Specials”), follow us on Instagram and Facebook, referral programs, contests and move-in specials, QR codes, paid search ads (Google Clicks/AdWords), lead nurturing funnels with automated emails, website pricing and nudge marketing, virtual tours
- Prospect Experience (Team Black)- First website visit (accurate info, easy navigation, clear contact options), social ads (Facebook), personalized follow-up emails, quality of phone and in-person interactions, comparison to competitors (pricing, features, benefits, reviews), and first-time review research.
- Conversion & Leasing (Team Green)- Website visit to scheduled tour, Phone call to scheduled tour, Walk-in to tour, Virtual tour to in-person visits, Tour experience to application started, Application started to application completed, Application completed to lease signed, Follow-ups to re-engaged prospects, Amenity demonstration to increased interest, creating urgency to faster decision, Clean vacant home to move-in commitment
- Resident Retention (Team Red)- Resident Events and Experiential Marketing, Work Order Follow-Ups, Biannual Resident Questionnaires, Personalized Retention Touchpoints (2233 Memos, Birthday Cards, Recognition Notes), Renewal Incentives, Resident Referral Programs, Social Media Engagement and Community Highlights, Renewal Gifts

**(Slide #7)-Brand Awareness- (10 mins)**

\*\*Brand awareness is the degree to which potential tenants recognize and remember your property or property management company. In other words, it's whether someone thinks of your property when they are searching for a new home. \*\*

**(Slide #8)-Engaging question for the class:**

✓ *“What do you think of when you hear Brand Awareness for Michelson?”*

(We will throw candy/medals at people that answer the question. Answers we expect the class to answer will be on next slide).

**(Slide #9)-Brand Awareness Examples**

**Examples**

- Logo Recognition – Residents instantly recognize your brand.
- Taglines/Slogans – “Signature Living” reinforces your brand message.
- Property Aesthetics – Well-kept grounds, distinctive look, curb appeal.
- Community Statues or Landmarks – Unique features that make your property memorable.
- Outreach Marketing – Local events, sponsorships, and community involvement.
- Online Reviews – Positive resident feedback builds recognition and trust.
- Word of Mouth – Residents recommending your property to friends/family.
- Social Media Presence – Consistent posts increase visibility and engagement.
- First Impressions- Online and in-person are so important, so make sure you are putting your best foot forward in all marketing efforts.

**(Slide #10)- Lead Generation- (10 mins)**

\*\*The goal of lead generation is to attract potential residents and turn them into future teammates, building lasting relationships that grow our community. We're all Olympic coaches aiming for gold, but we need more Olympians on our team. By understanding what excites our audience and targeting our marketing to them, we can connect with the right people and spark their interest. \*\*

**(Slide #11)-Engaging question for the class:**

✓ *“What new/unique processes does your property do to generate more leads?”*

*\*\*We will really push the class to speak on new/creative ideas\*\**

(We will throw candy/medals at people that answer the question. Answers we expect the class to answer will be on next slide).

**(Slide #12)- Lead Generation = Finding Future Champions**

### Go over examples of lead generation

- **Nudge Marketing** – Website Tour requests, schedule-a-tour and inquiry forms
- **Google Clicks** – paid search, Maps, and local SEO
- **Outreach Marketing** – local businesses, colleges, employer partnerships
- **Facebook Marketplace** – local renter-focused postings & free to use
- **Frequent Social Media Posts & Trends** – reels, stories, community content, TikTok videos, hashtags
- **Resident Referrals** – incentives for bringing in prospects
- **Online Listings**– Apartments.com, Zillow, (if applies to your property)
- **Attend Local Events**– Local event sponsorships (Ballwin Days, Golf Tournament, etc.)
- **Signage & QR Codes** –Create QR codes for direct website, online application, reviews, etc.

### **(Slide #13)- Nudge Marketing Examples- (2mins)**

*\*\*The class will receive a how-to (Matt's) on creating a nudge marketing message along with some creative ideas on what to put in the pop-up message for their community website \*\**

### **\*\*Examples**

#### ❄ WINTER

- Warm Up Your Winter! Move in or apply by February 15th and enjoy limited-time winter savings. Call today—don't miss out!
- Snowy Days, Hot Deals ❄ Reserve your apartment by January 31st and receive exclusive winter pricing. Schedule a tour today!

#### 🌸 SPRING

- Spring Into Your New Home! 🌸 Apply by March 31st to take advantage of our seasonal move-in special. Don't wait—call now!
- Fresh Season, Fresh Savings! Move in this spring and receive limited-time rent credits. Offer ends March 31st—apply today!

#### ☀ SUMMER

- Summer Starts Here! ☀ Apply by June 30th and get exclusive summer pricing. Call now and make your move!
- Hot Deals, Cool Homes! ☀ Move in this month to secure limited-time summer savings. Don't miss out—schedule a tour today!

#### 🍁 FALL

- Cozy Up with Savings! Move in this fall and take advantage of our seasonal move-in offer. Offer ends soon—don't wait!

#### 💝 HOLIDAY / THEMED

- Love Where You Live 💝 Move in by February 14th and receive our Valentine's Day special pricing. Call today—limited time!
- Lucky You! 🍀 Apply by March 17th to secure our St. Patrick's Day move-in special. Don't miss this deal!
- New Year, New Home 🎆 Move in or apply by January 31st to take advantage of limited-time New Year pricing. Call now! \*\*

### **(Slide #14)-Outreach Marketing-Visit Nearby Businesses- (2mins)**

*\*\*This section will briefly touch on outreach marketing and how it can potentially help build connections with outside businesses. \*\**

Examples: (with photo example of Madison from KW of what she brings for marketing drop offs)

- **Pen drops at restaurants** – Puts your community in customers' hands; pens are reused, shared, and keep your brand top of mind.
- **Businesses helping businesses**– Flyer exchanges with local gyms, salons, coffee shops, restaurants, retail stores, etc.
- **Employer partnerships** – Offer employee housing specials.
- **College outreach** – Waive application fees, run move-in promos, and table at campus or community events. \*\*

**(Slide #15)-Engaging question for the class:**

- ✓ **What type of outreach marketing has your property done that actually works in building relationships with local businesses?**

\*\**(We will throw candy/medals at people that answer the question.) \*\**

**(Slide #16)- Social Media Engagement Video Inspiration (5 mins)**

*\*\*Showing other properties TikTok and Reel examples helps inspire each property to become more socially engaged by sparking creativity, making marketing feel current, showcasing authentic community personality, reducing intimidation, and demonstrating how short-form content drives real engagement and leads. \*\**

- <https://www.tiktok.com/@ovapartments/video/7102513380165946670>
- <https://www.instagram.com/reel/DP2JD5KDkKK>
- <https://www.facebook.com/reel/735296056049010>
- <https://www.tiktok.com/@kensingtonwestapts/video/7485493330999069983>
- <https://www.tiktok.com/@kensingtonwestapts/video/7478824051117395230>

**(Slide #17)- TikTok How-To Video Example (5 mins)**

*\*\*MA Chloe made a live step-by-step video how-to on making a TikTok video edit. We will have a handout that gives further detailed instructions. \*\**

**(Slide #18)-TikTok Video Demonstration (10mins)**

*\*\*To get the class pepped up, we are first going to show a prerecorded TikTok a property made and give step by step instructions on how to make it. Then the class will be used as a live example of how to create a TikTok video. For an interactive activity, we will have each team will walk through the door using their chosen intro song to demonstrate creative video openings. Once all groups are recorded, the clips will be combined after the class (to save time) and hopefully will be shown the following day on the projectors. This hands-on example will help teams understand how to create engaging TikTok content they can apply at their own properties. \*\**

**(Slide #19)- Maven AI**

\*\*This section will be about asking the class their experience with Maven AI. We will ask the class which properties use them and what their personal experience is like with it. How to use it/ways to benefit by using it will be in the handout packet. We will make sure the class is using it and keeping eye on upcoming posts. \*\*

### **(Slide #20)-Prospect Experience( 6 mins)**

\*\*Intro to the prospect experience. The Olympic Games of Prospect Experience: every touchpoint, interaction, and decision is a chance to make a new friend and show your brand at its best. From the first click to a friendly tour, each step builds connection, trust, and gold-medal impressions. \*\*

### **(Slide #21)-Engaging question for the class:**

✓ *Why does making a friend first matters in prospect interactions?*

(We will throw candy/medals at people that answer the question. Answers we expect the class to answer will be on next slide).

### **(Slide #22)-Prospects Aren't Just Comparing Prices, They're Comparing Experiences**

Examples of making a friend first matter:

- Building a connection first creates trust and a positive first impression.
- Encourages prospects to be more open and engaged.
- Strengthens brand loyalty before any business discussion.
- Boosts word-of-mouth marketing through memorable interactions.

### **(Slide #23)- Prospects Experience is Your Gold Medal**

Engaging question for the class:

✓ *How do you prepare your space and yourself before a prospect visit?*

✓ *What are some ways to create a professional, welcoming experience that influences a prospect's decision to choose your community?*

(We will throw candy/medals at people that answer the question. Answers we expect the class to answer will be on next slide).

### **(Slide #24)-Podium Potential: Showing Your Best from The Start**

### Examples of first impressions:

- Appearance: Well groomed, neat uniform, name tag, clean office/clubhouse
- Body Language: Stand-up to greet, smile, eye contact, open gestures, good posture
- Communication: Greet warmly, listen actively, use names, speak clearly, give a complement.
- Knowledge: Know floor plans, pricing, specials, and amenities.
- Tours: Offer coffee or water, give organized, honest, and engaging tours that highlight what matters to the prospect.
- Attitude: Be enthusiastic, professional, and genuinely helpful.
- Extras: Provide brochures, answer questions promptly, and follow up after visits. \*\*

### **(Slide #25)-Engaging question for the class:**

✓ *How are we effectively using social media at our communities and how does this improve the prospect experience?*

(We will throw candy/medals at people that answer the question. Answers we expect the class to answer will be on next slide)

### **(Slide #26)-Training Champions: Making a Friend With Social Media First Impressions**

#### Social media experience examples:

- Consistent posting increases visibility and algorithm engagement
- Vibrant, eye-catching visuals capture attention while scrolling
- Clear, professional captions build trust and understanding
- Following current trends keeps content relevant and fresh
- Quick responses to messages show reliability and strong service
- Gives prospects a glimpse of what living at your community looks like
- A strong social presence builds credibility and confidence

### **(Slide #27)- Turning Views into Visits: Prospect Experience Videos (5 mins)**

\*\*The next slide showcases inspiring video tour content to give other properties ideas for social media posts that attract more prospects. It also shows examples of how to create a walkthrough video or hire a professional for each floorplan to add to the community website. Completed videos can be emailed to Matt D. to be uploaded to the site. \*\*

#### Video Examples:

<https://www.facebook.com/reel/931044046006131>

<https://www.facebook.com/reel/1666466527597122>

<https://www.facebook.com/reel/308512492203102>

### **(Slide #28)-Conversion & Leasing**

Conversion leasing starts with a seamless website or call experience and continues through tours and applications. Personalized follow-ups, engaging virtual tours, and showcasing amenities keep prospects excited. Creating urgency and ensuring homes are clean, staged, and ready to show helps turn interest into committed residents.

### **(Slide #29) Engaging question for the class:**

✓ **What are some examples of Conversion Leasing?**

(We will throw candy/medals at people that answer the question. Answers we expect the class to answer will be on next slide)

### **(Slide #30)- From Lead to Lease Victory: Reaching the Summit**

#### Examples of Conversion Leasing:

- From website visit to engaging with community content
- From marketing call/email to tour scheduled or online lease
- From tour experience to application submitted
- From showcasing amenities to prospect excitement and urgency
- From virtual tour or social media interaction to in-person tour
- From follow-ups and personalized touches to lease signed

### **(Slide# 31)- Resident Retention: Winning Resident Loyalty**

*\*\*This section will briefly touch up on marketing current residents and persuade them to renew. Cost effective monthly/weekly events will be included.*

Resident Retention: Resident retention can be seen as an Olympic team sport; everyone plays a part. When our team delivers quick service, strong communication, and genuine care, we create gold-medal experiences that make residents want to stay. \*\*

### **(Slide #32)- Resident Retention: Winning Resident Loyalty**

#### **Engaging question for the class:**

✓ **“What are ways we can market to our current residents through their experience to increase retention?”**

First, we will give the class a hint that asks “Think about the small gestures...  
What keeps residents here? “

(We will throw candy/medals at people that answer the question. Answers we expect the class to answer will be on next slide)

### **(Slide #33)- Elite-Level Resident Retention**

#### **Examples of how to increase resident retention:**

- Events: Create events that connect residents, repeat hits, get feedback, share on social media.
- Check-Ins (2-2-3-3 Program): Schedule regular touchpoints, address needs, send notes/cards to show appreciation.
- Maintenance: Check and see how everything is going in their home and if we need to address any work orders.
- Renewals: Offer Renewal gifts (carpet cleaning, upgrades, reserved parking signs, etc.), make renewal easy and rewarding.

### **(Slide #34)- Amenity Match-Up: Olympic Edition (10mins)**

\*\*This will be a timed, interactive game played in assigned colored groups. Each group will receive 1–2 random photos of apartment community amenities and will have one minute to come up with 2–3 unique cost-effective resident event ideas that can be hosted monthly (outside of happy hours, pool parties, food trucks, the regular events we see). The goal is to create events that tie directly to the amenity shown and encourage resident interaction and community engagement. \*\*

(We will throw candy/medals at people that answer the question. Answers we expect the class to answer will be on next slide)

### **(Slides# 35-39)-Amenity Photo Examples & Group Ideas**

These slides will feature example photos of apartment community amenities used during the Amenity Match-Up Game. Each slide serves as a visual reference while groups explain the creative, cost-effective resident event ideas they developed during the timed activity.

### **(Slide #40)-Event Idea Examples**

#### **Examples of Events:**

- Seasonal contests (balcony décor, costumes, photo voting)
- Social events (game nights, karaoke, mixers)
- Pet-friendly programming (Yappy Hour, dog park meetups)
- Resident-led activities (clubs, fitness, hobbies)
- Service & giveback events (food drives, volunteering)
- Appreciation moments (grab-and-go snacks, surprises)
- Sports & play (cornhole, kickball, trivia)
- Community connections (yard sales, local events, photo sharing)

### **(Slide #41)-How Engagement Strengthens Our Community**

#### **Benefits**

- Low-cost, high-impact resident engagement
- Encourages connection in shared amenity spaces
- Increases amenity usage and community pride
- Boosts resident satisfaction and renewals
- Supports long-term retention

### **(Slide #42)-Marketing Swag Show & Tell**

*\*\*We will either bring in physical items just from local STL properties or reach out and get a few digital photos from out of state properties to display\*\**

### **(Slide #43)-Final Lap-Finish Line**

*\*\*We will have Finish Line tape leading out so everyone can walk through it\*\**

**Music (Leaving the class) <https://share.google/cJLLrfCbg64rIYD5s>**

### **Hand Outs (adding the finishing touches and will have this next week sometime!)-**

- **Nudge Marketing steps**
- **Maven AI Info**
- **Tik Tok instructions**
- **Michelson resident events from handbook**
- **(Folders)**