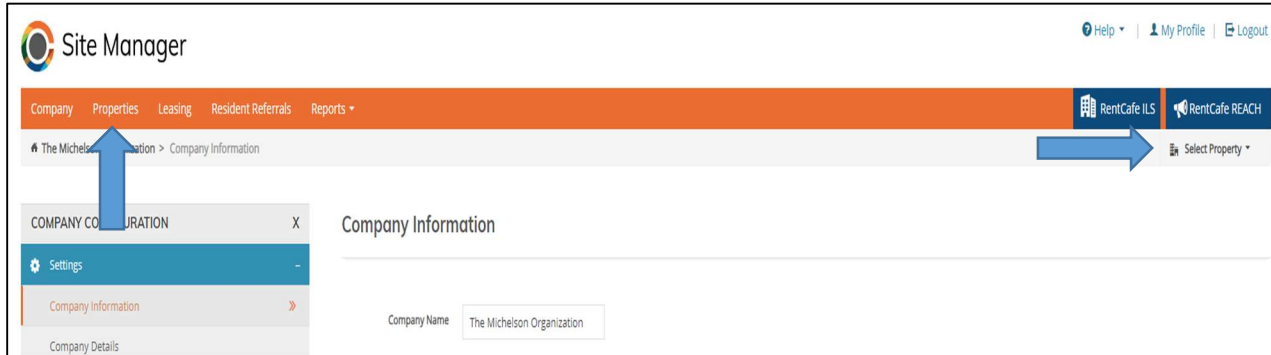


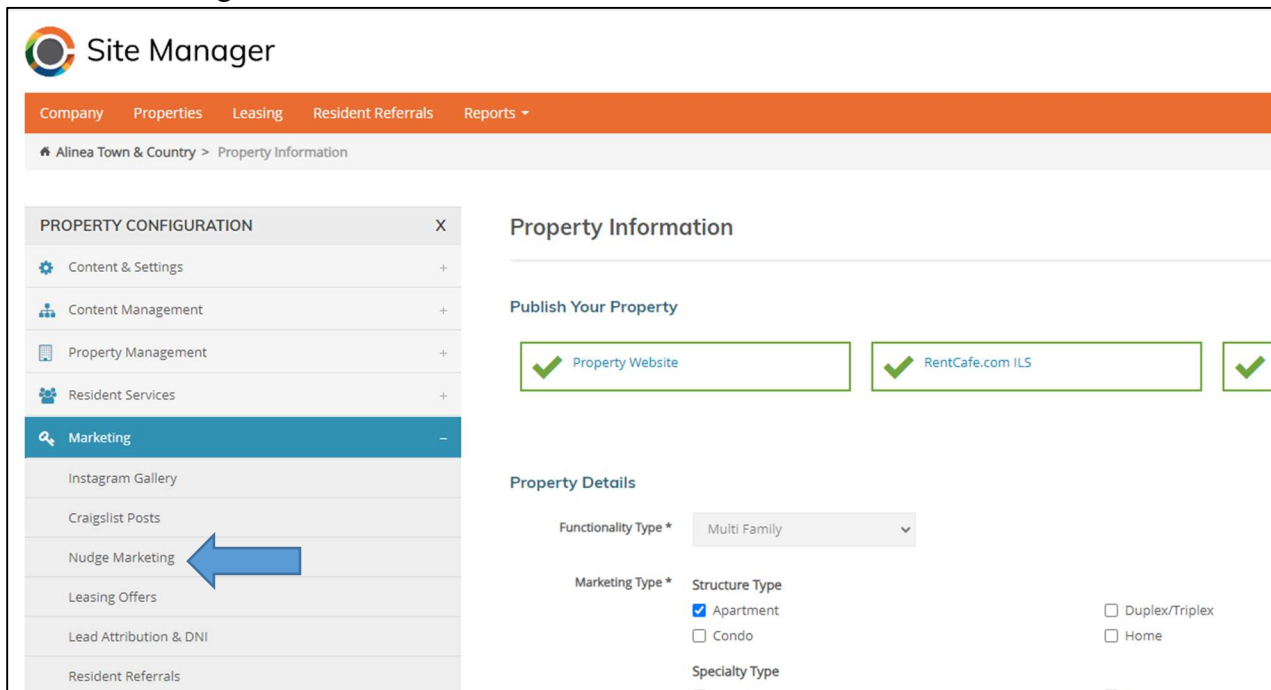
## Adding a Promotional Banner (Nudge Marketing) to Your Website

Promotional banners (called Nudge Marketing through Yardi) can be an eye-catching feature for your prospective resident to help encourage them to reach out to your community for further information. To add one to your website, follow the steps below:

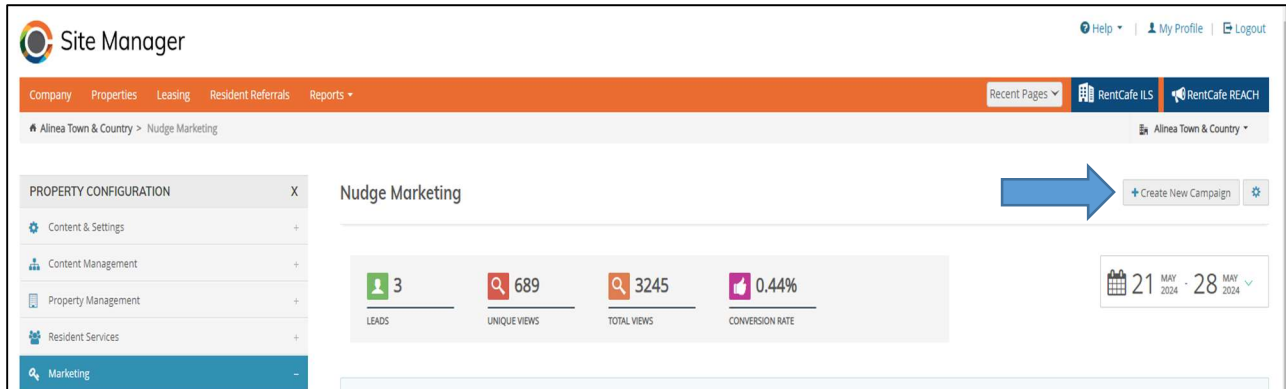
1. Log into Yardi One and go to Site Manager.
2. If you have access to multiple properties and/or need to navigate to a specific one, you can click Properties at the top or the drop down at the far right under RentCafe REACH.



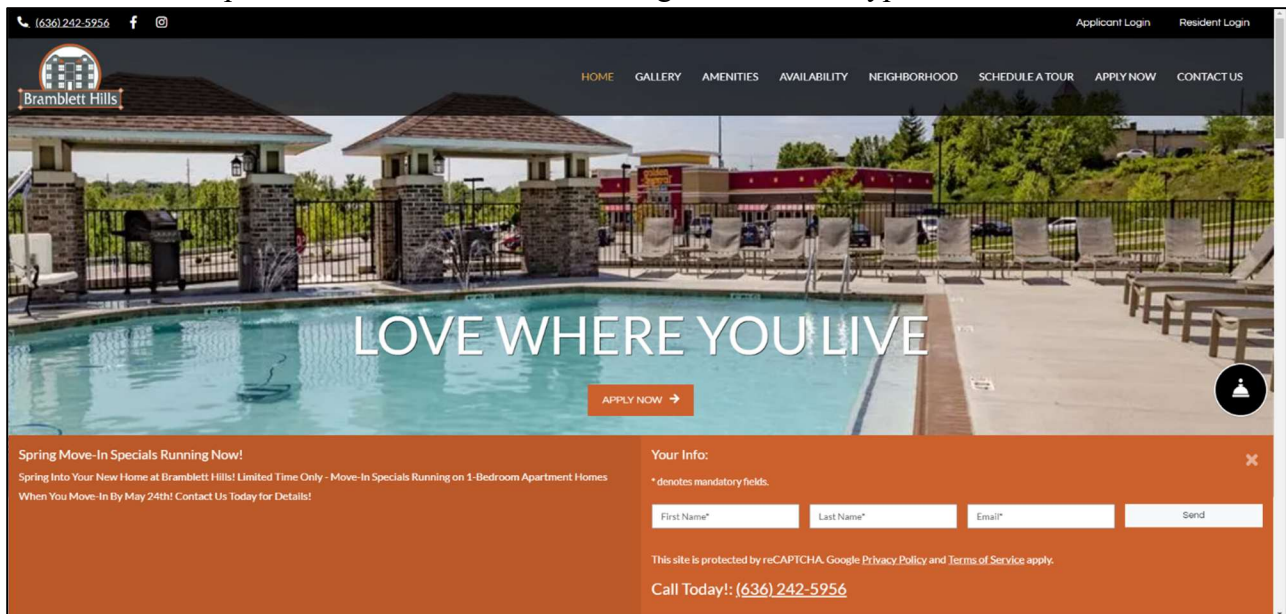
3. Once you are in the Property screen, on the left-hand menu, choose Marketing > Nudge Marketing.





4. On the next screen, in the top-right, click on +Create New Campaign.





5. Choose Lead Generation on the next page.
6. From there, create a captivating Headline-Body that will draw the viewer’s attention without being too lengthy.
7. Phone Caption – it can read anything like “Contact Us Today!”
8. Layout:
  - a. Fixed at Bottom – creates a box that shows at the bottom of the page with the captions created. You can add/change color of this type.



- b. Modest (Left/Center/Right) – creates a box that will show up on the screen to the left, center, or right depending on what option is chosen. This stays in black and white only.

(314) 804-0553   Applicant Login Resident Login

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\*denotes mandatory fields.


First Name\*  Last Name\*



Email\*


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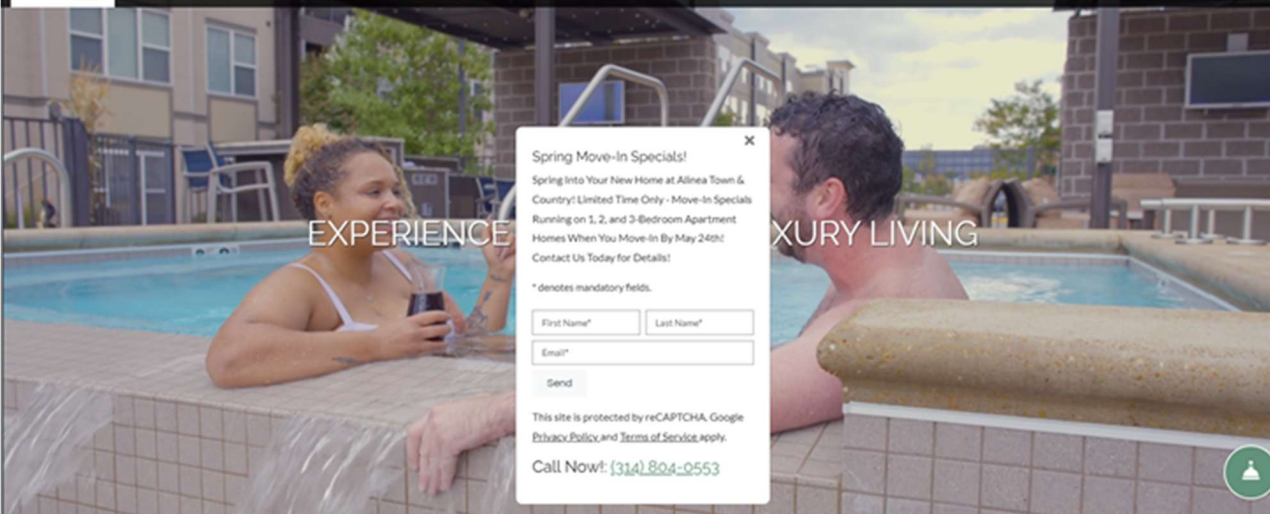
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\*denotes mandatory fields.

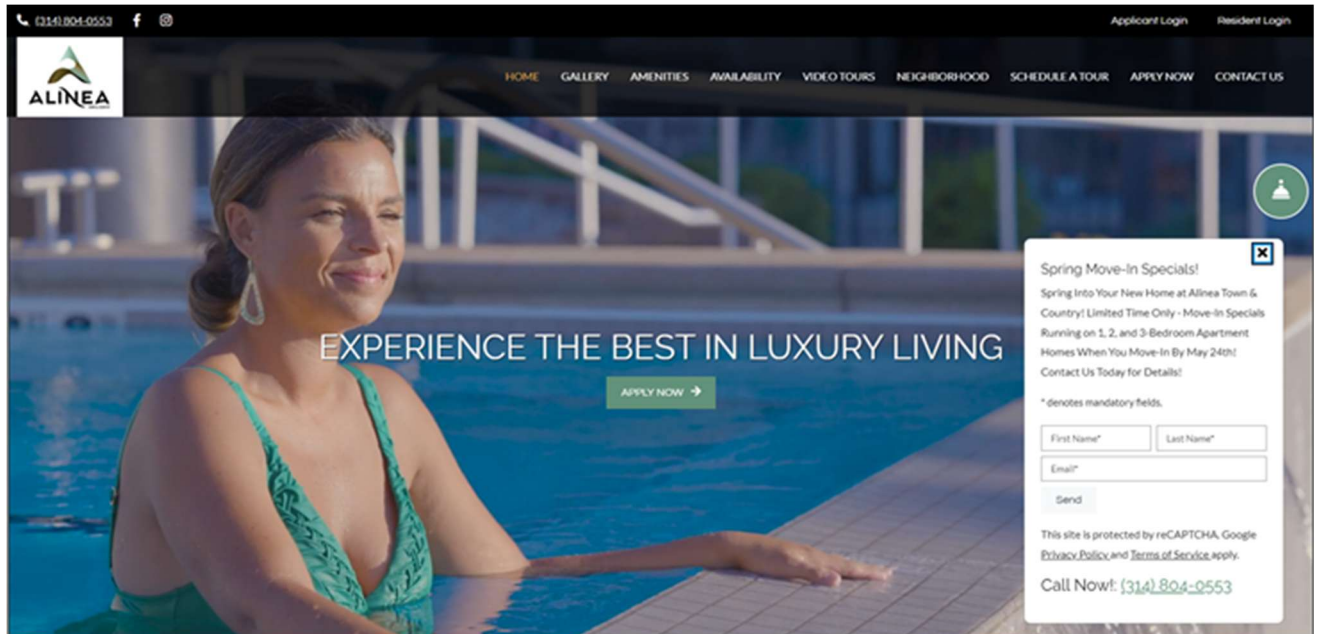
First Name\*  Last Name\*

Email\*

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Call Now! (314) 804-0553





- c. Modest – Right is recommended to avoid taking up too much screen while still being easily visible to the viewer.
9. Status = Running
10. Once complete, click Save Changes, and the pop-up should show up in the near future.
11. No more than one campaign can be running at a time, so feel free to test different versions to see what converts users best!
12. If you have any issues or questions with this, email [pmsupport@michelsonrealty.com](mailto:pmsupport@michelsonrealty.com).