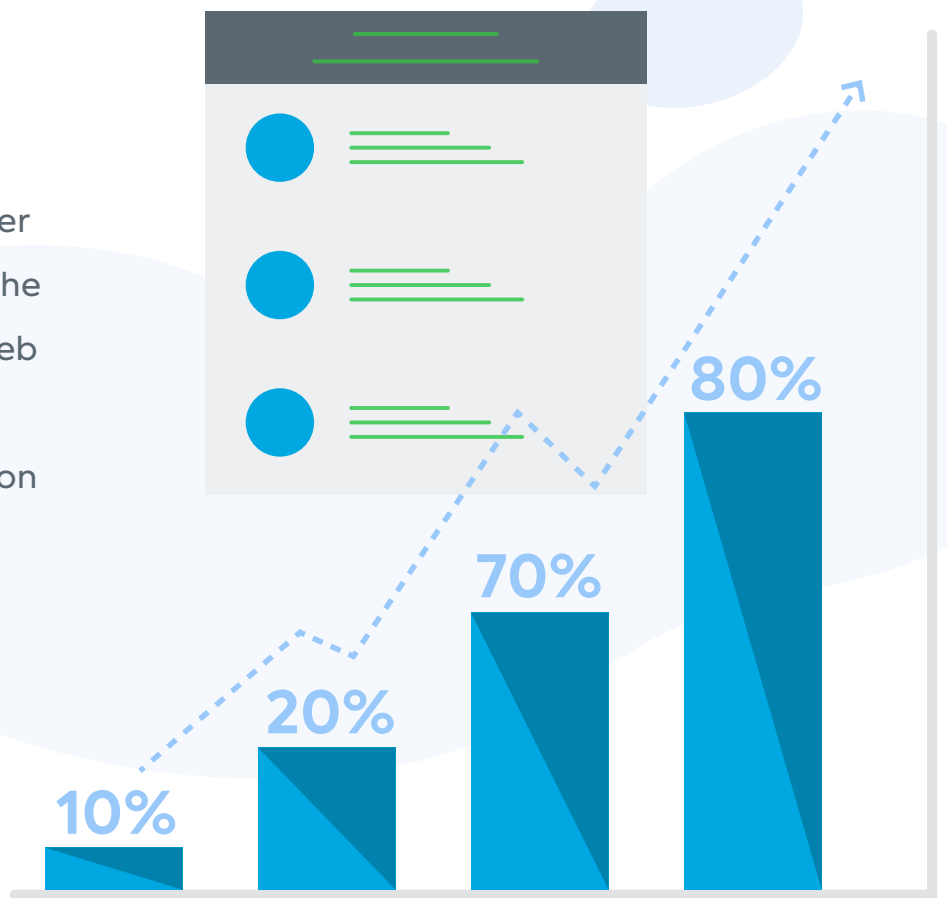


# Organic Growth Marketing Checklist

A prospect's apartment search begins long before they ever set foot on your property. In fact, today, that's the end of the sales funnel. Today, the apartment search begins with a web search and moves to a reviews site before it even makes it to your website. By the time they make it onsite, the decision has likely been made.

And that's why Organic Marketing has never been more important. SEO, Content Marketing and Organic Social Media all work together to help you attract, convert, and retain the renters you want.



## The SEARCH is on!

Are you showing up where your prospects are searching? Search Engine Optimization (SEO)

- ✓ Ensure your Google My Business™ is set up with accurate information and Google verified, your website is connected to Google Analytics™ for tracking goals and KPIs, and your properties' Local Listings are consistent and being monitored and updated regularly.

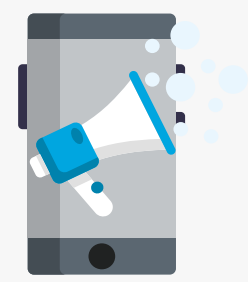
**84%** of GMB traffic comes from discovery searches, meaning that users aren't typing in the community name.<sup>1</sup>

- ✓ Do your keyword research using hyper local search terms and long-tailed keywords highly searched by your target prospects of more than one word and refresh the content or on-page optimization as needed.
- ✓ Measure your keyword use against your competitors and ensure you're striking the right balance between the amount your users are searching and how frequently it appears on other websites.
- ✓ Leverage technical SEO, crawl ability, indexation, site structure, Robot.txt, thin or dupe content, 404s, canonical tags, structured data, XML sitemap, and frequent audits to make sure search engines find your property and corporate sites quickly and easily.

Google algorithms change **500-600** times a year, and around **90%** of the world population only looks at first page results when searching.<sup>2</sup>

- ✓ Let on-page content do the heavy lifting using keyword rich content, Relevant Content, Contextual Internal linking, Unique Page titles tags, Unique Meta tags, and Image Alt Text optimization. For example, content in your amenities page, neighborhood page, blog, local attractions and more.
- ✓ Don't forget off-page SEO. Are your Local Listings up-to-date with the most accurate information (NAP consistency)? Ensure your Google My Business includes the correct categories and keywords, and leveraging every area of the tool for marketing vacant units, displaying amenities, and providing updates on sales and specials.

**Insider Tip:** Profiles with compelling photos get **35%** more clicks and are **2x more trusted** by prospects than those without photography.<sup>3</sup>



## Let's get SOCIAL!

Are you engaging where your prospects are spending most of their time? Social Media Optimization

- ✓ Ensure Facebook™ & Instagram™ profiles are accurate with complete community information, including Leasing Office phone number and office hours.
- ✓ Keep your feeds fresh by posting content regularly, with an emphasis on photography.

Social media is adopting its own form of SEO in a way that promotes a positive user experience. The way this algorithm works is by putting your posts in a pool as small as one percent of your followers. If those people engage with the content, then it gets introduced into a larger pool. Slowly but surely, more and more people see it, but only if it's engaging.

- ✓ Use video to help potential renters get to know your community and the neighborhood. New to video and don't know where to start? Post model unit tours showcasing all of the apartment amenities!
- ✓ Respond and engage to comments on both your Facebook and Instagram profiles. While no one wants to receive negative feedback, in most cases it's important to not "hide" these comments and rather address them directly. This will show potential renters that you can problem solve!
- ✓ Utilize Instagram Stories!™ While these posts don't live on your Instagram feed, you can save these videos under the "highlights" on your community profile.

**500+** million people use Stories daily with one-third of the most-viewed stories coming from brands. An average of **25%** of stories viewers click-through to view links when available from brands.<sup>4</sup>

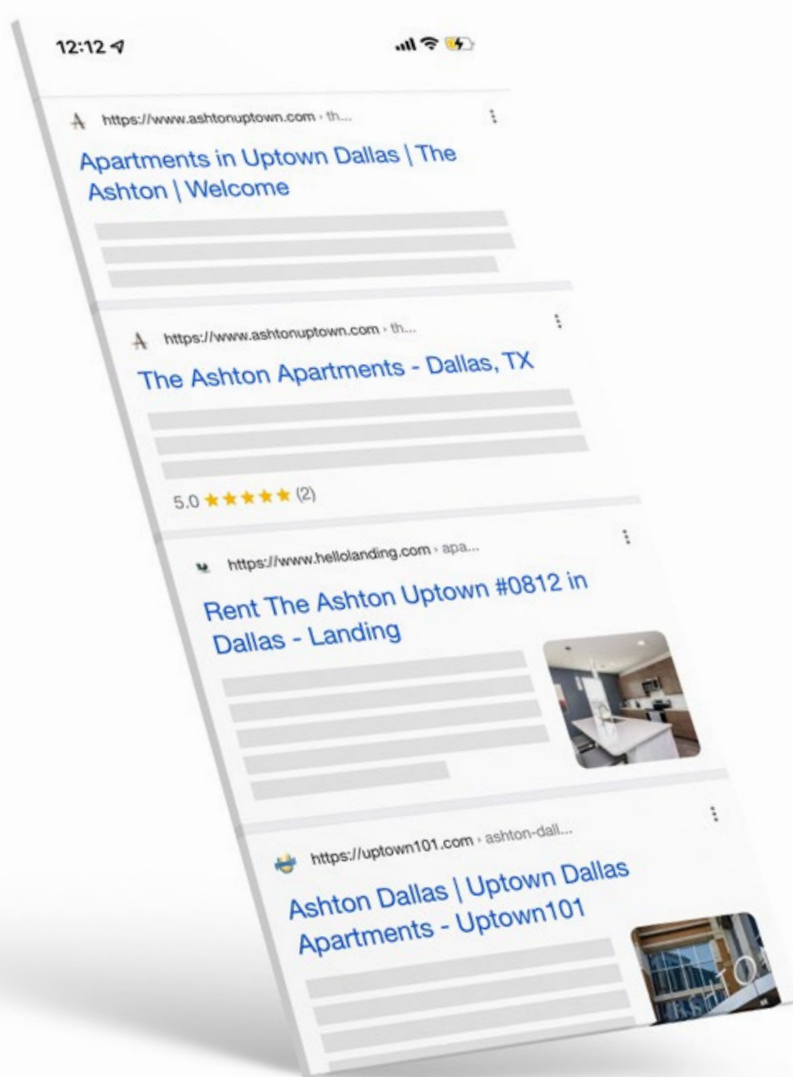
- ✓ Use social media to promote resident events! Who doesn't love free pizza? Post to Facebook and Instagram about any upcoming community events so that residents stay in the know. This will also encourage residents to follow you on social media so they don't miss out!

**Expert Tip:** User Generated Content is the gift that keeps giving! UGC posts shared to social channels see a 28% higher engagement rate than standard brand posts. Consider implementing photo challenges, hashtag, or instagrammable backdrops into your next event plans!<sup>5</sup>

- ✓ Don't forget to engage back. Instagram favors profiles that respond and engage with comments – whether it's a simple "thank you!" or a "like", it's important to respond!
- ✓ Promote your social platforms at your community. Include your social media handles on newsletters, email blasts, flyers around the community, etc. to increase resident following to your pages.

LeaseLabs by RealPage knows Organic Marketing is a key component of any digital marketing strategy today. So, we're here to help you create and optimize websites that capture attention and convert prospects into new customers.

Contact your LeaseLabs sales representative to learn more.



1. Brightlocal - <https://www.brightlocal.com/research/google-my-business-insights-study/>  
 2. SearchEngineLand - <https://searchengineland.com/3-things-major-google-algorithm-update-260828>  
 3. Synup Study - <https://www.synup.com/blog/8-awesome-things-can-google-business-profile/>  
 4. 99 Firms - <https://99firms.com/blog/instagram-stories-statistics/#gref>  
 5. Act-On - <https://act-on.com/blog/user-generated-content-why-its-driving-28-percent-higher-engagement/>