

3

ways to

boost buzz

to attract more renters



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introduction

There's been an undeniable shift in recent years how the property management industry reaches their target demographic through marketing. Gone are the days where a giant billboard, a couple of print ads in popular local publications, and a website without much thought behind it are able to capture the attention of the intended audience. If you haven't already incorporated a more comprehensive marketing strategy that strongly leverages online marketing technology, you are already well behind your peers in the industry.

Being able to empower your brand, maximize reach, and convert higher qualified leads at a lower cost across multiple marketing channels is where more and more of the industry is shifting to marketing-wise. The reason for this shift is because consumers no longer follow typical marketing funnels and sales journeys. The majority of people across all generational demographics now prefer to shop online for goods and services, which means property management companies must figure out how to visually connect with their target demographic and create digital assets that accomplish just that.

Over half of all internet searches take place on a mobile device or tablet. According to Google, nearly 20 percent of local smartphone searches led to an actual purchase within one day. What that means for property management is pretty straightforward — be found where your potential renters are searching and you're likely to generate a new lease from 20 percent or more of your online leads.

If you've been looking for an effective way to reinvigorate your marketing efforts with relevant and proven strategies that work in property management, then it's time to learn more about going direct with your marketing approach. Because with the right digital marketing mix or omnichannel marketing strategy, you'll be able to maximize your ROI, consistently generate a greater volume of qualified online leads, and be where your potential renters are searching for you, when they are searching for you.



1

building buzz: start with a strong foundation

What would you consider to be the foundation of your business? Is it the land your physical properties are located on? Or do you consider it to be your people or culture?

In reality, your brand and the words you use are what make up the foundation of your, and any, property management company today. They are the critical pieces that lay the groundwork the rest of your digital presence will be built on, helping to create an emotional connection with potential renters or buyers. And they are what people remember most about your company, regardless of what you offer. By fostering an online experience meant to help them, you are setting up the strongest foundation possible.

It's important to remember that you're not marketing to your target demographic. You are marketing for them. You are highlighting just how your property or properties meet or can meet their needs and to help streamline their decision-making process with you as their trusted partner/advisor.

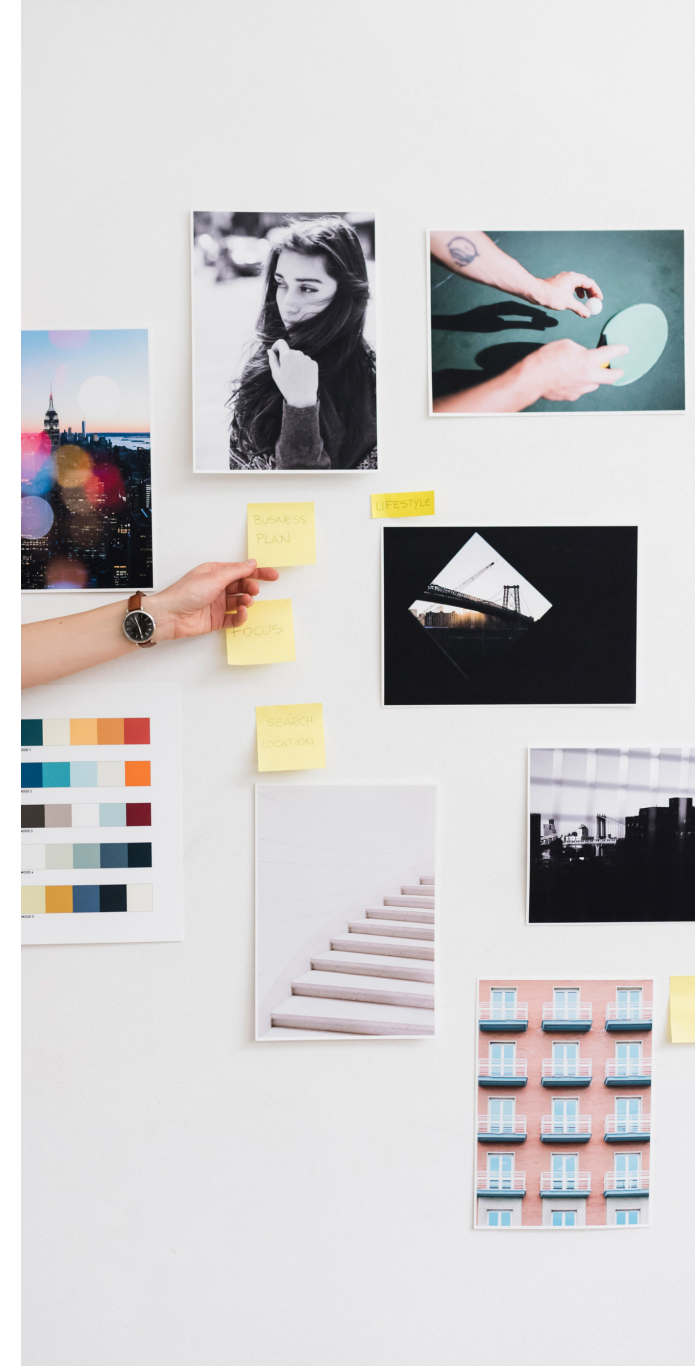
63 percent of customers choose authentic brands over those that hide from their competitors.¹

brand

Your brand is one of your most valuable assets. It helps communicate who you are, what you do, your values as an organization, and the value you provide to renters. And when you take all that together, it shapes the perception renters have of your properties. You may dream of one day having one of those brands, recognized by many across the world, that dominate your industry but something like that takes time, patience, and dedication to build.

The benefits of building a strong brand are seemingly endless. Enhanced credibility, recognition from existing and potential renters, resident loyalty, strong word of mouth, and so much more. While many of the benefits may seem more focused on acquiring new leases and business, there are a wide variety of benefits that involve employee satisfaction, employee retention, and being able to more easily combat negative exposure online or elsewhere.

consistent brand presentation across all platforms increases revenue by up to 23 percent.²



1

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website

The user experience of your website is probably the most important metric you are not paying much attention to. What does “user experience” even mean when it comes to your property website or listings and promotions? It encompasses every single interaction a person has with your website, and also with any service or product you offer as well.

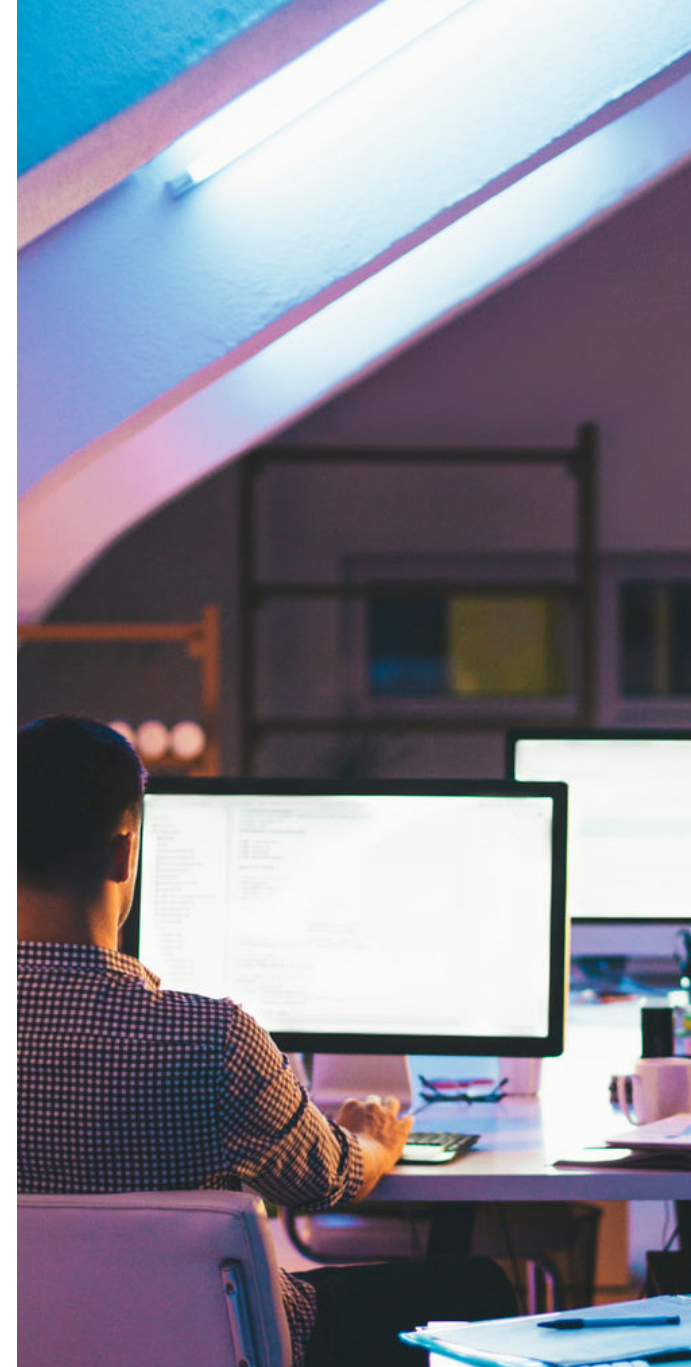
You have such a limited amount of time to capture (and keep) the attention of a renter, why would you spoil that opportunity by providing a poor experience on your website or other digital channels?

Be mindful of the fact that a good user experience means meeting the exact needs of renters without hassle or confusion and making it easy to find the information they need or want.

One statistic to be aware of: 38 percent of people are highly likely to stop engaging with your website if the layout or content are unattractive or not meeting expectations. And that brings us to our next point — the content on your website is just as important as the way it looks and how it works.

Renters found your website by searching for key terms, which could range anywhere from “best apartments in New York” to “rental properties in my area.” By taking into consideration how renters would find your website if they don’t know to go to it directly, and the information they would be searching for, you are already aware of what information you should include on your website to help drive long-term, organic online growth.

it takes about 50 milliseconds for users to form an opinion about your website that determines whether they’ll stay or leave.³



1

building buzz:
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2

spreading buzz: leverage digital touchpoints

There's a major difference between surviving and thriving as a property management company. Sure, you're at least breaking even or turning a little bit of profit when you're surviving. Thriving, on the other hand, is everything you could hope for. You have new qualified leads coming in consistently, your properties are all highly rated and reviewed, and it seems everyone knows your name.

The big question, of course, is "What helps property management companies thrive in such a competitive industry?" With so many different factors that could influence business growth, it may seem difficult to figure that out. However, there is one common denominator — digital marketing. By taking advantage of and leveraging all the digital touchpoints available to you and appropriate for your target demographic, you are consistently putting yourself in front of the renter or property buyer.

65 percent of all clicks by people who intend to make a purchase do so through paid ads.⁴

There are three major digital touchpoints you must be aware of and leverage in order to convert more leads:

search engine optimization (SEO)

When implemented competently, an intelligent and well-thought-out SEO strategy, combined with consistent effort, can build your property's search engine equity and make it easier for prospects to find your listings online. This effort alone is proven to increase organic traffic from qualified visitors and help convert more of those qualified visitors into qualified leads. It also ensures your property listings will be discovered and considered more relevant — or have more trust and value placed in them — because of such high organic ranking.

Something you should always be mindful of with SEO, however, is the fact it's not a one-time, or short-term effort. SEO is a process, and one that is never truly finished. The most important thing with SEO is consistency. When you are consistently optimizing landing pages, consistently posting new content, and consistently improving the overall user experience on your website, then you are setting yourself up for long-term success online.

46 percent of all google searches are local.⁵



2

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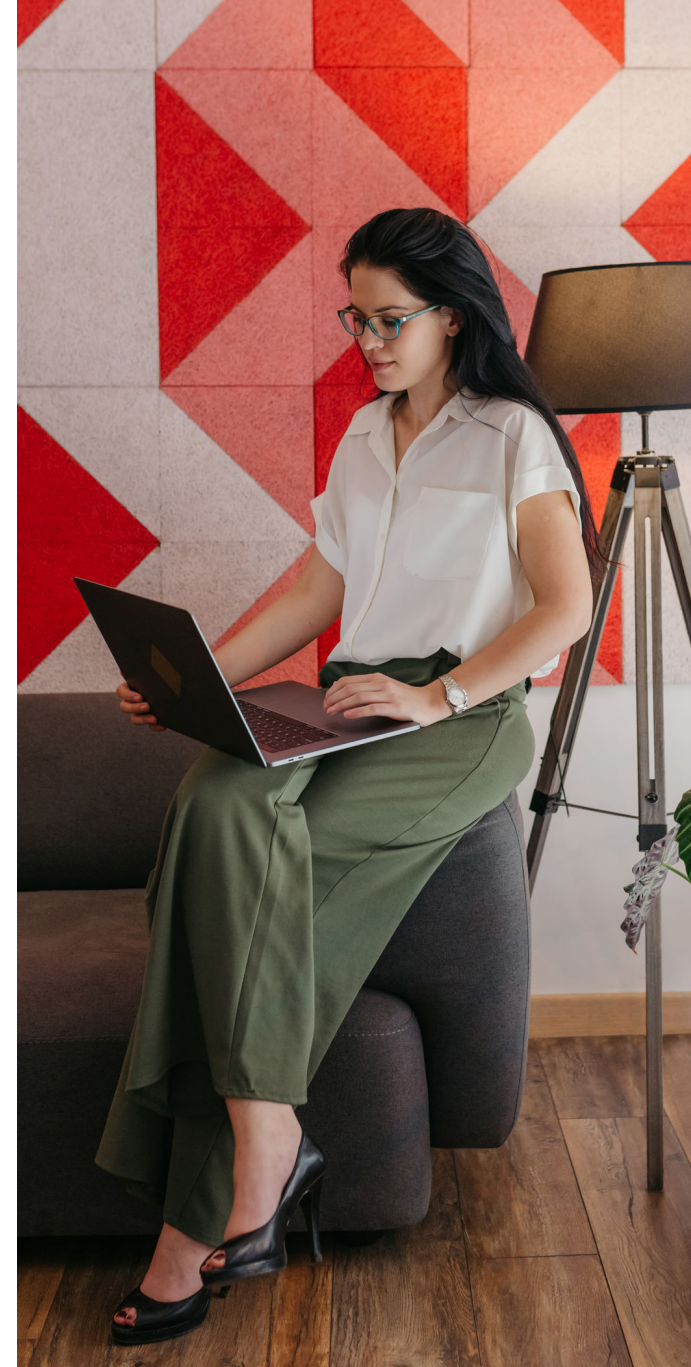
paid search

If SEO helps with long-term, highly valuable gains in organic search rankings, then Paid Search, or PPC as it's often referred to, is the perfect complement to it. Paid search can effectively and immediately enhance your presence on search engines through broad or hyper-targeted campaigns — allowing you to engage with people who have already visited your website and didn't convert, properly track phone calls from ads, and connect with people you'd want to target on any device from any location in the world.

It's important to note paid search also allows you to launch major geo-targeting campaigns. This means you have the ability to target specific demographics in very specific locations, such as zip codes, area codes, and even city or state lines. The ability to take such a granular approach to location-based marketing efforts allows for hyper-local campaigns around specific properties — driving conversions up and marketing campaign costs down.

Keep in mind, paid search is more than the act of throwing money into a pot with the goal of ranking number one for a specific key search term or phrase. Instead, paid search further enables you to create custom campaigns that lead to conversion-optimized landing pages. It also allows you to promote and offer useful and relevant pieces of collateral or other information and much more with one goal in mind — qualified lead generation by providing people with the information they are searching for.

PPC ads are one of the top three generators of on-page conversions.⁶



2

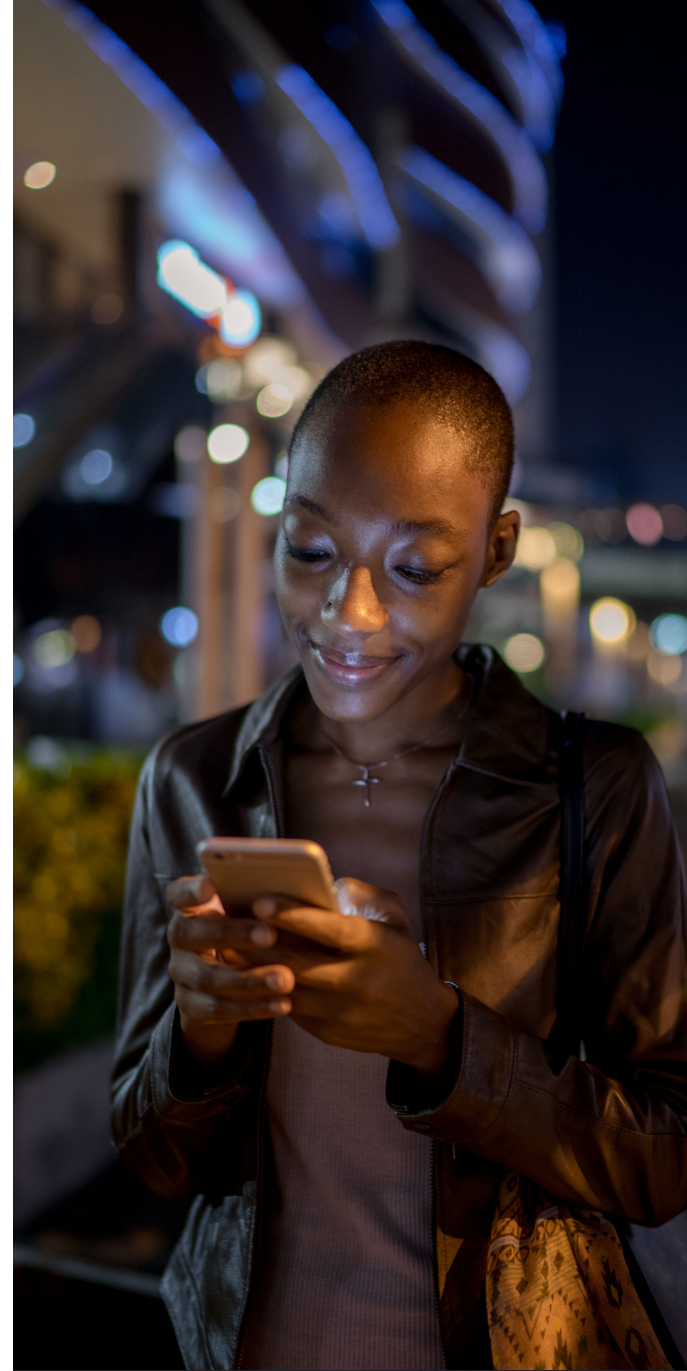
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social media

It seems counterintuitive that social media management is often treated as a tacked-on responsibility for property managers, developers and other real estate professionals, in addition to everything else they already manage. Effectively managing social media in property management should be treated as a full-time responsibility. It's not enough to post some pictures or to only be active on your social media accounts when you've published a new blog and want to share it.

Social media, especially in property management, is no longer just Facebook or Twitter. Instagram which 66 percent of property management marketers are now using, has become the new darling of real estate marketing. In addition to staying current on new platforms, there are also trends in social media and how to effectively reach your target demographic that change frequently. For example, video content is becoming one of the predominant types of content produced and shared on social media now, as evidenced by the 63 percent of marketers utilizing it as an effective engagement and lead generation tool. It's no surprise that video is proving to be one of the most effective ways to engage with your market.

63 percent of marketers utilize video on social media as an effective engagement and lead gen tool.⁷



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3

keep the buzz going: tie it all together

Sure, it may seem like having a comprehensive lead generation strategy in place is commonplace, but all too often efforts fall short in property management. Property listings may include a handful of pictures highlighting featured properties or communities, but no tie-in to social media promotion, nor a well-put-together video walkthrough of specific listings, or even basic SEO done to boost organic search rankings.

Effectively bringing together and leveraging your brand, while simultaneously generating positive brand awareness in conjunction with your lead generation and nurturing efforts only helps generate high-quality leads on a more consistent basis. Having everything mapped out and inter-connected with various activities enables you to be found where people are looking. It sends the right message and offer to the right people at the right time. And more than anything else, the right strategy ensures you're relevant to the person on the other end of the internet connection. The goal is to make it easy for them to submit their contact information, or to contact you directly over the phone, online or in person.

47 percent of buyers viewed 3-5 pieces of content before engaging with that company or leasing agent.⁸

sources

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conclusion

It's time to take effective marketing of your properties seriously. And if you already are, then it's time to get serious about achieving the results you seek. Being able to connect and engage with your target demographic throughout the entire renter journey is paramount to successfully converting them into leases. The most efficient way of doing that is with the LeaseLabs® by RealPage GoDirect Marketing strategy. It's a strategy that incorporates brand awareness, lead nurturing, and lead generation into a single solution — so you never miss a beat.

Get the GoDirect advantage with location-based advertising, search marketing, search engine and social media optimization, dynamic content marketing, PropertyPhotos™ professional photography and digital asset management and more.

LeaseLabs® by RealPage GoDirect Marketing empowers real estate marketers, property managers, and property management groups with a single strategy across all marketing channels that maximizes marketing budgets and increases qualified leads.

to learn more, visit:
www.realpage.com/boostbuzz

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