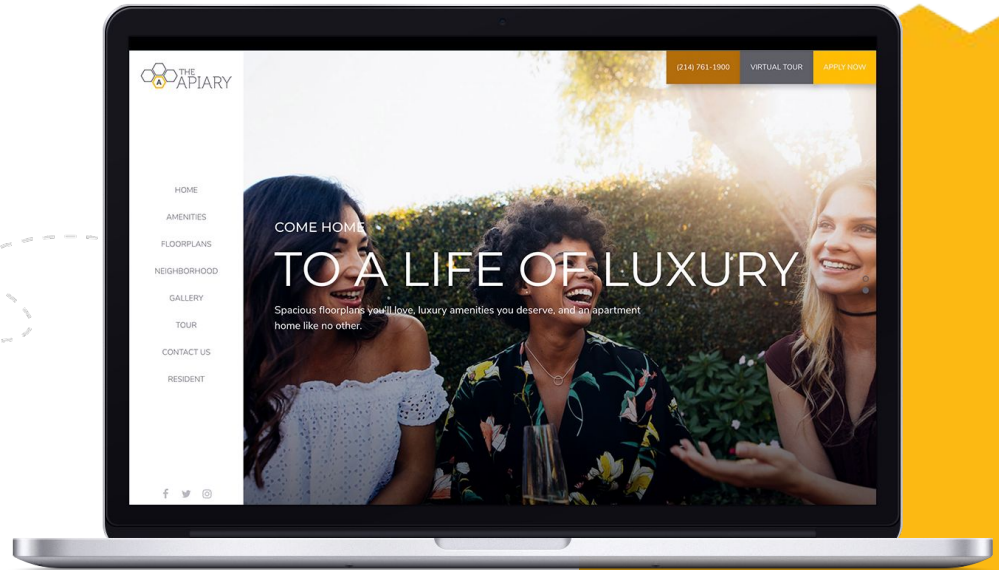


Maximize Your Multifamily Marketing Without MAXING OUT Your BUDGET!





JON SIMPSON
Founder

jon@criterionb.com
214.477.9450

GOALS FOR TONIGHT

- Show the journey a renter goes on to decide which apartment to lease.
- Show why your website is central to the renter's journey.
- Help you understand the various channels needed to effectively market your multifamily asset.



SHOUT IT OUT

93% of renters use a **SEARCH ENGINE** in their apartment search.

80% of apartment seekers look at **SOCIAL MEDIA** before choosing their next rental.

91% of people trust **ONLINE REVIEWS** over other forms of marketing.



THE RENTER'S JOURNEY



AWARENESS



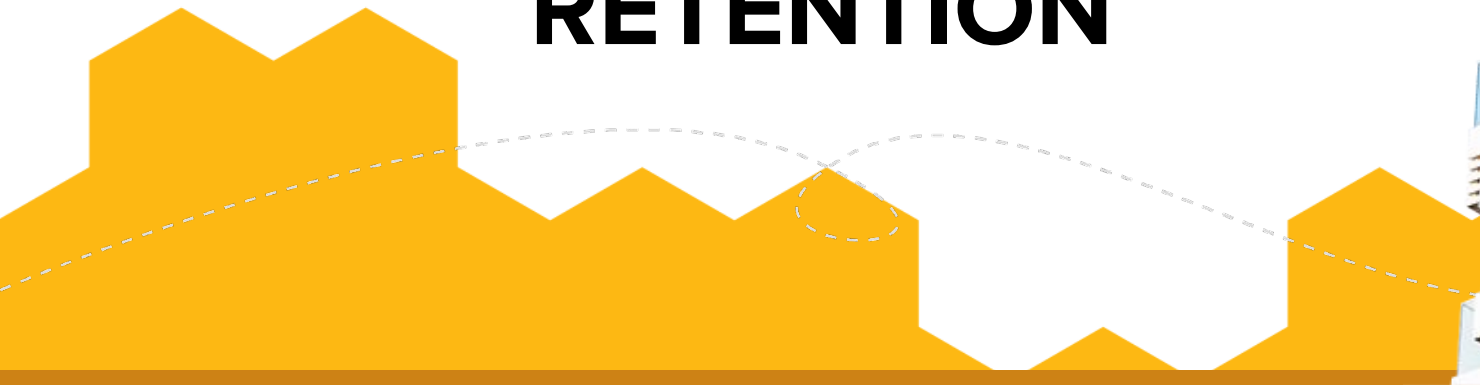
CONSIDERATION



DECISION



RETENTION



AWARENESS

They won't know who you are if they can't FIND YOU.

SEO

Paid

Social

Offline



AWARENESS // SEO

Search Engine Optimization (SEO)

93% of renters use a search engine in their apartment search.

The goal is to drive prospective renters to your website where you can control the narrative.



AWARENESS // SEO

We can break this down into two sides:

1. **Traditional**
 - a. Primarily competes on a national level.
2. **Local**
 - a. Competes on a local level.



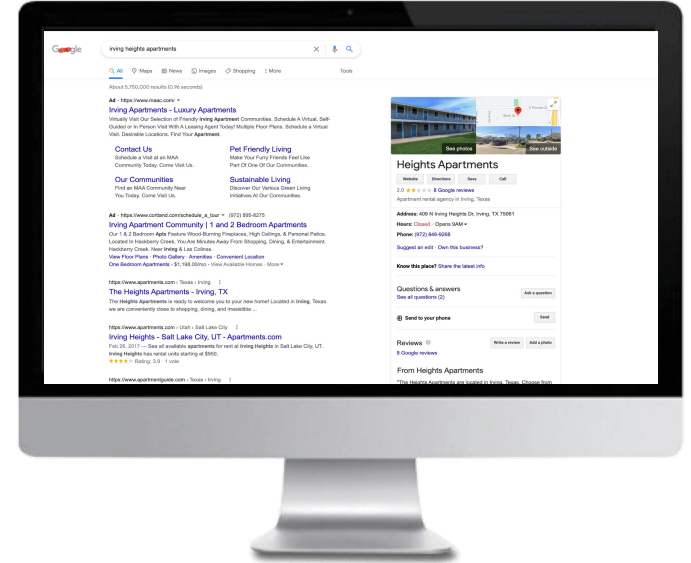
AWARENESS // LOCAL SEO

Offsite

- Google My Business (GMB)
- Review Platforms
- articles on 3rd party publications

Onsite

- Metadata
- Structured Schema
- Page Load Times
- Location Specific Content



AWARENESS // PAID

68% of marketers stated that paid advertising is "very important" or "extremely important" to their overall marketing strategy.

- ILS
- AdWords
- Geo Targeted Display Ads
- Paid Social



AWARENESS // PAID // ILS

ILS (Internet Listing Service)

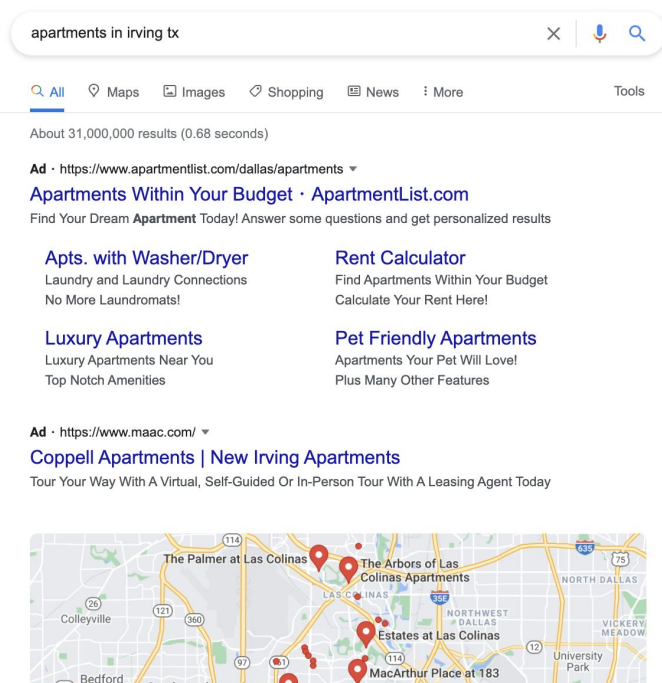
- People use these when they are actively searching for an apartment.
- These range between \$20 to \$2,000/mo.
- You show up alongside all of your competitors in the list.



AWARENESS // PAID // ADWORDS

Adwords

- People use these when they are actively searching for an apartment.
- Directs renters straight to your website.
- This is also called Pay Per Click (PPC) advertising as we only get charged for actual clicks on our ads.
- Suggested starting budget of \$250/mo.



AWARENESS // PAID // GEO

Geo-Targeting and Fencing

- Drives traffic directly to your website.
- Allows us to target specific physical locations.
- Allows us to target specific types of people within a certain area.
- These ads are referred to as Cost Per View (CPV) ads as they are billed based on total impressions.
- Suggested starting media budget of \$250/mo.



AWARENESS // PAID SOCIAL

- Drives traffic directly to your website
- Allows you to target your renter demographic as well as re-target users who have already visited your website.
- These ads appear in a space your target audience frequently visits and expects to receive new information.



AWARENESS // SOCIAL MEDIA

- You need to meet your residents where they already are!
- **53% of U.S. consumers** have more loyalty to the brands they follow on social media, which extends to the multifamily industry.
- Be willing to pay to play

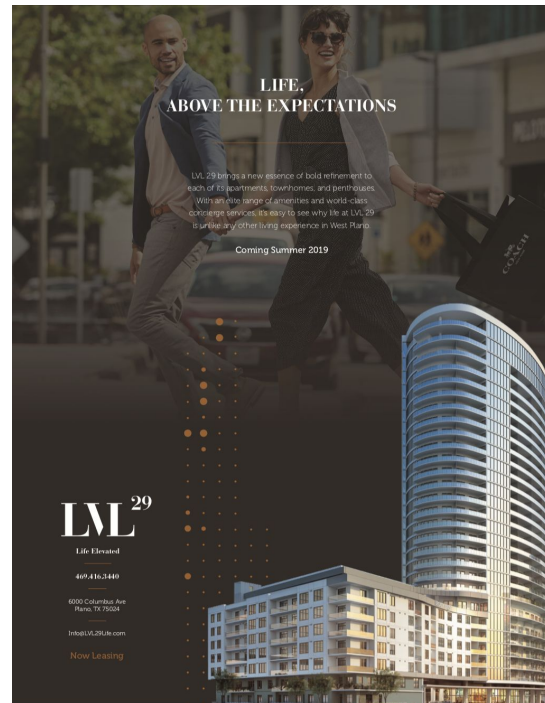


AWARENESS // OFFLINE MARKETING

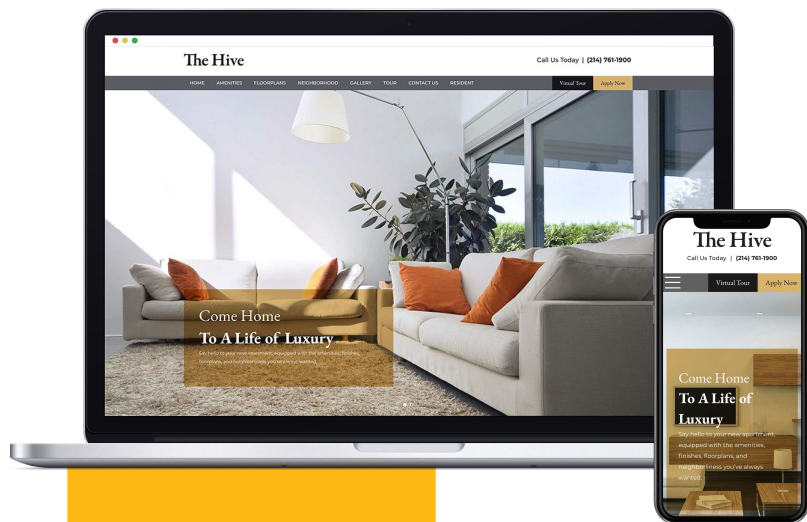
Offline or “Traditional” Advertising

It is important to note that most offline ads will also drive traffic to your website

- Direct Mail
- Billboards
- Print Ads



AND FINALLY YOUR WEBSITE!



Your property website is more than a quick online brochure — it's your first impression to your future resident. And it is the cornerstone to all of your marketing efforts.

*According to Google, mobile devices drove **61% of visits** to U.S. websites in 2020.*

*This is great because **88% of consumers** who search on a mobile device, call or visit that business within 24 hours.*



Powered by Criterion.B



SHAMELESS PLUG

- Our built-in automated SEO is the best in the industry.
- We take care of most of your onsite SEO challenges without you even knowing about it.
- Our Custom Content Creator generates SEO content specific to your property that you can then edit if you want to.
- We integrate with GMB, Yelp and Apartments.com to pull in reviews.
- When you add new photos to your website they can auto-publish to your GMB profile as well.
- Swifty sites are built to help convert prospects into leads with Call-to-Actions built in throughout the site.
- Swifty sites are very fast which helps with Google rankings.
- **Our sites are gorgeous and easy to navigate on desktop and mobile.**

(And we have special packages just for LifeStyles Members!)



CONSIDERATION

Comparing Their Options



CONSIDERATION

Why should they consider your property?

- Reviews, Reviews, Reviews
- Floorplans
- Interactive Site Map
- Neighborhood Map
- Online Tours
- In-Person Tours
- Promotions & Offers


26

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IM²

FLOORPLANS

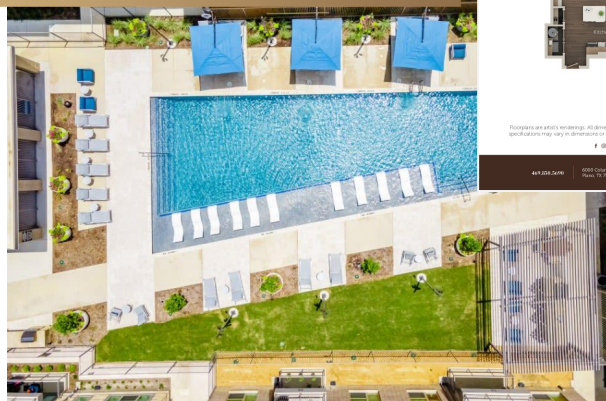
1 Bedroom
1 Bath

A1	721 Sq. Ft.	PRICING
----	-------------	---------



Floorplans are artist's renderings. All dimensions are approximate. Actual product and specifications may vary in dimensions or detail. Please see a representative for details.

484.000 Sq.Ft. 1000 Cowan Ave. 76104 | 26atCityPoint.com



CONSIDERATION

Reviews

- Every ILS will have its own review platform as well as Google, Facebook, and Yelp.
- Respond to **every** review.
- Having some negative reviews is not all bad.

Grayson Park

1319 N Nursery Rd, Irving, TX

[Write a review](#)

3.3 ★★★★★ 97 reviews

★★★★★ 2 weeks ago **NEW**

My wife and I just moved in, the area is quiet and clean. The office receptionist were very informative and helpful.

Like

Response from the owner 6 days ago

Deyvi, we're so glad you and your wife have had such a positive experience so far. We're here if you need us. Welcome to our community!

N Norma H
1 review

★★★★★ 2 weeks ago **NEW**

I love this its very comfy to live in and relax just that theres so many roaches but ive been living here for 1 and a half year and i love the experience!

1

Response from the owner 6 days ago

Norma, we're glad you love living with us, but we are really unhappy to hear you have had roaches! That's unacceptable and we want to fix it. Please email customerservice@legacyreigroup.com to give us more information so we can move forward with a solution that fixes this issue for you! Thank you!

J Jesus De La Rosa
4 reviews · 1 photo

★★★★★ 3 months ago

They're good apartments but they don't receive your packages at the office, so if you order a lot from Amazon or other places, chances you get your stuff stolen are very high. I've already complained at the office but they can't do nothing about it.

1

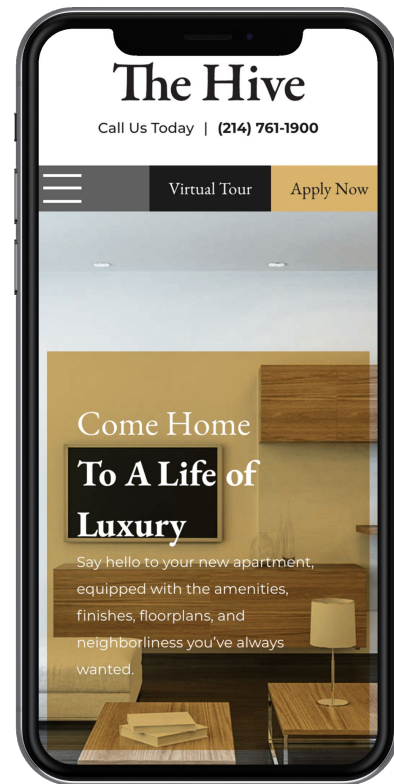
Response from the owner a month ago

Hi Jesus, can you give us more information about the complaints you've sent to our office? We'd love to hear more about this and see if we can help. Please email us at customerservice@legacyreigroup.com

CONSIDERATION // WEBSITE

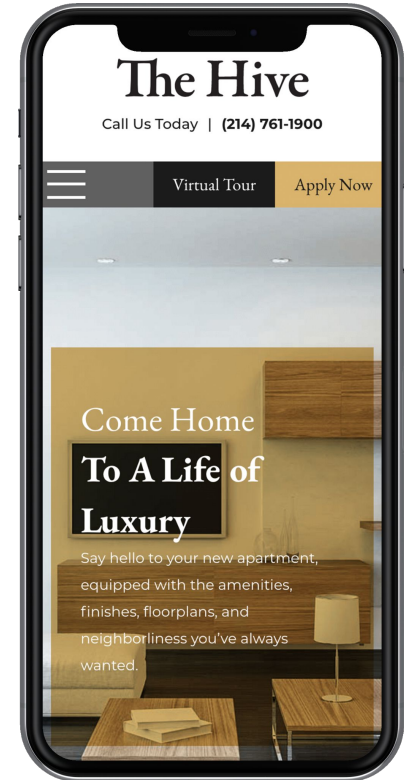
Your **property website** plays a **vital part** in providing a prospect with everything that they need in order to make their decision.

The prospect should be able to view floorplans, check out the neighborhood, view virtual tours, explore the community through a photo gallery, view Instagram photos, read reviews, schedule an in-person tour, and even apply for an apartment of their choice — without leaving your site.



CONSIDERATION // WEBSITE

- **57% of internet users** say they won't recommend a business with a poorly designed website on mobile.
- **75% of consumers** admit to making judgements on a company's credibility based on the company's website design.
- **47% of users** expect a maximum of 2 seconds loading time for an average website.





DECISION

We made it to the final cut!

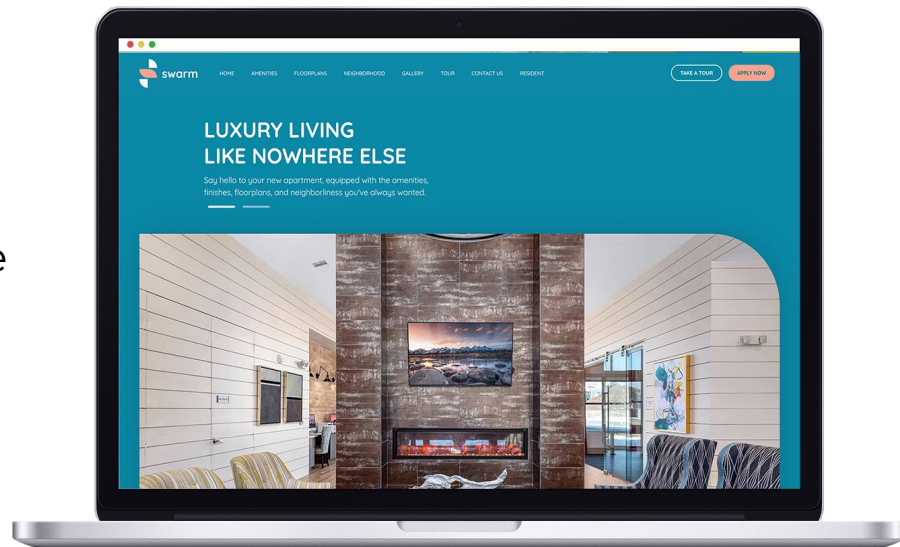
Now, why should they choose to live at your property?



DECISION

It's time to close the deal!

- Remove any friction from leasing
- Easy-to-navigate online experience
- Offers and promotions
- Online tools for leasing





RETENTION

Now that you have them, how do you keep them?



RETENTION

Residents should never be looked at as an entry in a database, a contact in a CRM or a line in a P&L.

In Gary Keller's Book, *The Millionaire Real Estate Agent*, he says that through his research he found it takes **33 touch points per year** to stay top of mind with your audience.

- Remain Active on Social Media
- Thank you cards
- Move in Anniversary cards
- Birthday cards
- Host Regular Community Events
- Make the Move-In Process Seamless
 - Add move in gifts if haven't yet
- Start a Resident Referral Program



RETENTION

Trusted Companies That Can Help:



Resident Engagement & Loyalty



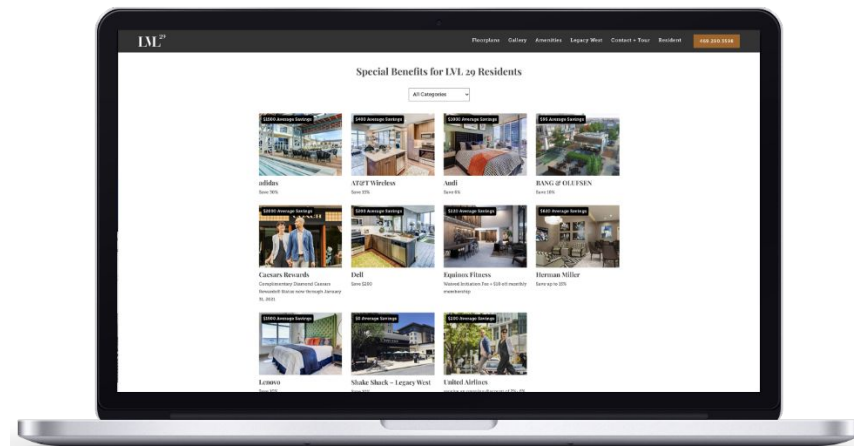
Building Relationships & Community

RETENTION

Our **BeeViP** program is designed to increase resident retention and boost engagement by providing you the tools to offer residents exclusive discounts and offers. **This is an add-on service for our Swifty property sites.**

- Low cost
- Interactive platform
- Great way to augment your current amenities

BeeViP



WRAP UP

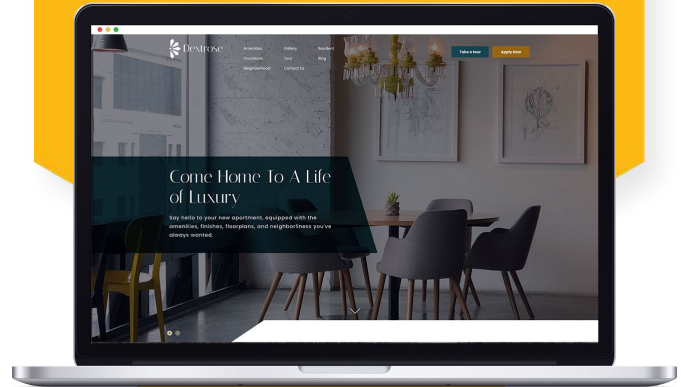
- Tonight, we've talked through how a renter goes through their journey on deciding which property to lease.
- We've looked at why your website is so important and central to the renter's journey.
- I hope I've helped you understand the various channels needed to effectively market your multifamily asset.



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\$125/mo**



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WE ARE HERE TO HELP



QUESTIONS?



Discussion (if needed)

- Can you talk a little more about your SEO optimization and how it differs from others?
- Do your community websites support video and virtual tours?
- Do your websites integrate with social media platforms?
- How does Swifty compare to other website platforms like WordPress, JCG, Jonah Systems, Apartments247, or RentVision?
- What about compared to websites from ResMan, Yardi, RealPage and other PMS?
- Can Criterion.B help us manage our social media accounts, GMB, and Google AdWords?



Resources

Please visit the following link to get the resources mentioned during the presentation.

BESWIFTY.COM/LUEXPO-MAX

I WOULD LOVE TO CHAT



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