Revolutionizing Apartment Website Launches:

Marketing Director's Success with Swifty

Swifty

How User-Friendly Interface Made Launching 9 Websites Quick and Painless

Overview

Name: Gray Lane

Title: Director of Digital Marketing

Company: Asset Living

Property Management Systems: RealPage, Yardi, Entrata

Background

Gray Lane often learns of pending acquisitions/takeovers with a very short runway and minimal content provided. Due to this, he previously struggled with setting up a new website quickly enough to meet the launch timeline. He needed a platform that was easy to use and allowed him to quickly launch full-blown websites internally for new assets without having to rely on someone else or wait for an extended turnaround time.

The Challenges

With so many new projects coming in, Lane didn't have time to be trained in using a new system or tool for creating property websites. However, his biggest pain point with the company's current website provider was turnaround times and integration issues that kept slowing him down. It was frustrating that the property acquisition happened faster than the website launch. He was also unable to hire a dedicated agency due to having a strict marketing budget for each asset; cutting down the options for outsourcing the work.
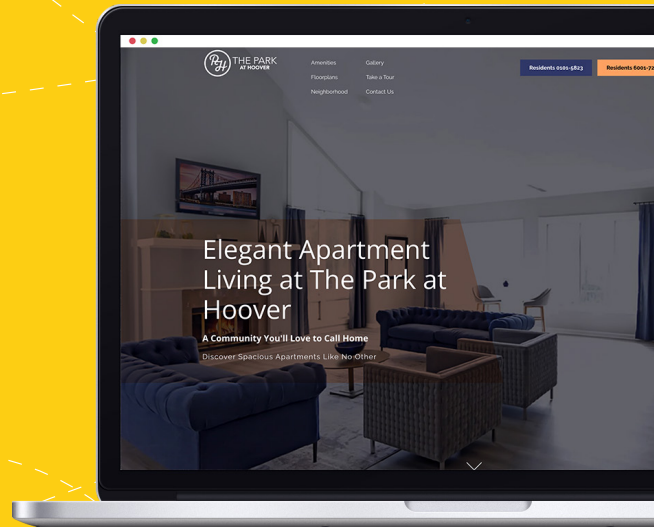
The Solution

After initially connecting with Swifty on social media, Lane learned how easy it could be to create, launch, and manage property websites through the platform with no outside help needed. The learning process was quick and easy, allowing him to get 9 new websites live within a few months. With each website costing just $200/mo, the strain on his marketing budget was lessened considerably. Plus, with access to Swifty's Content Generation Tool, he didn't have to spend time writing out text for every page as it was automatically done for him with the ability to edit where needed. Once the websites were live, he could make changes at any time and have it updated within seconds.

"While I am familiar with WordPress, Swifty does a great job of simplifying things and makes a great looking product at an affordable price. Swifty has become one of our most trusted multifamily marketing partners and is a breath of fresh air in the web development space."

"As a [marketing director] with a very lean marketing team, I've been able to launch excellent looking sites very quickly and the CMS is responsive and simple enough that I can quickly make changes on the fly."

GRAY LANE,
Director of Digital Marketing at Asset Living

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