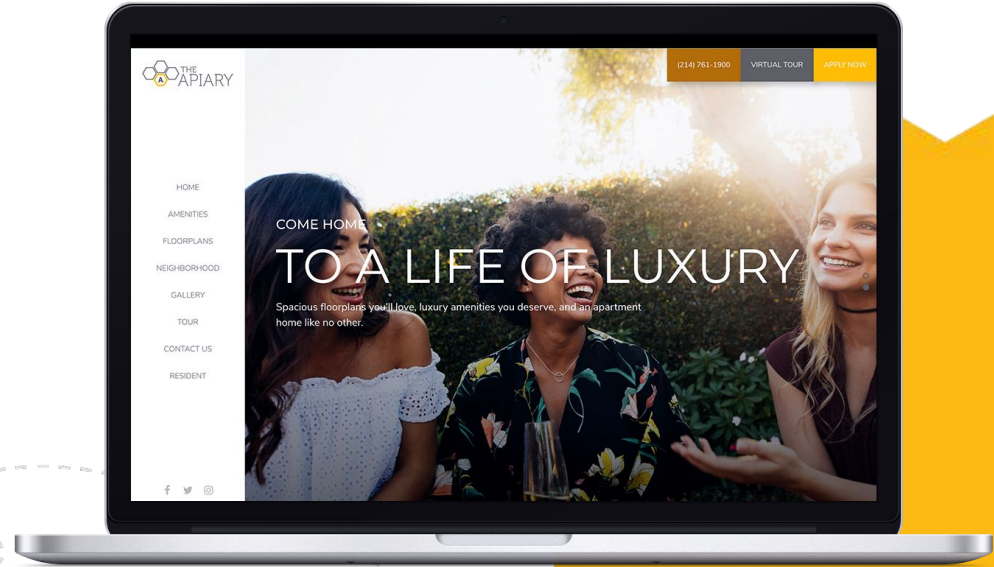


# How to Drive Qualified Prospects to Your Website Using Online Tools



**Driving qualified traffic to your website ensures that you are reaching high volumes of renters that can turn into residents.**



# Kerry Clark upgraded to the modern way of driving traffic.

---



“ In November my property had dropped to 67% occupancy. I ran AdWords through November and December and within 6 weeks got up to 100% with a waiting list. I had residents moving in on Christmas and New Years eve. Being in a tertiary market, that’s pretty darn impressive.

”





# JON SIMPSON

Founder & CEO



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MARKETING AND BRANDING



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- I have owned a marketing business for over 20+ years.
- I have been serving the multifamily industry for over 9+ years.
- I have helped properties from ground-breaking to stabilization.

[BeSwifty.com/](https://www.BeSwifty.com/)

# In Today's Presentation...

## 1. Online Traffic Sources

*(AdWords, ILS, Social Media, SEO, and More)*

## 2. Offline Traffic Sources

*(Banners, Print Items, Outreach, and More)*



# Giveaway Alert!

I'll also be asking you some pinpointed questions throughout this presentation and out of those who engage with me, I'll be giving away some fun freebies.



# THE BIG PROBLEMS

- LACK OF MARKETING KNOWLEDGE
- LOW RATE OF CONVERSION
- ROI FOR INVESTORS



If you don't solve these **BIG PROBLEMS...**





In order to achieve success reaching

**90% STABILIZATION**

**IN LESS TIME,**

you have to employ technology paired with  
strategy to drive qualified traffic.



# The Traditional Way of Driving Traffic...



- **Website** *(Maybe)*
- **Monument Sign**
- **Banners**
- **Facebook Marketplace**
- **ILS** *(Anyone know what this is?)*



**There's a light at the end  
of the tunnel...**

**I'm going to show you how  
you can drive qualified traffic  
the modern way without  
overspending and without  
lifting a hammer.**



# THE MODERN WAY

(How we do it!)

## 1. Online Traffic Sources

*(AdWords, ILS, Social Media, SEO, and More)*

## 2. Offline Traffic Sources

*(Banners, Print Items, Outreach, and More)*



# DRIVING QUALIFIED TRAFFIC





# First... What is Qualified Traffic?

# Qualified Traffic Is...

People who are actively searching to rent an apartment in your area and are more likely to schedule a tour or fill out an application to become a resident.



# WHERE DOES TRAFFIC COME FROM?

Online

Offline





# DRIVING QUALIFIED TRAFFIC

## THE MUST-HAVE ONLINE TRAFFIC SOURCES (Paid and Unpaid)



# 4 Online Traffic Sources for Qualified vs Random Users

1. **Local SEO** – Using on-site technical SEO as well as leveraging Google's tools
2. **AdWords** – Target the exact words and phrases qualified traffic is typing into Google
3. **Social Media** – Meeting current renters where they already are online
4. **Facebook Marketplace** – Using Facebook's network to increase exposure and leads for apartment rentals.



# QUALIFIED TRAFFIC (Unpaid)

bing

yahoo!

# Google

## LOCAL SEO

# LOCAL SEO

## What is SEO?

SEO stands for Search Engine Optimization and it is the process of using keywords (phrases people search online) to ensure your website comes up when users search for your keywords

## National vs Local?



# LOCAL SEO

## Biggest Difference with Local SEO

The ability to come up in search engines for people who are specifically searching for properties in your area. We want to focus our efforts on the Map Pack.



# LOCAL SEO

## Best Local Keywords for Multifamily

- Apartments in [Your City/Neighborhood]
- Affordable Apartments in [Your City/Neighborhood]
- Best Places to Live in [Neighborhood]
- Pet-Friendly Apartments Near Me



# Local SEO

## How Can Multifamily Utilize Local SEO?

Multifamily can utilize local Local SEO by optimizing your website and online presence for local searches, creating and/or claiming business listings on directories, obtaining local backlinks, and generating location-specific content and reviews to help increase your visibility and relevance for potential residents in the local area.



# QUALIFIED TRAFFIC (Unpaid)



## GOOGLE BUSINESS PROFILE



# GOOGLE BUSINESS PROFILE

## Why is Having a Google Business Profile Critical?

It increases the visibility of your property in search results and therefore allows potential renters to easily find and learn more about your property and consider it as a potential place to live.

But even more importantly it is one of only a few ways we can get our property to show up above Apartments.com in the search listings



# GOOGLE BUSINESS PROFILE

## But... The Catch Is...

- It will only work for you as hard as you work for it
- You have to treat it like social media
- You have to be consistent and thorough
- You have to go get the good reviews



# GOOGLE BUSINESS PROFILE

## Example of a Good Google Business Profile

The image shows a Google search for "barrett creek apartments". The search results include several listings:

- Barrett Creek** (https://www.barrettcreekapts.com):  
Barrett Creek: Luxury Apartments for Rent in North Richland ...  
Barrett Creek offers luxury apartments for rent in North Richland Hills, TX with unique community amenities and a convenient location.  
Amenities · Gallery · Neighborhood  
https://www.barrettcreekapts.com › floorplans  
Apartment Floorplans in North Richland Hills, TX | Barrett Creek  
At Barrett Creek, you'll find various spacious floorplan options of all sizes. Browse through our luxury apartment floorplans in North Richland Hills, ...
- Apartments.com** (https://www.apartments.com › ... › North Richland Hills):  
Barrett Creek - 6525 Glenview Dr North Richland Hills, TX  
Barrett Creek is a 256-unit apartment community situated in North Richland Hills, Texas with one and two bedroom apartments for rent. This DFW community offers ...  
★★★★★ Rating: 4 · 34 votes
- UMoveFree** (https://www.umovefree.com › ... › 76180 Apartments):  
Barrett Creek North Richland Hills - \$1079+ for 1 & 2 Beds  
View Floorplans, Photos, Pricing & More for Barrett Creek Apartments in North Richland Hills, TX. Plus Get a Free Move or Rebate When You Lease.  
\$1,079.00 to \$1,609.00
- Apartment Finder** (https://www.apartmentfinder.com › Texas › Barrett-Cr...):  
Barrett Creek - 6525 Glenview Dr North Richland Hills TX 76180

The detailed Google Business Profile for Barrett Creek includes:

- Address:** 6525 Glenview Dr, North Richland Hills, TX 76180
- Hours:** Closed · Opens 10AM
- Phone:** (817) 485-7904
- Appointments:** barrettcreekapts.com
- Rating:** 3.4 stars (67 Google reviews)
- Services:** Website, Directions, Save, Call
- Questions & answers:** Q: What amenities are available? A: We have a beautiful resort-style pool with a heated spa, a poolside grill, cabanas, a 24-hour fitness center, a spacious... See all questions (11)
- Send to your phone** button



# QUALIFIED TRAFFIC (Paid)



## Google AdWords (PPC)

# GOOGLE ADWORDS

## How it Works:

AdWords can help drive traffic to your website by allowing you to create targeted ads that appear when people search for related keywords. With careful planning and optimization, AdWords campaigns can attract interested prospects to your website and ultimately increase the number of leads and leases generated.

# GOOGLE ADWORDS



## WHO KNOWS WHAT PPC STANDS FOR?



# GOOGLE ADWORDS

## That is how adwords is billed.

- **Paid Per Click Medium** – Charge is based on the number of people who physically click on your ads (i.e. 1,000 views but only 50 clicks)
- **Cost-Per-Click (CPC)** – is based on demand for your category, we limit cost by using long-tail keywords (i.e. instead of targeting “apartments” with a \$50 CPC, we target “apartments near brownwood texas” that has less than a \$2 CPC because it’s more specific)



# GOOGLE ADWORDS

## Benefits

- Increased visibility and exposure to potential renters
- Ability to target specific search terms which allows to only get qualified traffic
- Flexibility to adjust the advertising budget and messaging to maximize results
- Monthly reports with valuable insights and data on the performance of the campaigns allowing you to make data-driven decisions and optimize their advertising strategies.
- The ability to have conversion tracking





# QUALIFIED TRAFFIC (Paid)

## Leveraging Listing Services (ILS)



# LEVERAGING LISTING SERVICES

**An apartment listing service is a platform or website that provides a searchable database of available apartments for rent or sale, typically featuring a variety of filters and sorting options to help users find properties that meet their specific criteria.**



# LEVERAGING LISTING SERVICES

## Benefits

- You know almost everyone who is on an ILS is qualified
- Access to a highly specific audience of apartment searchers
- Quality backlinks to your website
- Your property is showing up where residents are searching online



# QUALIFIED TRAFFIC (Paid)

The goal is to be in the top 2 blocks you see here so we can be above the ILS'

The screenshot shows a Google search for "luxury apartments in legacy west". The search results are displayed in two main blocks. The first block contains four search results, each with a title, a brief description, and a link to the property's website. The second block is a "Places" section showing a list of nearby locations with their ratings, addresses, and contact information. To the right of the text is a map of the Legacy West area in Plano, Texas, with several apartment buildings and hotels marked with red location pins.

Google  
luxury apartments in legacy west

About 13,700,000 results (0.41 seconds)

Results for the Villages of Palm Beach Lakes, West Pa... Use precise location

Ad · <https://www.m29life.com/> ·  
**Luxury Apts In Plano - Floor Plans Starting At \$2,225**  
Enjoy coming home to a beautiful apartment with all the extras you deserve. Call today!  
Let our spacious apartment homes be the perfect complement to your...  
Floor Plans · Photo Gallery · Contact Us · Gallery · Neighborhood · Pet Policy

Ad · <https://www.thekincaidlegacyplano.com/legacyplano/apartments> ·  
**The Kincaid At Legacy - Legacy West Plano Apartments**  
The Kincaid At Legacy Features Stunning Floor-To-Ceiling Windows & 24/7 Concierge Service. Experience World-Class Amenities Along With Breathtaking...  
Floor Plans · Contact Us · Gallery · Location · Amenities · Resident Portal

Ad · <https://www.windsometrowest.com/> ·  
**Apartments in West Plano - In the Heart of Legacy West**  
Modern Interiors: Quartz Countertops, Stainless Steel Appliances, and Wood-Style Flooring. In Legacy West, With the Area's Best Shopping, Dining, and...  
Floor Plans & Pricing · Two Bedroom Apartments · One Bedroom Apartments · Contact Us

Ad · <https://www.amli.com/frisco/location> ·  
**AMLI At The Ballpark - Close To Legacy West**  
Enjoy Luxury Amenities Like A Resort Style Pool & Sky Box Overlooking Dr Pepper Ballpark. AMLI Offers Modern Living Experience, High-End Amenities &...

Places · Rating · Hours

**The Grand at Legacy West**  
4.3 ★★★★★ (167) · Apartment rental agency  
6080 Water St · In Legacy West · (469) 573-9...  
Open · Closes 5:30 PM  
"The Grand At Legacy is like a 7 star luxury hotel where you will enjoy..."  
Website Directions

**LVL 29 at Legacy West**  
4.3 ★★★★★ (49) · Apartment building  
6000 Columbus Ave · (469) 290-3541  
Open · Closes 6 PM  
Their website mentions luxury apartment  
Website Directions

**Instrata at Legacy West**  
4.7 ★★★★★ (24) · Apartment rental agency  
Open · Closes 5:30 PM  
"Very nice upscale apartments with great..."  
Website Directions

Map showing Legacy West area with locations like The Grand at Legacy West, LVL 29 at Legacy West, Instrata at Legacy West, and others.

# QUALIFIED TRAFFIC (Unpaid)



**Social Media**



## WHY IS SOCIAL MEDIA CRITICAL FOR DRIVING QUALIFIED TRAFFIC?



# Social Media

## Why Social Media is Important

- You're meeting residents where they already are online
- You can consistently remind them of your property without them having to search for you online since you'll show up in their feed
- You can include links directly to your website in stories and bio
- Your content is shareable leading to more people seeing you



# THE PATH (Driving Traffic)

## THE MUST-HAVE OFFLINE TRAFFIC SOURCES





# QUALIFIED TRAFFIC (Offline sources)

- Banners
- Print Items
- Outreach



# QUALIFIED TRAFFIC (Offline sources)



- QR Codes
- Regular Website URL
- Trackable URL
- Call Tracking
- (SCANNABLE)



# QUALIFIED TRAFFIC

**In conclusion, driving qualified traffic to your website, phone, and leasing office is the first critical step to increasing your leases.**



**TODAY'S OFFER TO HELP YOU GET  
MORE QUALIFIED TRAFFIC**



# Exclusive LU Expo Offer

Today, I have a special AdWords offer for you to help you get more qualified traffic to your properties.

We will be waving the **\$250** set up fee for anyone who signs up during the Expo.



**AdWords is the fastest way to send qualified traffic to your website and is significantly cost-effective.**



**When using adwords, swifty websites are more likely to convert.**

**In January 2023:**

**Avg. Cost-Per-Click (CPC): \$1.56**

**Avg. Click-Through Rate (CTR): 10%**

**Avg. Conversion-Rate (CR): 9%**

<https://beswifty.com/2023-lu-expo-qualified-traffic/>



# Join our monthly newsletter for just \$10/mo!

- Detailed Breakdown of Current Multifamily Marketing Trends
- 25 Engaging Social Post Ideas for the Upcoming Next Month
- 5 Affordable Resident Event Ideas for the Upcoming Month
- 3 Pre-Designed Shareable Graphics
- New Marketing Resources From Our Team





**JOIN FOR \$10/mo & GET  
FEBRUARY'S NEWSLETTER TODAY**



**Any Questions?**



# Connect With Me:

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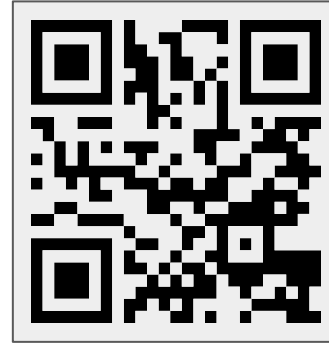
Mobile: 214.477.9450

[BeSwifty.com/](https://www.BeSwifty.com/)

Offers & Resources



Email Newsletter



Connect With Me:  
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