

# Online Marketing Transition & Setup

# Previous Marketing Takeover



## GOAL

Initiate contact with previous management to gain access to all critical marketing collateral, including ownership of online listings.

## WORK COMPLETED

- Obtained admin access to the Google Business Listing
- Accessed social accounts if present
- Obtained the 90 day lead attribution report
- Obtained floor plan images, site map, and property photos

## GOAL

Set up CRM (customer relationship management software), allowing onsite teams to better manage their leads while giving ownership critical insights on performance and lead attribution, driving informed, targeted marketing spend decisions.

## WORK COMPLETED

- Connected with ILL CRM
- Initiated contract initiated
- Assisted in a smooth onboarding
- Retrieved tracking information for all online channels

# Google Business Profile

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## GOAL

Set up a Google Business Profile to ensure the property will show up online with accurate information and a good reputation.

## WORK COMPLETED

- Claimed old listing
- Verified listing
- Responded to any reviews from the last 180 days, with custom, non-generic responses
- Uploaded new photos and organized them to showcase the renovated units
- Updated hours of operation and phone number
- Added branded, designed floor plans as products
- Uploaded branded offer post
- Optimized verbiage for enhanced SEO

## CONTINUED SUPPORT

Over the coming 4-5 weeks, we will proactively retrieve new 5 star reviews, further raising the property's Google score



## GOAL

Launch a branded website for the property with all necessary functionality, including floor plan availability, tour scheduling, online applications and a resident portal, to ensure optimal lead capture.

## WORK COMPLETED

- Researched and advised on optimal domain name
- Assisted in purchasing the domain
- Initiated, reviewed, and signed the contract with the web provider
- Gathered and uploaded content
- Licensed the Fair Housing Compliant stock imagery
- Implemented the branding
- Integrated the floor plan availability, tour scheduling, online application and resident portal
- Wrote semi-custom copy to accurately portray the property's key features
- Reviewed the staging link to ensure functionality and catch any possible errors
- Site successfully launched

## CONTINUED SUPPORT

- Update photos as renovations are completed
- Implement application capability as link becomes available
- Implement tracking number and email as soon as they are available

## GOAL

Add Analytics onto your property site to give key insight into prospect activity, interaction with the site and conversion metrics.

## WORK COMPLETED

- Set up Google Analytics for the property website
- Integrated the Google tag manager in the website's backend
- Launched site successfully

## GOAL

Place the property on the appropriate ILSs (Internet Listing Services) and tiers for its specific needs and location to yield optimal ROI and effectiveness.

## WORK COMPLETED

- Conducted extensive research with ILS reps and reviewed market data to assess appropriate tiers based on current occupancy
- Presented tier recommendations
- Initiated and reviewed ILS contracts

## CONTINUED SUPPORT

Over the coming 60-90 days, we will conduct a complementary review of leads and impact

## GOAL

Carefully craft and optimize property listings allow the property to stand out from the comps.

## WORK COMPLETED

- Optimized photos, selecting the best image to stand out from the local comps
- Ensured correct information, including hours, email and phone number
- Implemented ILS tracking
- Ensured copy is accurate, upsells as much as possible, and reflects the renovations and level of service
- Ensured amenities are correct
- Cleared the pet policy



# Social Accounts



## GOAL

Set up social accounts for the property to ensure it shows up as an active community on all commonly searched online outlets.

## WORK COMPLETED

- Set up a community Facebook page
- Uploaded a custom branded Facebook cover and profile icon
- Optimized the Facebook page for SEO and FHC
- Set up an Instagram account
- Populated the Instagram feed with nine posts showcasing the renovations, rebrand and coming soon features

# Property Flags



## GOAL

Design branded flags to give the property excellent drive/walk by exposure + enhance curb appeal and visibility at a low cost basis.

## WORK COMPLETED

- Designed branded flags promoting the new management, website, renovations and unit availability

# Property Maps and Floor Plans

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## GOAL

Design a property map and 3D floor plans to better represent the community, amenities, and units.

## WORK COMPLETED

- Created stunning a 3D model for each floor plan
- Accurately matched specs to in-unit specs
- Matched furniture accent colors with property branding
- Delivered print and web versions

# Resident Transition Letter



## GOAL

Clearly and proactively notify residents of the changes and give them all the information they need, ensuring a smooth transition for all.

## WORK COMPLETED

- Crafted a branded transition letter with warm copy and important information:
  - Links to pay online and sign up for the portal
  - Other important payment information
  - Updated contact information for the manager and maintenance techs

# Prospect Auto Responses

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## GOAL

Craft a branded response for all resident and prospect communications to ensure an immediate, property-specific response.

## WORK COMPLETED

- Set up a branded, tailored response for web inquiries



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