

Multifamily Marketing Cheat Sheet

Lead Management

Inbound Marketing

Refers to tactics and channels used to attract unknown renters and entice them to submit a lead through your website or syndicated listings.

VS

Outbound Marketing

Refers to tactics used to move known leads through the funnel and convert them to leases.

INBOUND MARKETING CHANNELS



Marketing Success Tips:

- Optimize your listings
- Use captivating content
- Ensure you're mobile responsive
- Present consistent messaging
- Monitor your reputation
- Leverage consistent messaging across channels

First-Touch Success Tip:

- Establish BANT
- B- Budget**
 - A- Authority**
 - N- Needs**
 - T- Timeline**

Lead Funnel

Prequalification

Determine if the lead's needs match your inventory and requirements.

Community Assessment

Renter evaluates your community and several others, either in-person or virtually.

Application

Communicate regularly with prospects who have toured your community to encourage them to apply.

Qualification

Verify that the applicant meets your rental criteria.

Leasing Strategy Success Tip:

If a lead is unable to assess your community in person, offer virtual options, including live-streaming, panoramic and 360 walkthrough tours.

Lead Conversion Success Tip:

Increase lead velocity by creating a sense of urgency and providing a clear call to action in all of your communications -- drive them to apply online.

Lead Velocity Success Tip:

Process all applications within 24 hours.

Recycle

Don't ignore lost opportunities! If a prospect isn't quite ready to move, their circumstances have changed or they decided to move somewhere else, you can add them to an email nurture campaign to stay at the top of their mind for the next move!

Approve and Close

Congratulations! Your new resident made an excellent decision! Start working on their renewal now by employing a resident retention marketing strategy from the moment they sign their lease.

OR

Lead Velocity

Refers to the speed at which a person moves from acquisition to conversion.



An effective lead management process will help leads move through your funnel and convert to leases much more quickly!

