

Multifamily Marketing Cheat Sheet

Lead Source Attribution

The renter journey is like a board game; there are lots of twists and turns and even a few wildcards that influence a renter's ultimate decision. Lead source attribution can help present a more complete picture of this journey--if you do it correctly.



What can you do?

Multitouch attribution isn't something you can do on your own.
If you're not quite ready to invest in advanced technology, you can use:

CALL RECORDING AND LEAD ANALYSIS

Call recording will allow your onsite staff to review their conversations, eliminating a certain amount of human error. These recordings can also help you perform a leadsource match and quality analysis.

LEAD TRACKING SOFTWARE

Lead tracking software allows you to assign specific phone numbers and email addresses to lead forms on your various sites and automatically fills in your digital guest cards with that lead source.

WEBSITE TAGGING

By placing a small amount of code on your website, your marketing partner can help you compare your website traffic and to theirs to establish the overlap.