

---

# Digital Marketing Tools

Version 1.1

# Digital Marketing Tools

Like many other industries, digital marketing is indisputably multifamily's most powerful tool for engaging new prospects. While we assign it one name, the digital space encompasses a wide range of tools with different purposes that work together in the broader marketing ecosystem.

In order to understand each property's digital media strategy, it's important to understand the tools behind it, including:

## Paid Media Tools

Search / CPC Campaigns

- National
- Local
- Brand

Display / CPI Campaigns

Social Campaigns

YouTube / Video Campaigns

EliseAI (Emy)

## Paid ILS / Third Party

ILS sites, including Apartments.com, Zillow,  
ForRent, Apartments List, Craigslist

## Organic / Owned Tools

Website

Social Platforms

Google Business Profile (formerly GMB)

Search

Email

## Paid Media Tools - Search / CPC Campaigns

Our search / CPC campaigns are intended to reach audiences who meet our target criteria *and* are actively searching for something we can offer. With CPC, we're bidding against competitors and ILS sites for the best search keywords and page real estate. In many markets, CPC is incredibly competitive, often driving up the cost of staying in the game.

### Local

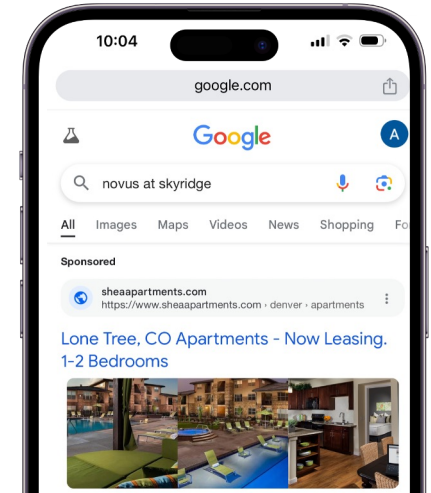
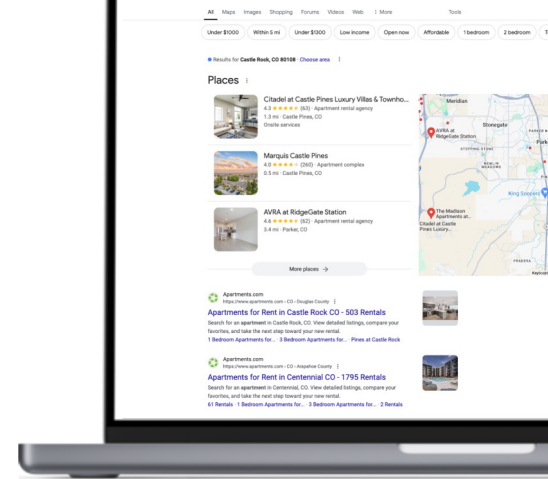
Local campaigns target local users who are conducting searches related to an area's multifamily properties (e.g., "Apartments for rent near me").

### National

National campaigns target both local and national users who are conducting searches related to an area's multifamily properties (e.g., "Apartments in Hollywood," or "LA-area apartments"). Depending on budget limitations, the search platform will prioritize users who are most likely to convert.

### Brand

Brand campaigns include search terms relevant to our specific brand (e.g., "Ardence & Bloom apartments"). If you're wondering why we bid on our own brand's search terms, the answer is conquering. Conquering is when a competitor actively tries to steal your share of search by bidding on your keywords, so when a prospect searches for you, they'll be served results for the competitor instead.



## Paid Media Tools - Display, Social & Video Campaigns

### Display Media - CPI

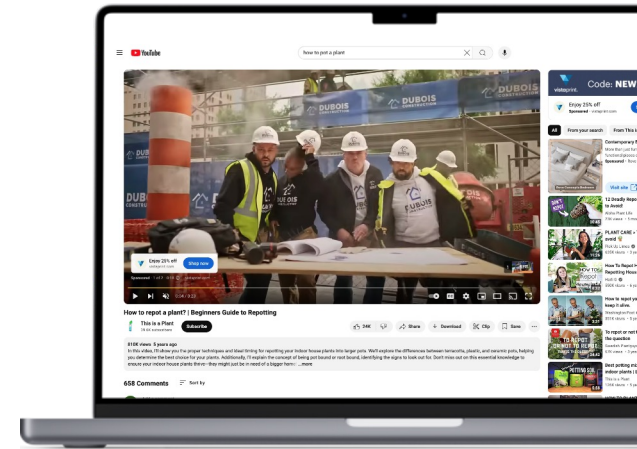
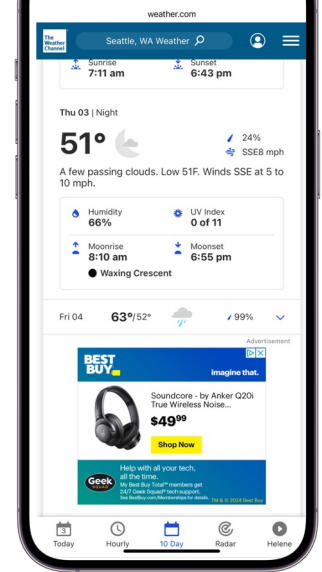
Display media is what prospects see when they're not actively searching for an apartment. Instead, they might be reading the news or checking the weather. This tool is displayed only for users who have demonstrated related search behaviors in the recent past and is intended to keep brands like ours top of mind (or bring them back into the search). Like CPC, display media is extremely precise in its targeting and is driven by constantly changing algorithms to optimize spend. Unlike CPC, cost is calculated by impression (AKA when it appears on an actively browsed page).

### Social - CPC

Like display media, paid social campaigns use social media channels to display advertising content to a targeted audience that has demonstrated interest in something we can offer. Paid social media advertising can appear in several formats, including static images, videos, and carousels.

### YouTube / Video

Also like display media, our sizzle videos are displayed in pre-roll and mid-roll formats for users who have displayed an interest in something we can offer, even if it's not related to the content they're watching.



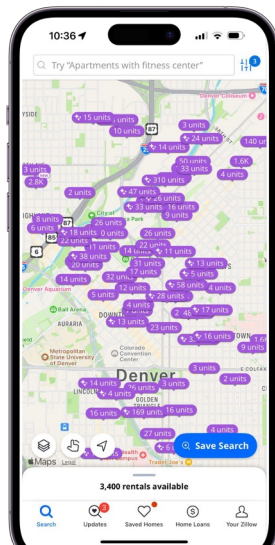
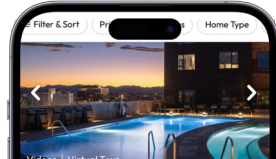
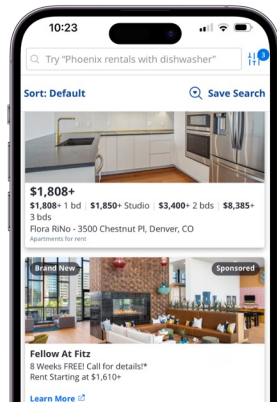
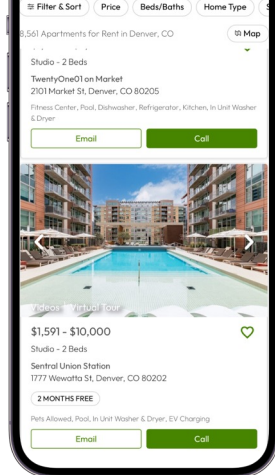
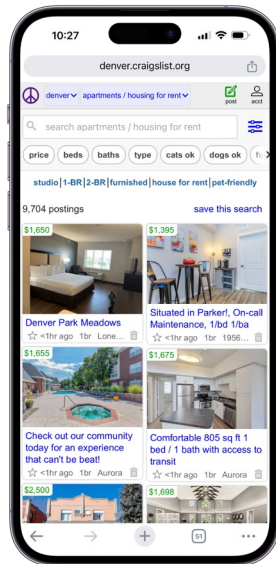
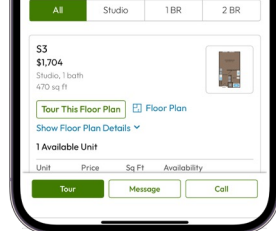
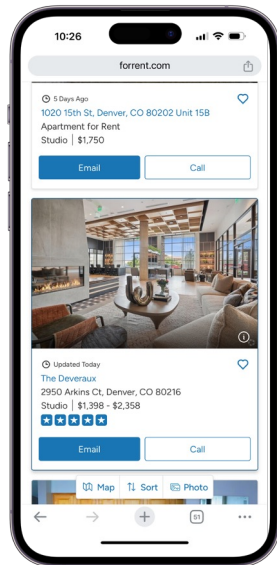
## Paid ILS / Third Party

*Apartments.com, Zillow, ForRent, RentCafe, Apartments List, Craigslist*

An Internet Listing Service (ILS) is an online platform that showcases rental properties, allowing potential tenants to search and filter for apartments based on location, price, amenities, and other preferences. ILS sites are increasingly important, with 75% of prospective renters using them during their searches.

To maximize on ILS success, we should consider the following:

- Imagery. Adding 20+ quality images to an ILS site increases conversion rates by 9X.
- Reviews. Having 30+ reviews on an ILS site increases conversion rates by 7X.
- Displayed rents. Showing rent rates and fees on an ILS site increases conversion rates by 6X.



## Organic / Owned Tools

Organic/owned tools are comprised of unpaid media that, like paid media, has a critical role in the marketing ecosystem.

### *Property Website*

This is where the majority of our conversions come from. While prospects may have found us by way of other channels, the website is where they ultimately decide if our community is a place they can see themselves living in. And, in addition to what you can see on the front end, there is a long list of things we're constantly tweaking to follow changing legal guidelines, evolving browser updates, and more.

### *Google Business Profile (formerly GMB)*

A Google Business Profile allows businesses to manage their online presence on Google Search and Maps. This acts as a hub for accurate information, including hours and location, web links, contact detail, reviews, and more.

### *Search*

Like ratings and reviews, organic search performance is defined by a variety of methods (and a ton of ongoing maintenance), including our cadence for generating new content, the quality of the content, backlinks, mobile optimizations... the list goes on. Organic search results typically appear after paid results, and they serve as a backbone to our digital presence in the absence of paid variables.

### *Social Platforms*

The purpose of our owned social content on Instagram and Facebook is two-fold: 1) It's a way to keep current residents posted on community information (particularly those who are overwhelmed by their email inboxes), and 2) it helps prospects better understand the community's culture.

### *Email*

Like social, email campaigns let us engage with existing residents and they allow us to stay top of mind with prospects. Our portfolio average open rate is 69%, which is incredible. For perspective, averages across most industries don't surpass 40%. Email drip campaigns can be automated to keep leads warm on a set schedule, requiring less manual work from leasing staff.

## Importance of Brand Consistency

Brand consistency in marketing is the practice of maintaining a consistent brand identity across all customer touchpoints.

### *Builds Trust & Credibility*

Consistent messaging reinforces reliability and professionalism.  
Residents feel confident when interacting with a uniform brand.

### *Improves Brand Recognition*

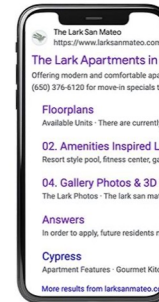
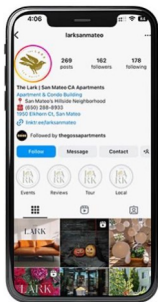
Unified logos, colors, and tone ensure the property is easily recognizable across channels like websites, social media, and ads.  
Increases familiarity, making your property top-of-mind.

### *Strengthens Online Presence*

Google algorithms favor brands with consistent details across their website, Google Business Profile, and other listings.  
Higher search rankings improve visibility and lead generation.

### *Increases Resident Loyalty*

Consistency in communication—from digital ads to emails—keeps residents engaged and loyal.



---

## Monthly Reporting & Key Roles

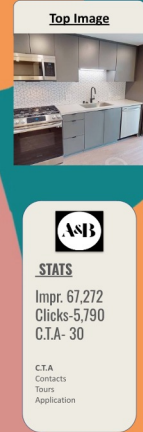


### Monthly Reporting

To help teams better understand their entire ecosystem of digital media (in addition to social, GMB, and newsletters), we share paid media performance metrics and user data in our monthly reporting.

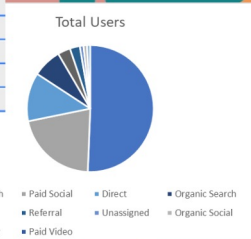
### Google Ads

<u>Top 5 KWs By Conversions</u>	<u>Conversions</u>	<u>Clicks</u>
Apts for rent Los Angeles	5	311
Los Angeles studio apartment	2	617
Best apartments Los Angeles	2	423
Hollywood apartments	2	120
Los Angeles apartments	1	247



### Google Analytics

Interests	New users
Totals	5,217
1 News & Politics/Avid News Readers/Entertainment News Enthusiasts	251
2 News & Politics/Avid News Readers	173
3 Shoppers/Shopping Enthusiasts	164
4 Travel/Travel Buffs	164
5 Media & Entertainment/Movie Lovers	149
6 Lifestyles/Hobbies/Shutterbugs	144
7 Technology/Technophiles	140
8 Sports & Fitness/Sports Fans	139
9 Banking & Finance/Avid Investors	132
10 Food & Dining/Cooking Enthusiasts/Aspiring Chefs	111



## Key Roles

We can (and should!) use paid and unpaid digital media to help address property-specific needs. The “right” media approach is variable based on each community, so here’s what we need from our property teams in order to optimize our strategies and content:

- Share information as soon as it changes through the monthly marketing checklist and/or support tickets
- Review website and ILS media for accuracy of information (and anything that’s missing) on a monthly basis
- Review queue of inquiries from contact forms as they come in to ensure that all leads are maintained