



Welcome

How to Manage and Improve Your Reputation



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Questions? Chat with us on twitter!
@therentersvoice #rentersvoice

TOPICS

You can't *opt-out*

The best *methods*

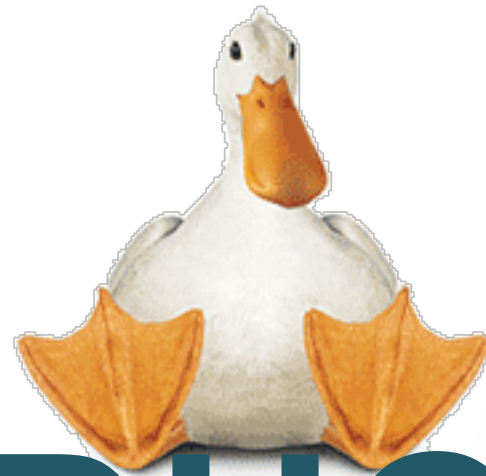
It's *more* than your community

Rethink *social*

75% OF INTERNET USERS
SEE ONLINE SEARCH
AS THE MOST TRUSTED
SOURCE OF INFORMATION ABOUT
PEOPLE AND COMPANIES.

Thought #1
You can't opt-out

Don't be a
SITTING



DUCK

Do I need to invest in reputation management?

YES!

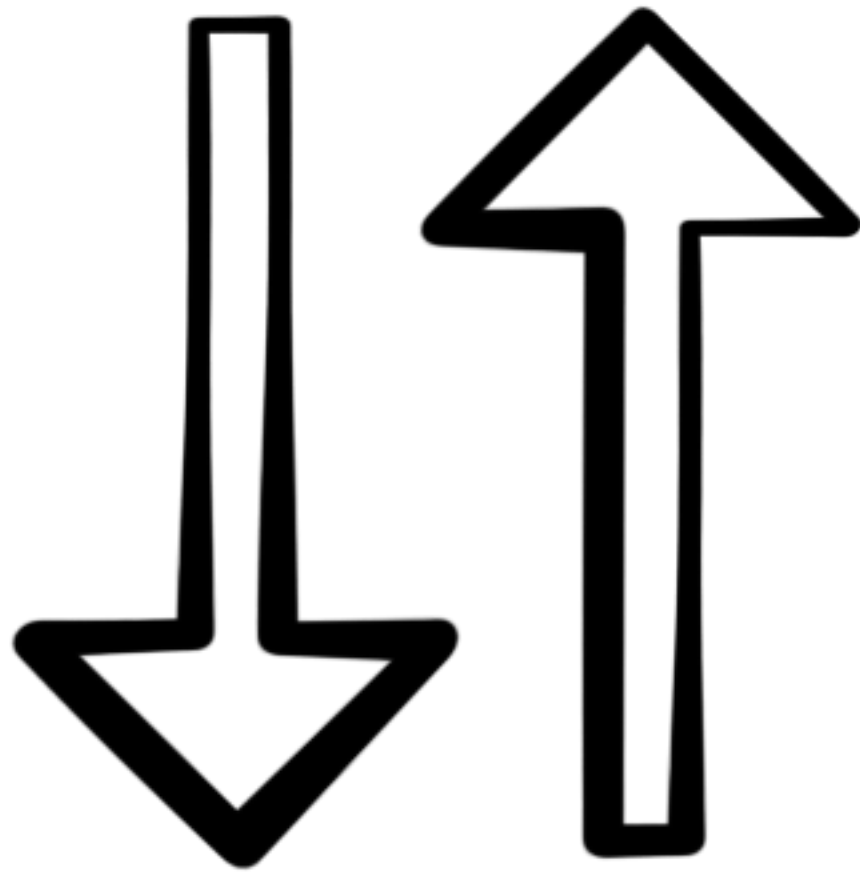
No one can **DAMAGE YOU**
as seriously as you can
DAMANGE YOURSELF.

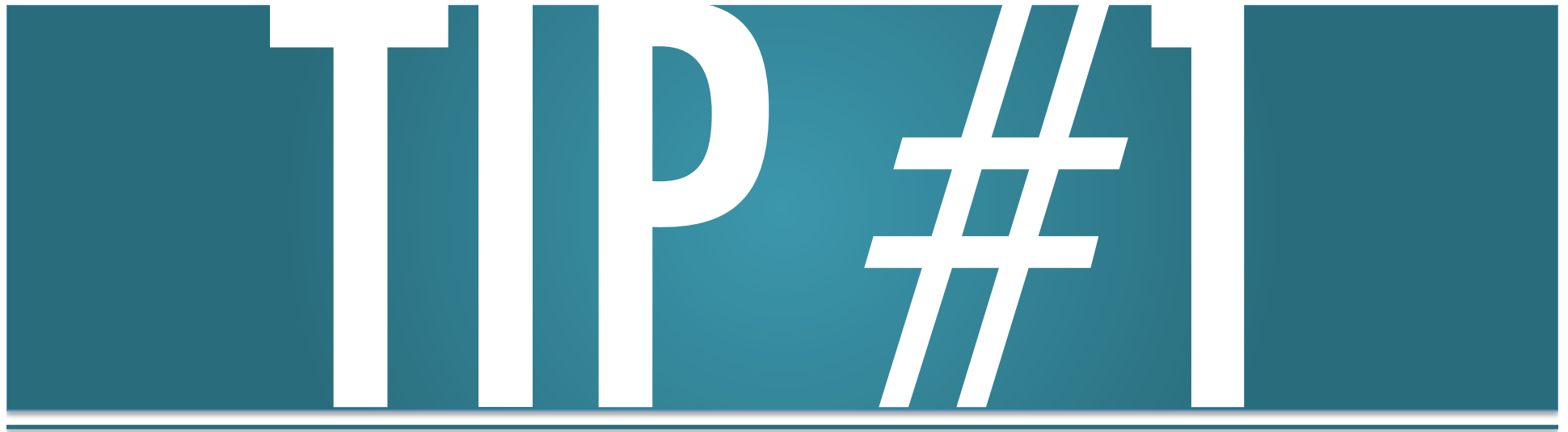
Your home page:

The Google logo is displayed in its characteristic multi-colored font. The letter 'G' is blue, the first 'o' is red, the second 'o' is yellow, the 'g' is blue, the 'l' is green, and the 'e' is red. The logo is centered horizontally and positioned below the text 'Your home page:'.

Google

Thought #2
The best methods





Know what kind of brand
you want to build

WIP #2

Create a presence on ALL
relevant websites

WIP #3

Don't neglect social media

MLP #4

Blogging is your secret weapon!

WIP #5

Listen and problem solve

WIP #6

Take the high road



Don't ignore offline marketing

MAKE THE
INVESTMENT





Thought #3

It's more than your community





misty browning sanford



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About 319,000 results (0.55 seconds)

[Misty Browning Sanford | LinkedIn](#)

<https://www.linkedin.com/in/mistysanford>

Dallas, Texas - Founder of North of Creative | Marketing and Social Media Strategist | Speaker

View **Misty Browning Sanford's** professional profile on LinkedIn. LinkedIn is the world's largest business network, helping professionals like Misty Browning ...

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<https://instagram.com/mistybsanford/> ▾

Misty Browning Sanford. Founder of North of Creative. Social media and marketing obsessed. Living the good life with a healthy dose of sarcasm.

[Misty Browning Sanford \(mistybsanford\) on Instagram ...](#)

www.iphoneogram.com/u/4216668

By **mistybsanford**. Decided to take a break from coffee and try something new. Tastes slightly better than it looks. Dumb idea. COMMENTS 3. 1391030046 ...

[Misty Browning Sanford - Google+](#)

<https://plus.google.com/+MistyBrowningSanford> ▾

Misty Browning Sanford - Marketing and Social Media Strategist, Consultant, Speaker - Marketing and Advertising - North of Creative - Dallas, TX - Design lover.

[Misty Browning Sanford on Pinterest](#)

<https://www.pinterest.com/mistybsanford/> ▾

70% OF RECRUITERS AND HIRING
MANAGERS HAVE REJECTED
CANDIDATES BASED ON
INFORMATION FOUND ONLINE.



Thought #4
Rethink social



HARNESS THE

POWER



“Please share your experience!”



TAKEAWAYS


You can't *opt-out*

The best *methods*

It's *more* than your community

Is it time to rethink *social*

SERVICES OFFERED BY ELLIS PARTNERS & RENTER'S VOICE

- Ratings & Reviews
 - Resident Surveys
 - Apartment Mystery Shopping
 - Reputation Management Strategy
 - Training & Coaching
- 

Thank you! Want to learn more?

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rentersvoice.com
epmsonline.com

Register at epmsonline.com

Upcoming Webinar



What residents want to see
from you on social media

*Tuesday, September 29
1:00 PM – 1:30 PM CDT*

Register at epmsonline.com



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