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TDPICS

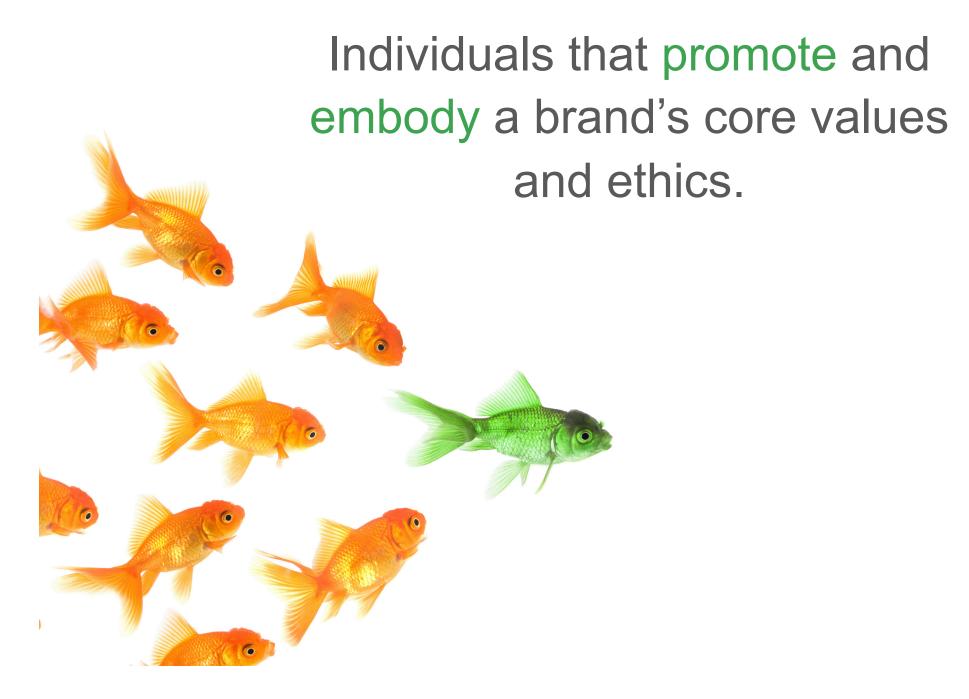
What is a brand advocate Why focus on advocates Best practices

THE WEB ISN'T REALLY MADE UP OF **ALGORITHMS**. ITS MADE OF **PEOPLE**. IN ALL THEIR FRUSTRATING, IMPERFECT, AND COMPLICATED **GLORY**.

Sonia Simone

Thought #1 What is an advocate





RECOGNITION



LOYALTY or ADVOCACY?

Thought #2 Why focus on advocates

Traditional branding influences behavior. We need to inspire behavior.

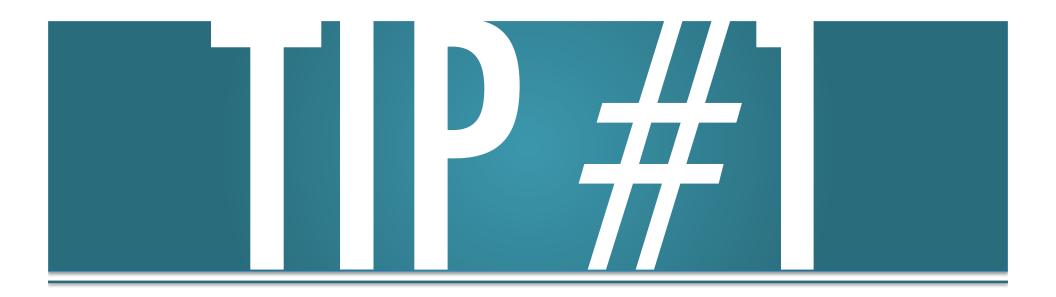




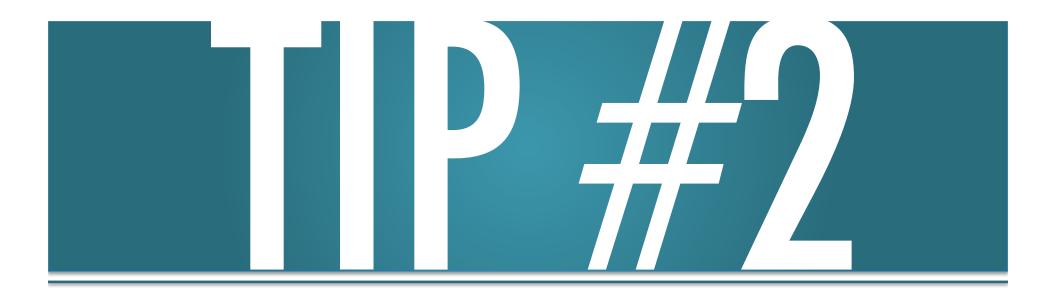


Give first... Don't find people to help you. You help them first.

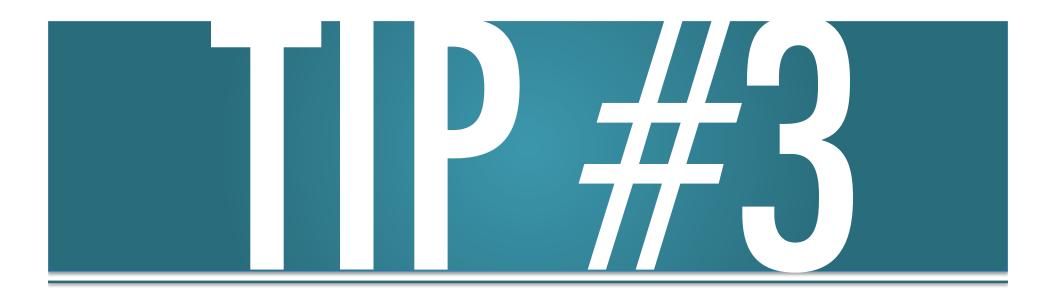
Paid Advocacy Owned Advocacy Earned Advocacy



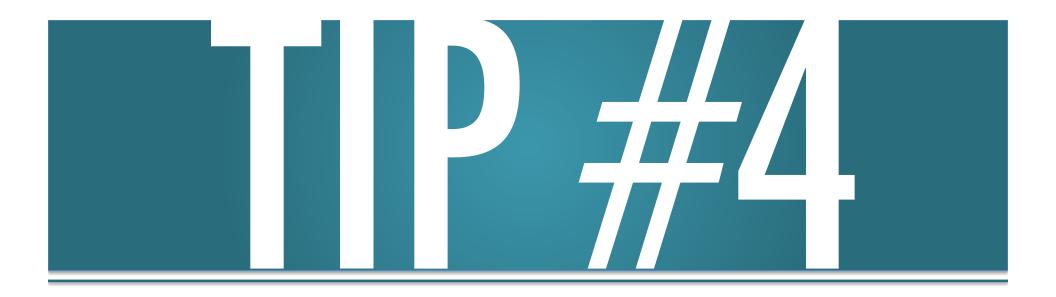
Cultivate your advocates



Evaluate your branding activities and impact



Use advocacy to amplify



Measure and adjust

They want to share...

- Positive reviews
- Customer stories and experiences
- Questions and answers
- Photos and videos

TAKEAWAYS

What is a brand advocate Why focus on advocates Best practices

SERVICES OFFERED BY ELLIS PARTNERS & RENTER'S VOICE

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

Thank you! Want to fearn more?

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Register at epmsonline.com

Upcoming Webinar



So many social networks, so little time

Thursday, August 27 1:00 PM – 1:30 PM CDT

Register at epmsonline.com



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