



Welcome

How to Utilize Your Advocates



epmsonline.com | dwalker@rentersvoice.com

Copyright 2015 Ellis Partners in Management Solutions



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

TOPICS

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



Individuals that **promote** and **embody** a brand's core values and ethics.



RECOGNITION



**LOYALTY or
ADVOCACY?**



**WE
NEED
YOU!**

Thought #2
Why focus on advocates

Traditional branding influences behavior.

We need to inspire behavior.

Low
COST *High*
RETURN

**MUST
HAVE**

Thought #3
Best practices

Give first..

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



Paid Advocacy



Owned Advocacy



Earned Advocacy





Cultivate your advocates

WIP #2

Evaluate your branding
activities and impact

WIP #3

Use advocacy to amplify

PIP #4

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 learn more?

Danielle Walker
dwalker@rentersvoice.com

rentersvoice.com
epmsonline.com

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



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