

Join Us Now...



Quit Boring Content

The Ellis Companies

Enhancing Employee and Customer Experience

Your industry partner for over 30 years

- ❖ Apartment Mystery Shopping
- ❖ Prospect & Resident Surveys
- ❖ Ratings & Reviews
- ❖ eLearning (Online Training)
- ❖ Customized Training & Coaching

Thank you for joining us today!
Want to learn more?



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[Facebook.com/EllisManagementSolutions](https://www.facebook.com/EllisManagementSolutions)
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MEET YOUR SPEAKER

Misty Sanford



- Misty has extensive marketing experience in the multi-family industry.
- She has been in national marketing roles.
- She has launched innovative branding strategies and marketing campaigns across the country.
- She collaborates and works daily with clients helping them manage their social media.
- Misty also owns a brewery!

TOPICS

Five Step Plan
Quality vs Quantity
Visual Content
Algorithm Tips

**IF YOU'RE NOT PUTTING
OUT RELEVANT CONTENT
IN RELEVANT PLACES,
YOU DON'T EXIST.**

GARY VAYNERCHUK

Thought #1

5 Step Plan to Better Content





Define your content goal
(and business goal)

#2

Create for a specific
resident persona

#3

Conduct a content audit

#4

Determine the right planning
and management tools

#5

Always be brainstorming
and adjusting

Thought #2
Quality vs Quantity

QUALITY

QUANTITY



Competitor
ANALYSIS

PICK A COLOR ANY COLOR

**OUR CORE COLORS
ARE WHAT GIVE US OUR
PERSONALITY. WE'RE
BRIGHT, BOLD, AND
COLORFUL.**

The House On The Rock logo must only appear in the 3 colour combination or in the single colour variant for backgrounds where higher level of contrast is required.

The alternate colour palette is an expansion that adds flexibility in branding efforts. Please note that they must NOT under any circumstance be used to replace any colour in the logo. They are more appropriate as accent colours for graphical elements.

As you can see, our colors are VIBRANT. When using the colors in print, it is important to always seek to use Solid Pantone inks. This way all of our materials will be consistent, and our colors look vibrant.

Primary Colour Palette



PANTONE 350C

R 67
G 84
B 59
HEX #425438

C 46
M 0
Y 05
K 79



PANTONE 807 C

R 103
G 199
B 79
HEX #6FC74A

C 50
M 0
Y 300
K 0



PANTONE 107 C

R 251
G 237
B 69
HEX #FFE72C

C 2
M 4
Y 87
K 0

Secondary Colour Palette



P 239
G 75
B 73
HEX #E74E49

C 0
M 90
Y 88
K 0



P 250
G 168
B 49
HEX #F48E31

C 0
M 49
Y 300
K 0



P 0
G 94
B 191
HEX #00808F

C 80
M 0
Y 30
K 0



P 136
G 218
B 210
HEX #6A0DAD

C 45
M 0
Y 30
K 0

Ask the audience!

Thought #3
Visual Content



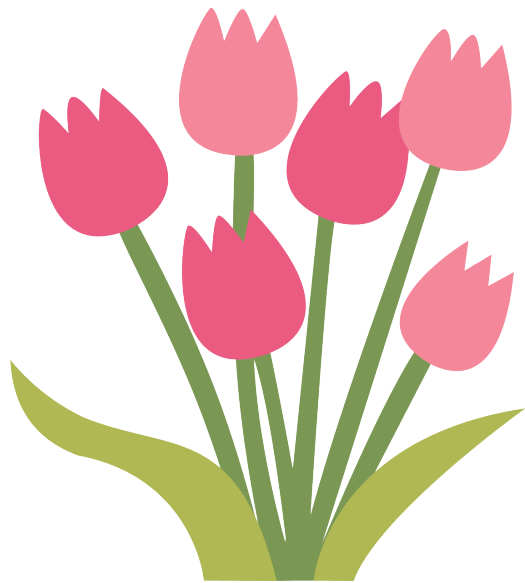
According to a study by MIT,
the brain can process a visual
in 13 milliseconds.



vs



HAPPY Mother's DAY



vs



Strong brand
IDENTITY

Thought #4
Algorithm Tips

4 FACTORS

Who posted it

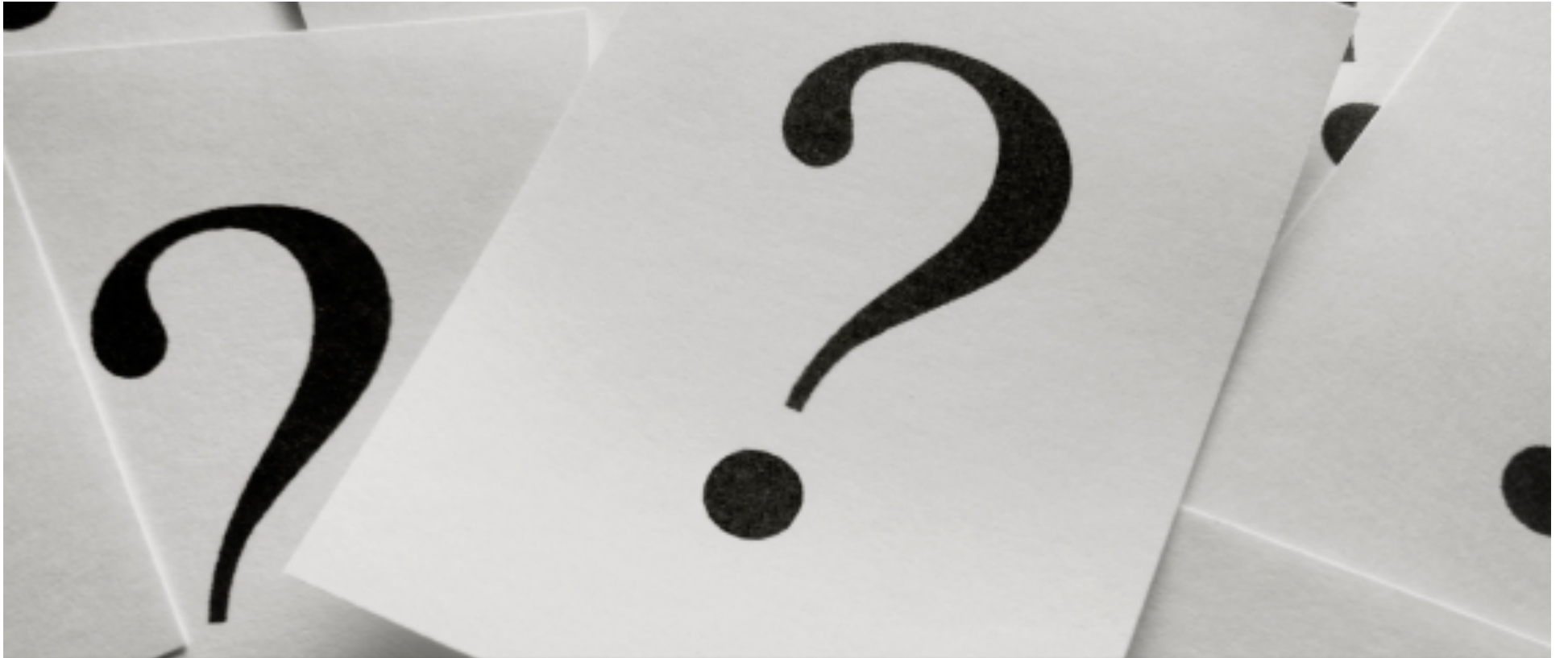
How people engage

What type of post it is

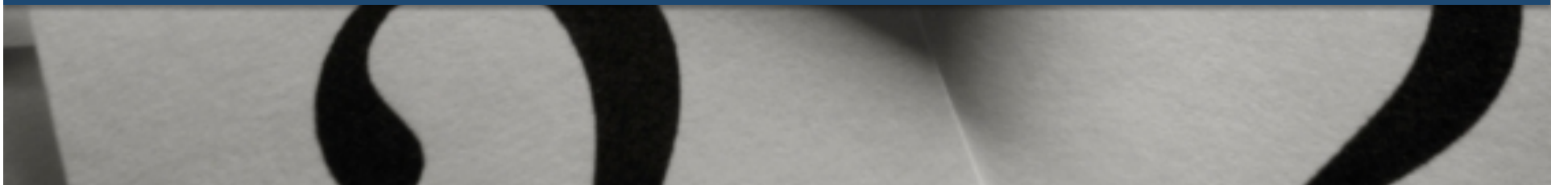
When it was posted

TAKEAWAYS

Five Step Plan
Quality vs Quantity
Visual Content
Algorithm Tips



Questions?



Upcoming Webinar



Presenter: Maria Lawson

A Rising Tide Lifts All Boats

Thursday, May 25, 2017

1:00 PM – 1:30 PM CT

Register at www.epmsonline.com

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