

Welcome Why You Shouldn't Ignore Social Media





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TOPICS

Signs you're doing it wrong
My favorite benefits

Argeting tool
Final thoughts

NEARLY 2.1 BILLION PEOPLE HAVE SOCIAL MEDIA ccounts.

Thought #1
You're doing it wrong if...



You don't measure what MATTERS

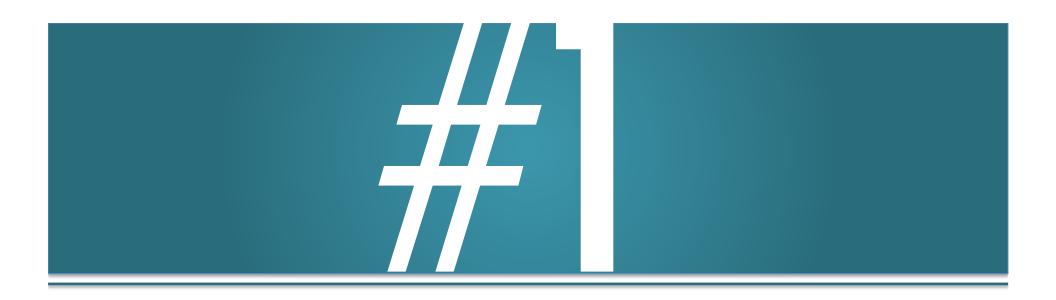




nothing about your influencers

Thought #1
My favorite benefits

of marketers use social media



Decreased marketing costs

Richer customer experiences

Incredible customer insights + instant feedback

Increased inbound traffic

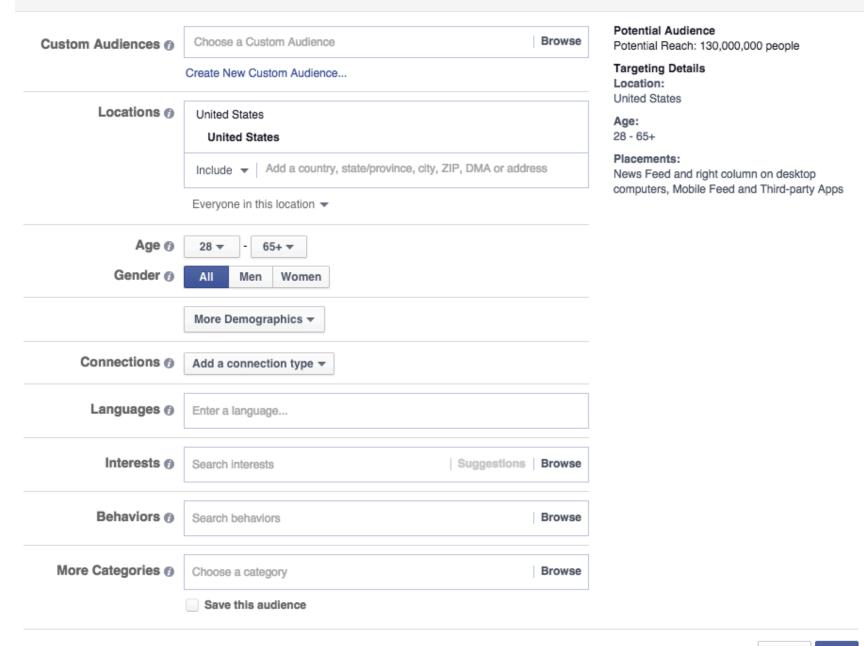
ADDITIONAL BENEFITS

- Brand recognition
- Brand loyalty
- More and higher conversion rates
- Increase in web traffic and SEO
- Reach your customers quickly and easily
- → CHEAP!

Thought #3
Incredible targeting tool

LISTEN and gather info

Edit Audience ×





Thought #4
Final thoughts

FORGET everything you previously learned



WANT TO REALLY ANNOY SOCIAL MEDIA PEOPLE?

TAKEAWAYS

Signs you're doing it wrong

My favorite benefits

Largeting tool

Final thoughts

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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Register at epmsonline.com

Upcoming Webinar



Creating a Positive Company Culture

Thursday, Nov 5 1:00 PM - 1:30 PM CDT

