



Welcome

Why You Shouldn't Ignore Social Media



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

TOPICS

Signs you're doing it *wrong*

My favorite *benefits*

Targeting tool

Final thoughts

NEARLY **2.1 BILLION** PEOPLE HAVE
SOCIAL MEDIA ACCOUNTS.

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



**YOU'RE DOING SOCIAL MEDIA
WITHOUT A STRATEGY?**

TELL ME HOW GREAT THAT'S GOING.

You don't measure what

MATTERS





KNOW

nothing about your influencers

Thought #2
My favorite benefits

97%

of marketers use social media



Decreased marketing costs

#2

Richer customer experiences

#3

Incredible customer insights
+ instant feedback



#4

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



Custom Audiences

Choose a Custom Audience

[Browse](#)

[Create New Custom Audience...](#)

Locations

United States

United States

Include | Add a country, state/province, city, ZIP, DMA or address

Everyone in this location

Age

28

- 65+

Gender

All

Men

Women

[More Demographics](#)

Connections

[Add a connection type](#)

Languages

Enter a language...

Interests

Search interests

[Suggestions](#)

[Browse](#)

Behaviors

Search behaviors

[Browse](#)

More Categories

Choose a category

[Browse](#)

Save this audience

Potential Audience

Potential Reach: 130,000,000 people

Targeting Details

Location:

United States

Age:

28 - 65+

Placements:

News Feed and right column on desktop computers, Mobile Feed and Third-party Apps

[Cancel](#)

[Save](#)



Thought #4
Final thoughts

FORGET

everything you previously learned

tell
them
your
story

WANT TO REALLY
ANNOY SOCIAL MEDIA PEOPLE?

TAKEAWAYS

Signs you're doing it *wrong*

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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



Creating a Positive
Company Culture

Thursday, Nov 5

1:00 PM – 1:30 PM CDT

Register at epmsonline.com



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