



craigslist

THE PROBLEM WITH SOCIAL MEDIA AND ONLINE LISTINGS...

The problem with Social Media Marketing – specifically Facebook Paid / Facebook Market Place or Craigslist is not the lack of prospects they generate...it is everything that happens before, during and after ...you posted your listings!

The team H2L Marketing shared some ‘first-hand’ insights & tips from their experience working with owner/managers who utilize social media and online listing platforms to drive qualified prospect traffic.

FIRST... SOME HARDCOLD FACTS – OUCH!

- Only 30% of Leads Generated are Responded to... - **Only 25% are converted to appointments...**
- Prospects are 3X more likely to tour...IF responded to in several minutes...Not hours, not days...

In the beginning intensions are good. Everyone is on board with the strategy of using either or both resources. Unfortunately, from random acts of chaos with residents and vendors to owner’s demanding an explanation... “Why you are not meeting your budget proforma!” - the daily demands on your community team almost always take over and they lose focus on their listings and postings.

However, all is NOT lost – try these tips to help ensure your listings and posting campaigns are a success!

Tip #1 - MANAGE YOUR POSTINGS! – MAKE IT A HABIT! Put this routine in your daily calendar!

Before you open the office to residents, vendors, etc., and as soon as you turn on your office computer -

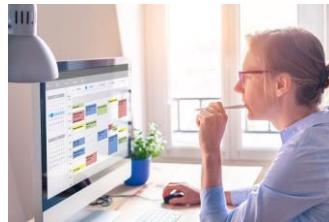
- Review your postings and listings... - Update postings and listings... - **REPEAT DAILY!!!**

your

Tip #2 – ENGAGEMENT - Put this routine in your daily calendar!

Schedule 3x a day - Follow-up!

- Morning – Afternoon - Evening
- Contact & Engage your prospects!
- Call, text or email but engage!



- If they say, ‘Stop bothering me...you know you’ve done your job!’
 - If you cannot reach a prospect—reschedule for the next day—repeat the process.

TIP #3 – POSTING & LISTING TIPS

Improve your SEARCH RESULTS via a better community listing headline (title).

Include in your title

- Bedroom Type (Loft, One bedroom, etc.)
- Regional identifier (Community name, city, etc...)

Samples to get you thinking

- Lovely 2 Bedroom Apartment in Old Town District
- **FULLY REMODELED STUDIOS – AMAZING OCEAN VIEWS!**

- **BOLD OUT AND A SYMBOL TO THE HEADLINE**

▶▶ **STUDIO IN GREAT AREA. NO COMMUTE!** ◀◀

TIP #4 – PHOTOS – “A PICTURE IS WORTH A... ‘THOUSAND PROSPECTS!’”

It is true – photos do help generate more leads, but they can also KILL prospect leads too! Here are a few tips.

Exteriors -

- Take common area photos after your landscaper has just left or by the next day
- Make sure all common areas have been properly ‘portered’ (Picked up and trash free)
- Use unique common area features -
 - Play area
 - BBQ area
 - Water feature
 - Pool
 - Seasonal foliage on trees (fall)
 - Exercise Area
 - Pet area (make sure it is ‘dookie free’)
- Monument Sign – only if it has updated flowers and is in great shape!
- Do not...
 - Take pictures of the parking lot – poorly maintained cars and parking lots are a turnoff!
 - Take pictures with residents in the background
 - Take pictures where apartment homes have unauthorized items on balcony, in the window, etc... - Take pictures with Dogs or Cats – If you don’t allow them...



Interiors -

- Make sure the apt. home is ‘CLEAN’! Really Clean!
- Stage a vacant if possible – add furniture and other tasteful items to invoke a feeling of ‘home’
- Focus on a special feature of the apt. home-
- New counter tops
- Flooring – plank vinyl – (note this in the amenities listing to tie in with photo)
- Use wider shots to create mood and better context for the viewer
- Take the shot at multiple angles
- Use as much natural lighting as possible or turn on all the lights
- Take photos at a time of day that best features the apartment home
- Use – if possible – Gridline guides on your smart device to help frame images



H2L Marketing and the team at LeadFarm hope you find these tips useful as you manage your listings and postings. If you would like more help or need assistance managing your Social Media Listings and Craigslist postings...

Please, contact – Michael LaBrae’ at michael@h2lmarketing.com or call 916-217-4871. www.h2lmarketing.com