

# 20 EASY WAYS

& Get!

## TO ASK FOR YOUR CUSTOMER'S EMAIL ADDRESS

- ◆ Offer to notify prospects of specials, availability, and more
- ◆ Offer to email a brochure, the application, a price quote, etc.
- ◆ Offer to follow up with the prospect by email to answer any questions they might have
- ◆ Offer to email the move-in check list or a receipt for the deposit
- ◆ Add a link on your website to subscribe to your resident newsletter or blog
- ◆ Put a form on your Facebook fan page asking users to sign up for emails
- ◆ Distribute your resident event notices and newsletters by email only
- ◆ Share your latest news on a social network and ask people to sign up to get future content by email
- ◆ Bring an email sign-up sheet to every resident event
- ◆ Host a resident appreciation event and ask residents to jot down their email address in order to get a treat
- ◆ On every service request make the resident's email address a requirement
- ◆ Create a birthday/anniversary monthly drawing and notify winners by email
- ◆ Ask for email addresses as each resident pays their rent – or– offer to email them a receipt
- ◆ Encourage email subscribers to forward your content to friends
- ◆ Call them and say you need their email address to make sure you provide the best service
- ◆ Ask residents to submit blogs by email that you can post on your website
- ◆ Have staff go door to door to ask for any missing email addresses
- ◆ Add a field on your leasing agreement asking for the resident's email address
- ◆ Add a QR code to your print marketing, where smart phone users can opt-in for emails
- ◆ Incentivize your staff to collect email addresses

AN INTEGRATED APPROACH FOR LEAD CONVERSION AND RESIDENT RETENTION