



Welcome
Creating Sticky Customer
Communication that Wins



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Questions? Chat with us on twitter!
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TOPICS

What is *sticky communication*

The sticky *rules*

Resident *relationships*

THE BIGGEST CHALLENGE
IN COMMUNICATION IS
THE ILLUSION THAT IT HAS
TAKEN PLACE.

Thought #1

What is sticky communication?

B L A H B L A H B L A H
B L A H B L A H B L A H
B L A H B L A H B L A H

WHERE?



CONTENT MUSTS



- Make ideas memorable*
- Make content shareable*

Thought #2
The sticky rules





Keep it simple and profound

#2

Break the pattern

#3

Make it visual

#4

Create credibility with
existing residents

A teal-colored horizontal bar at the top of the page. Inside the bar, the characters "#5" are written in a large, white, sans-serif font. The hash symbol is on the left, and the number 5 is on the right, partially overlapping the hash symbol.

#5

Tell stories

**HOW DO WE GET PEOPLE TO ACT?
WE MAKE THEM FEEL SOMETHING.**



Thought #3
Resident relationships

RELATIONSHIPS

The fastest way to improve the customer experience is to build sticky relationships with residents.





ENCOURAGE
FEEDBACK



UTILIZE
SOCIAL MEDIA

Thought #4
Book recommendation

Why Some Ideas Survive
and Others Die

MADE

to

STICK

Chip Heath & Dan Heath

TAKEAWAYS

What is *sticky communication*

The sticky *rules*

Resident *relationships*

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



Why you shouldn't be
ignoring social media

Thursday, Oct 22

1:00 PM – 1:30 PM CDT

Register at epmsonline.com



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