



Welcome

# How to Create Social Media Campaigns that Work



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

# TOPICS

Current *status*

Set *best* practices

*Campaign* development

47% OF AMERICANS SAY  
FACEBOOK IS THEIR  
#1 INFLUENCER  
OF PURCHASES.

Search Engine Journal

Thought #1  
Current Status

# SOCIAL MEDIA IS MATURING



WHAT ABOUT  
**EXECUTION?**



OUTSOURCING

Thought #2  
Set Best Practices

house**RULES**

#1

Best Practices

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**GUIDELINES**

#2

Best Practices

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**VERIFY POSTS**

#3

Best Practices

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**RESPONDS**

#4

Best Practices

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**ENGAGEMENT**

Thought #3  
Campaign Development

# GOALS

*and objectives*



WHAT IS YOUR  
**HOOK**



# Campaign Outline

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- What's your story
- Where will it be shared
- What are you promoting
- Why will it work
- Timing
- Examples

**Power Editor** Misty Browning Sanford (5125... Download to Power Editor Upload Changes

Misty Browning ... This account Last downloaded 16 hours ago Last uploaded 15 hours ago

**Manage Ads** ▼

- FILTER BY CAMPAIGN
- + FILTER BY AD SET
- + FILTER BY TAG

**Campaigns** | **Ad Sets** | **Ads**

+

		Status	Ad Name	Delivery
		<input checked="" type="checkbox"/>	Wish post	<span style="color: green;">○</span> Pending Review

**Ads** Campaigns ▼ Creatives ▼ Analytics ▼ Conversion tracking

**Your Reputation**

PROMOTED TWEETS

# MEASUREMENT METRICS

# Create a CONTENT CALENDAR

The image shows a spreadsheet titled "2013 Editorial Calendar". The spreadsheet is viewed from an angle, showing the top-left corner. The columns are labeled with days of the week: Sun, Mon, Tue, Wed, Thu, Fri, Sat. The rows are labeled with months and weeks. The first row is the title "2013 Editorial Calendar". The second row is the header for the calendar, with columns for "Month", "Week", and the days of the week. The third row is the first row of data, with "January" in the "Month" column and "1-Jan" in the "Week" column. The following rows show the dates for January: "6-Jan", "13-Jan", "20-Jan", and "27-Jan". The "Month topic" column is empty for January. The first row of February is visible at the bottom, with "February" in the "Month" column and "3-Feb" in the "Week" column.

A1		fx 2013 Editorial Calendar						
A	B	C	D	E	F	G	H	I
2013 Editorial Calendar		Sun	Mon	Tue	Wed	Thu	Fri	Sat
Month	Week	Post Topic	Post Topic	Post Topic	Post Topic	Post Topic	Post Topic	Post Topic
January	1-Jan							
Month topic	6-Jan							
	13-Jan							
	20-Jan							
	27-Jan							
February	3-Feb							
	10-Feb							

# TAKEAWAYS

Current *status*


Set *best* practices

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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](http://rentersvoice.com)

[epmsonline.com](http://epmsonline.com)

Register at [epmsonline.com](http://epmsonline.com)

# Upcoming Webinar



The Dark Side of  
Reputation Management

*Thursday, June 12*

*1:00 PM – 1:30 PM CDT*

Register at [epmsonline.com](http://epmsonline.com)