



Welcome

How to Follow-Up



epmsonline.com | nbailey@rentersvoice.com



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

TOPICS

The *first* step

Email marketing *requirements*

How to get *action*

Residents are *gold*

YOUR CUSTOMERS
ARE LIVING IN THE PRESENT.
YOUR MARKETING TEAM
NEEDS TO MEET THEM THERE.

Thought #1
The first step

SEGMENT
YOUR AUDIENCE



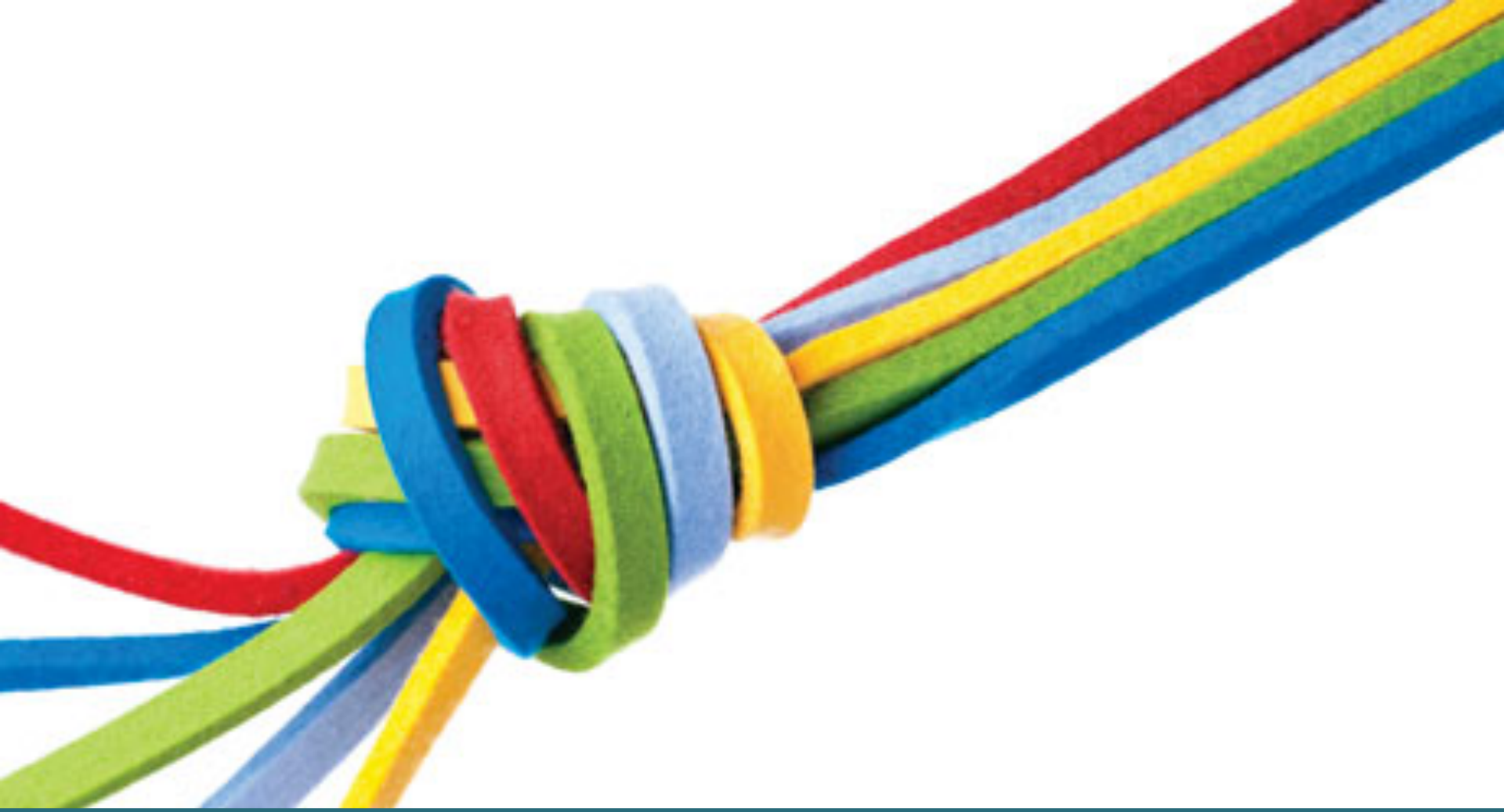


work  backwards

YOU MUST COLLECT
GOOD DATA

Thought #2

Email marketing requirements



integration

BEHAVIORAL *marketing*





Thought #3
How to get action

#1

GET ACTION

Offer something of value

#2

GET ACTION

Make it easy

#3

GET ACTION

Link to blog

#4

GET ACTION

Give them a reason to read

Thought #4

Residents are gold

PROSPECTS COST YOU
RESIDENTS MAKE YOU





nurture the
RELATIONSHIP

TAKEAWAYS

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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?



Naomi Bailey

nbailey@rentersvoice.com

rentersvoice.com

epmsonline.com

Register at epmsonline.com

Upcoming Webinar



Crisis Management and
Social Media

Thursday, Aug 14

1:00 PM – 1:30 PM CDT

Register at epmsonline.com