



Welcome

How to Follow-Up



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

TOPICS

Is email marketing *relevant?*

What is good *follow up?*

What do I *say?*

Final tips

YOUR EMAIL GOAL
IS TO GET A CLICK.
NOT A SALE

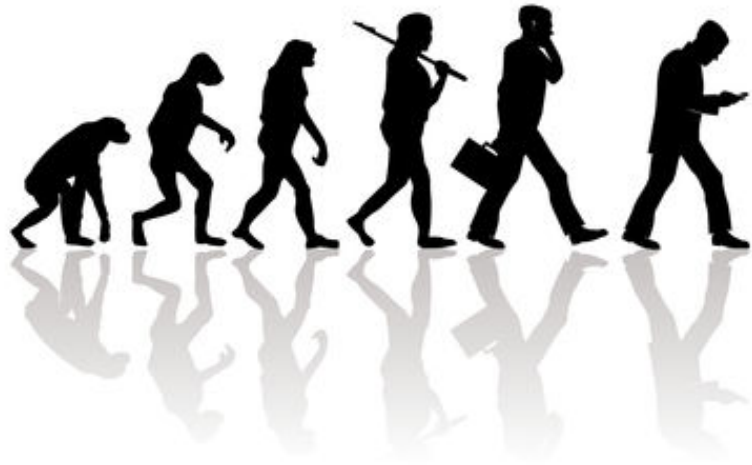
Thought #1

Is email marketing relevant?

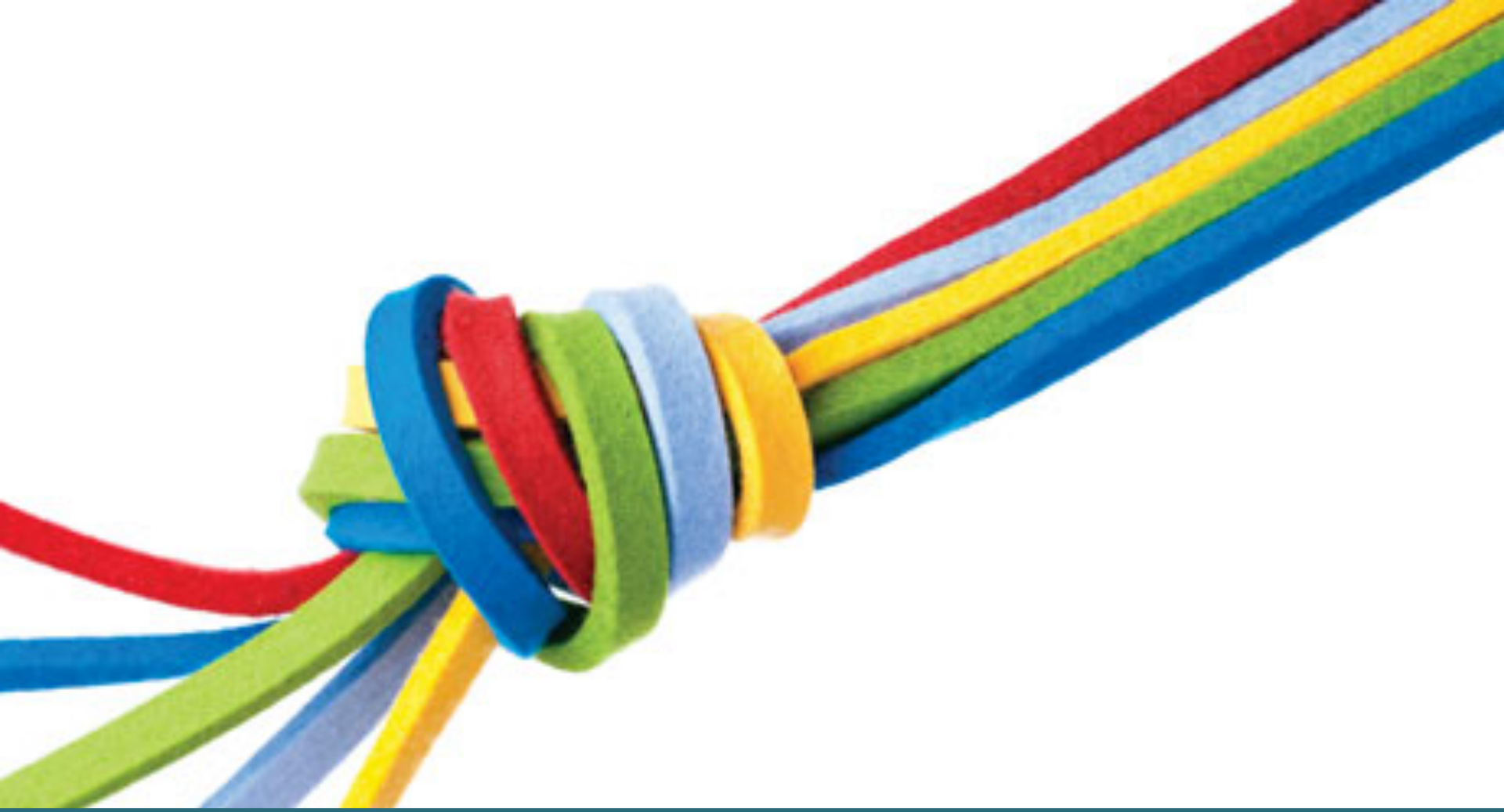
YES!

EMAIL CONVERTS BETTER THAN SOCIAL









integration

BEHAVIORAL *marketing*



Thought #2

What is good follow up?

FOCUS ON BUILDING
YOUR TRIBE

#1

GOOD EMAIL MARKETING

Meaningful personalization

#2

GOOD EMAIL MARKETING

Subject lines

#3

GOOD EMAIL MARKETING

Know when to send

#4

GOOD EMAIL MARKETING

Responsive design

#5

GOOD EMAIL MARKETING

Segmentation

#6

GOOD EMAIL MARKETING

Choose the right partner

Thought #3
What do I say?



Always smile

- Relaxed and receptive
- Warms up a cold customer
- Removes any anxious tones
- Makes you appear confident





EMPHASIS YOUR
UNIQUE VALUE

IDEAS

SHARE IDEAS AND INSIGHTS



E₁ D₂ U₁ C₃ A₁ T

Thought #4

Final Tips



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

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rentersvoice.com

epmsonline.com

Register at epmsonline.com

Upcoming Webinar



Creating a Customer
Journey Map

Thursday, Jan 22

1:00 PM – 1:30 PM CDT

Register at epmsonline.com