



Welcome

How to use email in apartment marketing





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

TOPICS

Why is email *important*

5 ways to *grow your list*

What makes an email *successful*

Integration with marketing channels

EMAIL MARKETING WAS
THE THIRD OVERALL LEAD GEN
SOURCE FOR MARKETERS IN 2013.

HubSpot

A decorative horizontal band at the bottom of the slide consisting of a series of parallel diagonal lines.

Thought #1

Why is email important

EMAIL MARKETING
IS VERY FAR FROM DEAD.





Immediately forget:

→ BATCH AND BLAST

→ SET IT AND FORGET IT

Thought #2

5 ways to grow your list

#1

GROW YOUR LIST

Focus on organic growth

#2

GROW YOUR LIST

Answer this, what's in it for me

#3

GROW YOUR LIST

Diversify, track, and evaluate

#4

GROW YOUR LIST

Quality instead of quantity

#5

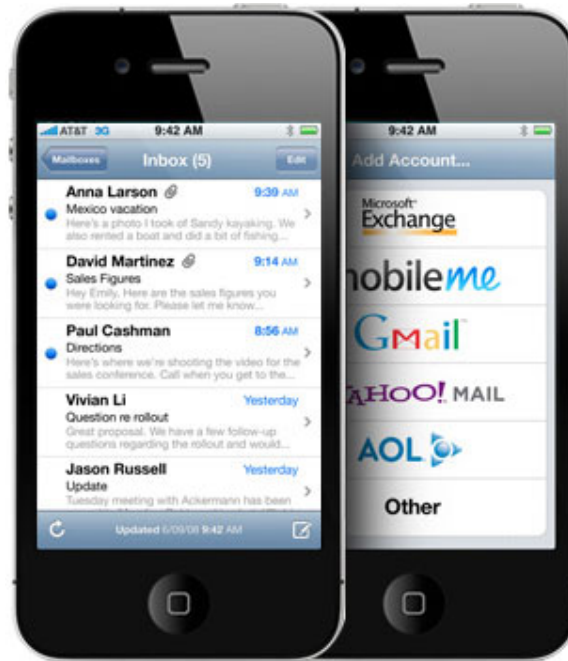
GROW YOUR LIST

Use technology

Thought #3

What makes an email successful

38% of email is opened
on a mobile device.



EFFECTIVE

subject lines

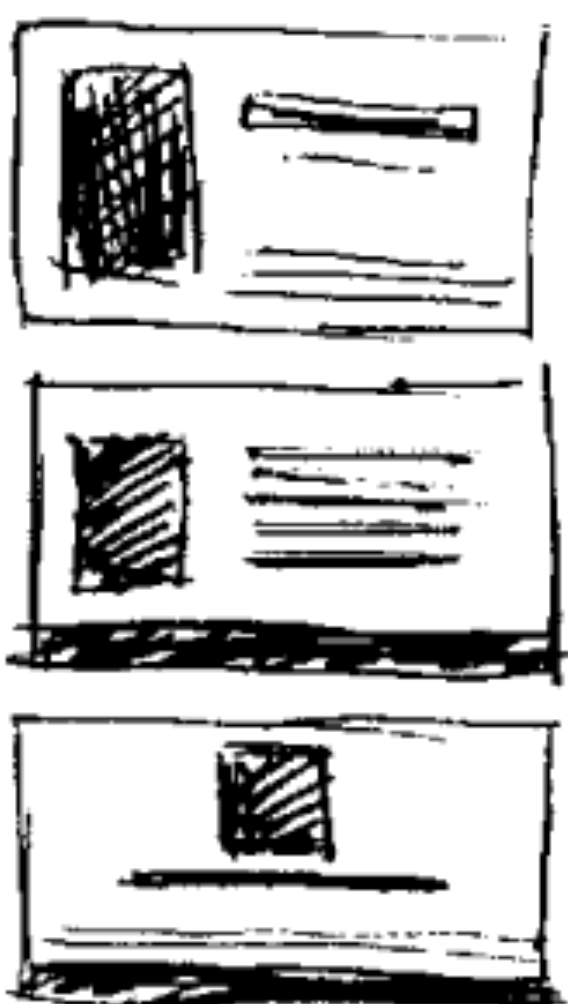




Create a Distinctive Voice

Quality + Niche





DESIGN

Thought #4

Integration



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?

nbailey@rentersvoice.com

rentersvoice.com

epmsonline.com

Upcoming Webinar



How to respond to reviews:
An in-depth lesson

Thursday, Feb 13
1:00 PM – 1:30 PM CDT

Register at epmsonline.com