

## Welcome Budgeting for Social Media – Things to Consider





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#### TOPICS

What's included in Phase III

How to budget

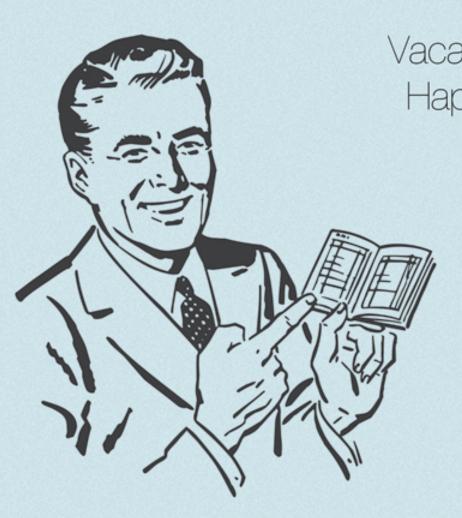
How to prove ROI

Thought #1
Recap of Part II

### Align your Social Media goal with your company's business goal

# ONLY 7%

of marketers say they don't use SM for their business



Vacation? What's a vacation? Happy Community Manager Appreciation Day.

# Intermediate

- Influencer identification
- Customer loyalty programs
- Strategic reputation management
- Contests

#### Thought #3 What's included in Part III



#### Campaign Development

Within your larger social media strategy, you should have tactical campaign plans designed to accomplish a specific goal.

#### CAMPAIGN PROCESS

- Determine goals
- Create concept and engagement plan
- Determine social networks
- Create the assets and content
  - Launch the campaign
  - Promote the campaign
  - Measure and adjust



#### Social Media Advertising

It's not all pay to play, but you certainly have to invest in paid media as part of your overall social media strategy.

### Facebook's Algorithm

Create relevant content that people care about. Content creators win every time. Brands with advertising messages fail.

#### WHAT FACEBOOK SAYS

- Over 1000 factors are considered
- You see posts that are relevant to what you like
- Do not set limits on the # of posts
- → Big images get higher CTR (1200x630)
- Consider mobile
  - Facebook now shares old content



#### Implementing Change

We are discovering growth opportunities at an incredible pace. Now we have to figure out how to accelerate the pace of change.

#### 3 TIPS TO IMPLEMENT CHANGE

- Get your executive team prepared with the right message
- → Keep it simple, direct, and honest
- Make it safe
- --> Celebrate

Thought #3
How to budget

#### TOOLS

- Facebook Insights and Planning
  - Power Editor
  - Google Analytics
  - → Hootsuite
  - → Sysomos
  - Pocket
  - → Hire a Strategist

# IN-HOUSE?

### Estimated Costs

Community Manager: \$70k+

Complete Strategy: \$5000+

Strategist Consultant: \$-\$\$\$

Advertising: 20% of spend

Tools: Free to \$\$\$

Thought #4
How to prove ROI



# Reports

Audience: likes, followers

Engagement: likes, comments, shares

Reach: impressions

Ads: frequency, clicks, CTR, avg price

Web clicks: social referral traffic

Conversions: online leases, renewals

#### TAKEAWAYS

What's included in Part!!!

How to budget

How to prove ROI



#### 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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#### Upcoming Webinar

Budgeting for Social Media – 3 Part Series

Advanced

Wednesday, March 21 1:00 PM – 1:30 PM CDT