



Welcome

Budgeting for Social Media – Things to Consider



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

TOPICS

Recap of Part II

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.



Intermedfiate

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

Thought #3

What's included in Part III

#1

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

#2

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.

#3

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

Can I do this
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

Recap of Part II

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SERVICES OFFERED BY ELLIS PARTNERS & RENTER'S VOICE

- Ratings & Reviews
 - Resident Surveys
 - Apartment Mystery Shopping
 - Reputation Management Strategy
 - Training & Coaching
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Thank you! Want to learn more?

nbailey@rentersvoice.com

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Upcoming Webinar

Budgeting for Social Media – 3 Part Series

Advanced

Wednesday, March 21

1:00 PM – 1:30 PM CDT

Register at epmsonline.com