



Welcome

# Budgeting for Social Media – Things to Consider



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

# TOPICS

How to *choose* your platform

What's in a strong *program*

How to *budget*

How to *prove* ROI

BY 2020, 85% OF THE  
BUYER-SELLER INTERACTION  
WILL HAPPEN ONLINE VIA  
SOCIAL MEDIA AND VIDEO.

Thought #1

How to choose your platform

Choose the platform that works for **YOU**

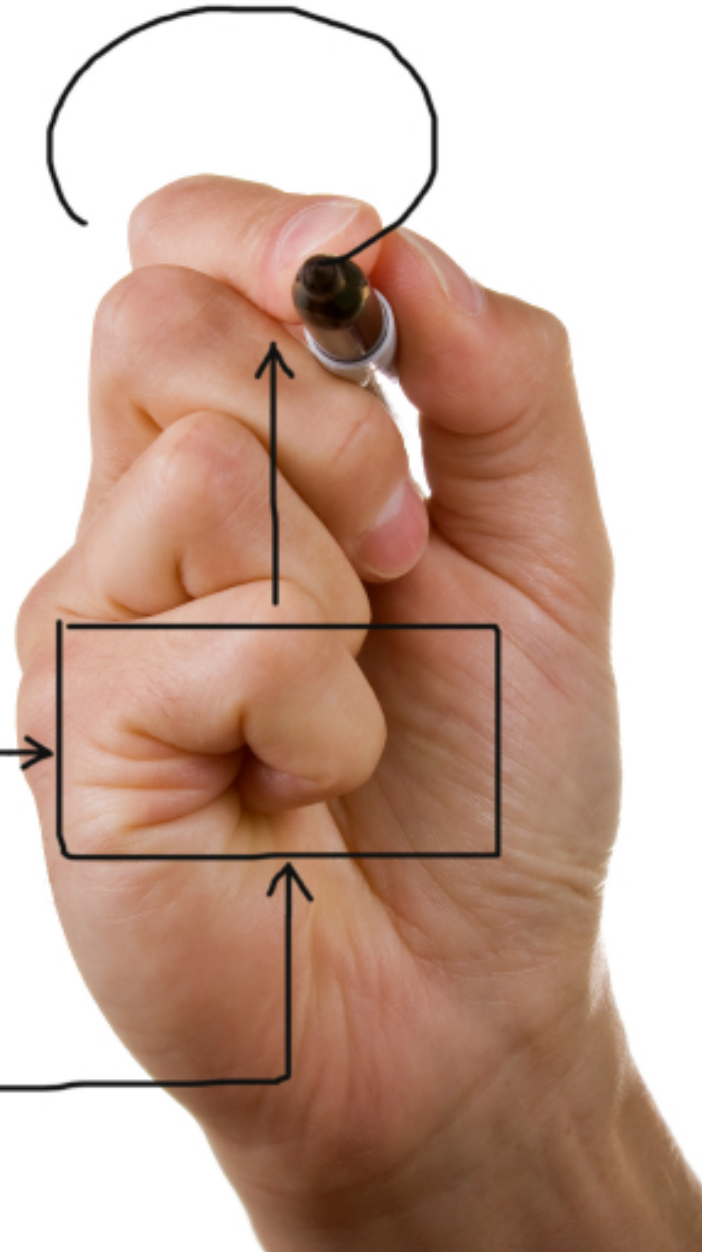
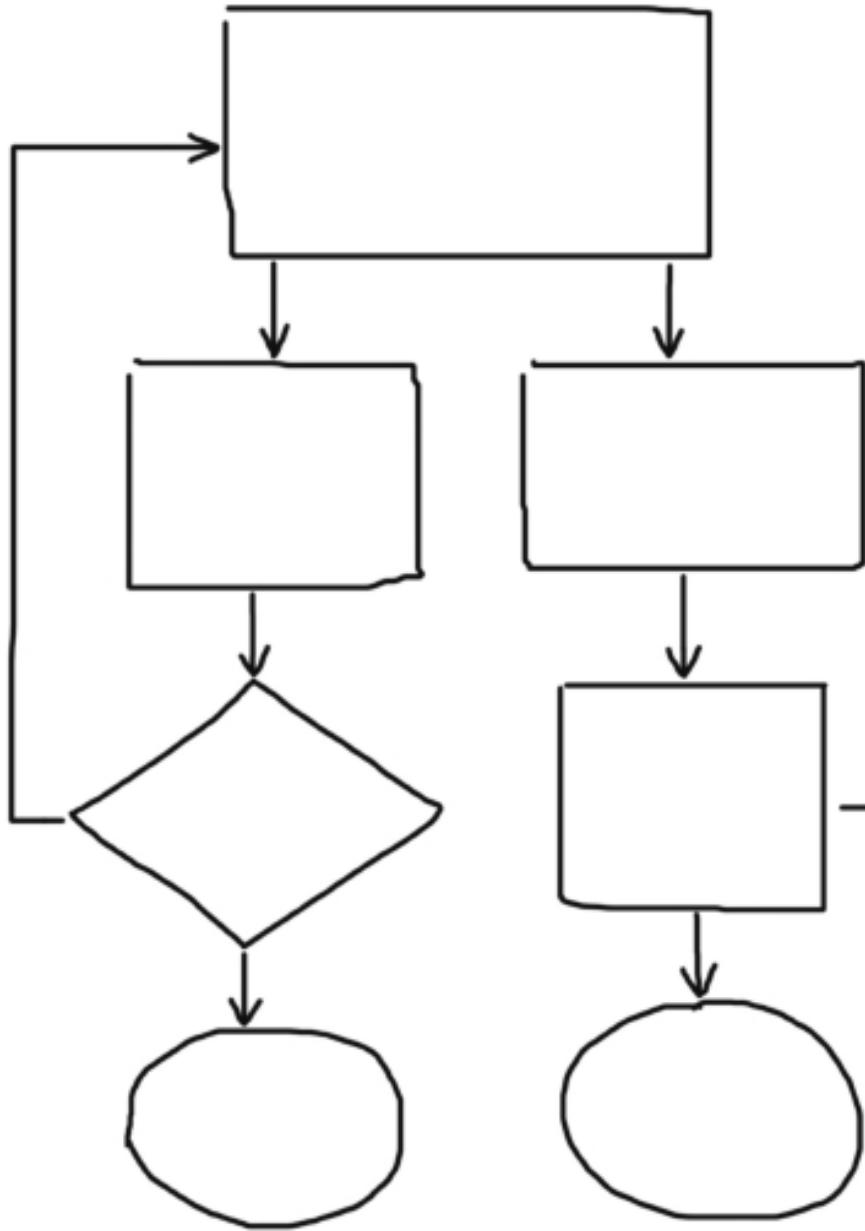


Invest in your  
**PARTNERSHIPS**

surveys · social media · reviews

Thought #2

What's in a strong program?



# Strategy

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The approach you take to achieve a goal.

*“To improve resident satisfaction through social media channels, we need to strengthen the relationships with our residents and...”*

#2

# Objectives

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A measurable step you take to achieve your strategy. Or, how much of what will be accomplished and by when.

#3

# Voice + Story Definition

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Storytelling creates a visual story around your brand and its values. It's how you make that emotional connection with your customers.

#4

# Listening Plan

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Your customers and competitors will tell you where and what you should be sharing in social media.

#5

# Accountability

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Creating a culture of accountability and defining the accountability will make your plan much more successful.

#6

# Expectations

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Your team members cannot read your mind, so you must communicate your expectations clearly...several times.



Thought #3  
How to budget

# Basics

- Profile creation and management
- Content plan
- Relationship development
- Listening

# IN-HOUSE



*What about*  
**OUTSOURCING?**



REDUCE

RISK

TRANSFER

DT

# Estimated Costs

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Page Set-Up: \$500

Content Development: \$1000+

Profile Management: see content

On-Going Training: \$150+

Thought #4  
How to prove ROI





# Reports

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Audience: likes, followers

Engagement: likes, comments, shares

Reach: impressions

Web clicks: social referral traffic

# TAKEAWAYS

How to *choose* your platform

What's in a strong *program*

How to *budget*

How to *prove* ROI

# Tomorrow

- How to actively listen to your customers
- How to map the customer journey
- How to create accountability and empower action



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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?

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[rentersvoice.com](http://rentersvoice.com)

[epmsonline.com](http://epmsonline.com)

# Upcoming Webinar

## Budgeting for Social Media – 3 Part Series

*Intermediate*      *Wednesday, March 20*  
*1:00 PM – 1:30 PM CDT*

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

Register at [epmsonline.com](http://epmsonline.com)