



Welcome

Budgeting for Social Media – Things to Consider



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Questions? Chat with us on twitter!
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TOPICS

Recap of Part I and Stats
What's included in Phase II

How to budget

How to prove ROI

Thought #1

Recap of Part I

Choose the platform + partner that works for **YOU**



**Align your *social media goal*
with your company's business goal?**

Basics

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

Thought #2
Stats

Who is the fastest growing demographic on

TWITTER

189,000,000

The # of Facebook users that are mobile only

ONLY 7%

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

Thought #3

What's included in this phase

#1

Resident Retention

Create a customer loyalty program and make it exclusive. Everyone likes to feel special. But, it needs to have that emotional element.

#2

Referrals

There is more than just resident referrals...

#3

Influencer Identification

Use tools to monitor your residents and prospects. Proactively identify the complainers and enthusiasts.

#4

Community Mgmt

Every social community needs a great community manager. They are the brand champions and caring listeners.

#5

Active Reputation Mgmt

Show your residents that you appreciate them and their feedback.

#6

Contests

This is a great way to re-engage users when you are struggling to keep their attention. Do not “buy” likes or engagement!

Thought #3

How to budget

TOOLS

 Hootsuite Bitly Google Analytics Statigram ReviewPush Mention Facebook Insights and Planning Excel

Sysomos

What about outsourcing
EXECUTION?

REDUCE

RISK

TRANSFER

Estimated Costs

Community Manager: \$70k+

Complete Strategy: \$5000+

Reputation Mgmt: \$1000+/mo

Community Mgmt: \$1500+/mo

Contest: \$1000

On-Going Training: \$150+

Thought #4

How to prove ROI





Reports

Audience: likes, followers

Engagement: likes, comments, shares

Reach: impressions

Web clicks: social referral traffic

Conversions: online leases, renewals

TAKEAWAYS

Recap of Part I and Stats
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Tomorrow

- Campaign development
- Pay to play concept and social advertising
- Implementing change internally
- Using an outside strategist



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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