



Welcome

Using Customer Feedback to Build Effective Social Media Strategies





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

TOPICS

Ask for the right *feedback*

How to *get* feedback

4 ways to *use* your feedback

What to include in your *strategy*

COLLECTING DATA IS EASY.

TAKING ACTION WITH YOUR

FINDINGS IS THE HARD PART.

THAT IS YOUR ADVANTAGE.

Thought #1

Ask for the right feedback

FOCUS

on the right goals



→ Why feedback?

→ When should you ask?

→ What will you do with it?

BE SPECIFIC

Your problem is specific, so your game plan should be too.

Thought #2
How to get feedback

Enable *communications* between you
and your residents + prospects



What is the motivation?



Your residents want to be heard and respected. They also want their guidance incorporated into your vision and plan.



OUTSOURCING

Use feedback tools

EMAIL • WEBSITE • SOCIAL

Thought #3

How to use your feedback

F O C U S

#1

HOW TO USE FEEDBACK

Act on resident feedback

#2

HOW TO USE FEEDBACK

Develop and test smart solutions

#3

HOW TO USE FEEDBACK

Close the loop with residents

#4

HOW TO USE FEEDBACK

Track results

Thought #4

What to include in your strategy

People...

Allocate the right resources and
plan to bridge the gap.

Support...

Create a center for excellence with
support and education.

Delivery...

Set expectations with residents and employees and keep your promise.

Discover...

Always look for opportunities and even utilize guerilla techniques.

Metrics...

Focus on the right metrics for the right people and constantly evaluate.

Process...

Update any pertinent policy and process changes.



Continue to
LISTEN.

TAKEAWAYS

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Upcoming Webinar



Identifying your prospect personas

Thursday, October 24

1:00 PM – 1:30 PM CDT

Register at epmsonline.com

Thank you!

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