9 Marketing Automation Strategies

for Property Managers

YARDI

What Is Marketing Automation?

Marketing automation streamlines repetitive marketing tasks, follows user behaviour and delivers targeted content to get customers into your leasing pipeline and help you keep them as loyal residents once they've moved in. It creates efficiency for marketers and leasing managers and a more personalised experience for customers.

Marketing Automation

Today's prospects and residents expect to be able to research your properties and interact with your company everywhere, all the time. But does that mean you're suddenly able to hire more staff for round-the-clock support? Of course not. Marketing automation is your secret weapon in an increasingly busy digital marketplace.

Benefits of Marketing Automation

Save Time

Automating marketing processes saves time, giving back the hours you would otherwise spend scheduling appointments, responding to text messages and posting to social media every week. The savings add up quickly!

Reduce Data Entry

Instead of manually entering information repeatedly – increasing the likelihood of human error each time – updates are automatically completed using data from your property management software.

Save Money

By reducing the hours your team spends on repetitive back office tasks like data entry, you won't need to hire interns or temps to take over the busy work during leasing season.

Free Up Staff

With less time spent doing heads-down desk work, your staff members have more availability to focus on what matters most, your prospects and residents.

9 Marketing Automation Strategies

1. Nudge Marketing
2. Automated Appointment Scheduling
3. Intelligent Text Response
4. Automated Email Follow-Ups
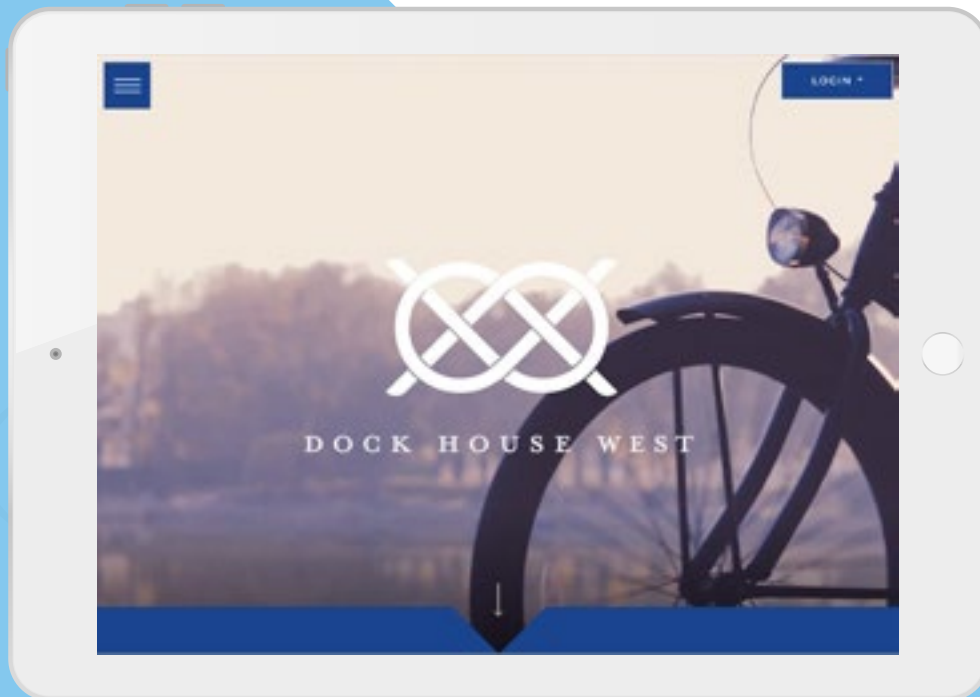5. Event-Based Surveys
6. ILS Automation
7. Social Media Bulk Posting
8. Timed Lease Renewals
9. Automatic Customer Support

1. Nudge Marketing

"Nudge marketing helps us convert leads around the clock. In one month, we received 38 leads from nudge marketing on one of our property websites. Thirteen of those leads applied, and seven became new residents within 30 days!"

Daryl Smith
National Marketing Director, Pinnacle

Sometimes leads just need a little extra push to get them to act on a great deal, but you can't possibly track and call every website visitor. That's where nudge marketing comes in.

Nudge marketing is a marketing automation tool that appears on your property websites. It delivers a targeted message to specific prospects based on their online actions. You can set it to nudge website visitors to take the next step after visiting a set number of pages or viewing one page for a specific amount of time. Use it to share a promo, pop up an appointment card or something else!

2. Automated Appointment Scheduling

Let website visitors schedule appointments at times that are convenient for them – and you! Here's how it works:

- You decide which appointment days, times and lengths work for your offices. You can even choose how many consecutive appointments can be scheduled.

- Prospects select from available appointments using a form on your site. After they fill out the guest card and submit it, they will receive an email to confirm their appointment.

- Leasing office staff get notified of confirmed appointments, which then appear on their calendars.

Renters *can schedule appointments online without worrying about office hours*

Leasing Agents *see appointments and completed guest cards without taking calls*

3. Intelligent Text Response
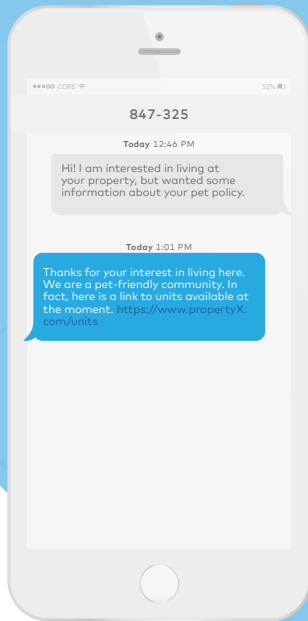
An increasing number of renters prefer to communicate via text. Is your property management company equipped to keep up? With intelligent text response, you can provide customised, automated responses freeing up your leasing agents to process ready-to-go leases and renewals.

Picture this: someone searching for an apartment online sees your ad with a number they can text for more information. They send a text asking about your pet policy and receive an automated response letting them know your property accepts pets. The reply also includes a link to available units. Now they're on your website, ready to choose a floor plan, and you didn't even have to lift a finger!

847-325

Today 12:46 PM

Hi! I am interested in living at your property, but wanted some information about your pet policy.

Today 1:01 PM

Thanks for your interest in living here. We are a pet-friendly community. In fact, here is a link to units available at the moment. https://www.propertyX.com/units

362-584

Today 1:33 PM

Hello! My husband and I are interested in living at your property, but have quite a few questions before we take the time to visit. What are the price ranges for 2bd 1 bath and 2bd 2 bath? We're expecting and want to live where there are quite a few families to interact with. Can you provide an idea of how many families with children live there?

Today 1:46 PM

Thanks for your interest in living here. We are a family-oriented community and have quite a few living here. You are able to view pricing by visiting https://www.propertyX.com/units/pricing Our office hours can be found here, https://www.propertyX.com/hours

4. Automated Email Follow-Ups

Never lose a lease because someone forgot to follow up! Automated email follow-ups send emails that are triggered by specific events. Create emails just once to have them sent automatically after a tour, before move-in or as a lease expiration date approaches. You pick the event, timing and content, then let automation do the rest.

Automated email messages average 70.5% higher open rates and 152% higher click-through rates than "business as usual" marketing messages.[3]

Over 75% of email revenue is generated by triggered campaigns, rather than one-size-fits-all campaigns.[4]

5. Event-Based Surveys

Surveying your residents might seem like a hassle, but it doesn't have to be. Easily measure resident satisfaction by enabling event-based net promoter score (NPS) surveys.

NPS is an industry-wide standard that scores responses to a single question to identify promoters, passives and detractors at each property. Research has shown that your NPS acts as a leading indicator of growth.

Automatically email residents based on a completed event, like a move-in or move-out. Your residents just answer one easy question for you to get valuable feedback.

If your organisation's NPS is higher than those of your competitors, you will likely outperform the market.[5]

6. ILS Automation

To attract leads, you need to promote your vacancies where people will find them, right? That's where internet listing services (ILS) comes in. One of the best-known forms of marketing automation, syndication is a huge time saver.

Using up-to-date information from your property management software, ILS automation updates your listings across multiple online rental sites daily. It makes sure pricing and vacancies are accurate, so you don't get inquiries from people with incorrect information. Best of all, it runs by itself once you set it up, so your team doesn't have to waste hours on repeat data entry.

7. Social Media Bulk Posting

It's important to be where your potential renters are – and that means on social media! Your office might have a social media team or coordinator or it might not. In any case, bulk posting is the best way to ensure that your important updates get seen.

Schedule posts just once and have them appear across multiple channels at the time that works best for your specific audience:

- Post to Facebook, where **1.28 billion users check in daily**[1]

- Tweet on Twitter, the microblogging site with **100 million daily users**[2]

- Share news on your website so prospects and residents see it

Twitter

Instagram

*Twitter, Facebook and Instagram screenshots used with permission of Bell Partners*
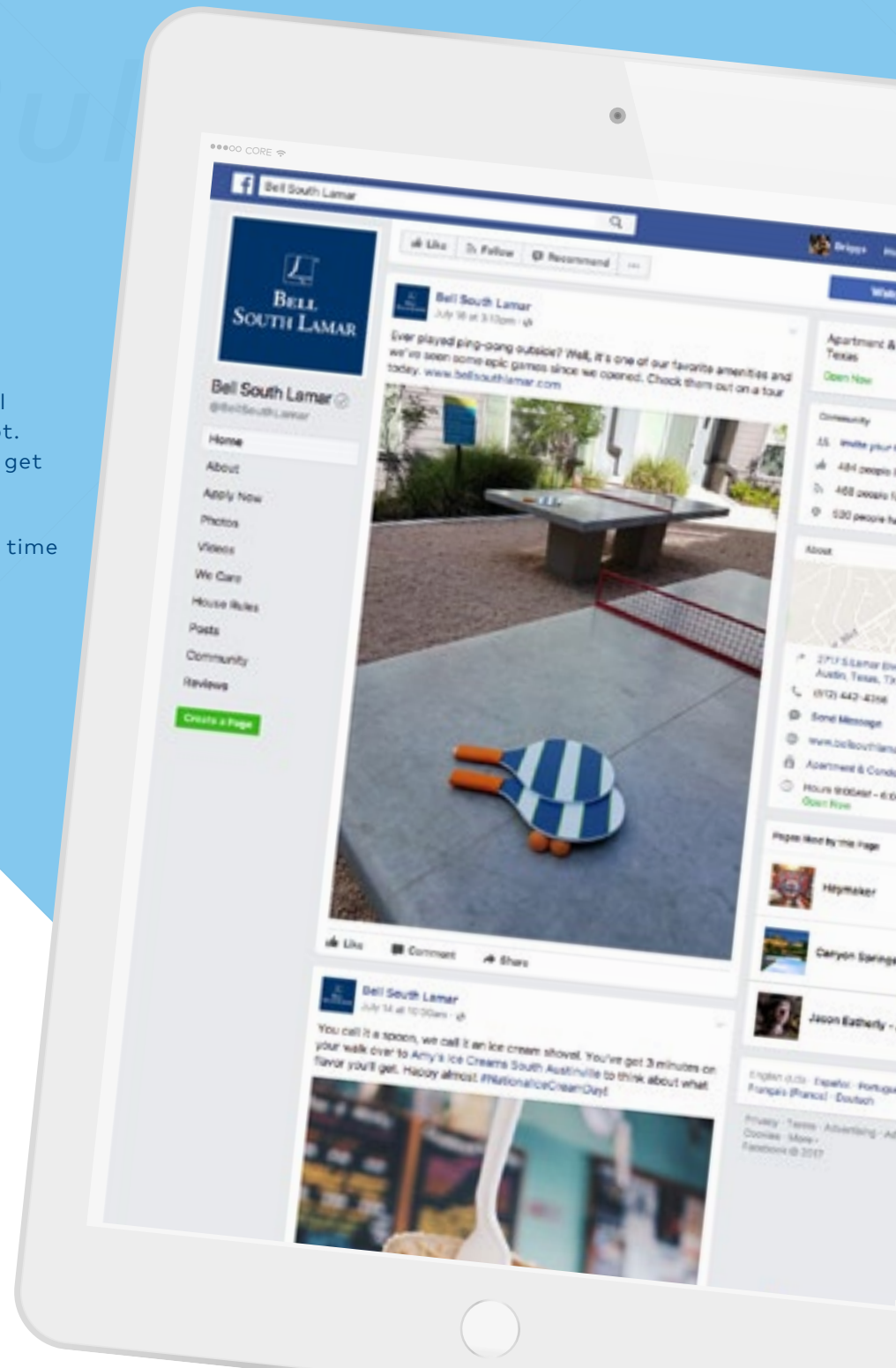
8. Timed Lease Renewals

Automate renewal offers to increase your retention and gain better visibility into your forecasted revenue.

Send timed communications that offer residents tiered rates if they renew 90, 60 or 30 days in advance. The earlier they renew, the lower the rate they can lock in! You pick the timing and the prices, then let marketing automation work its magic.
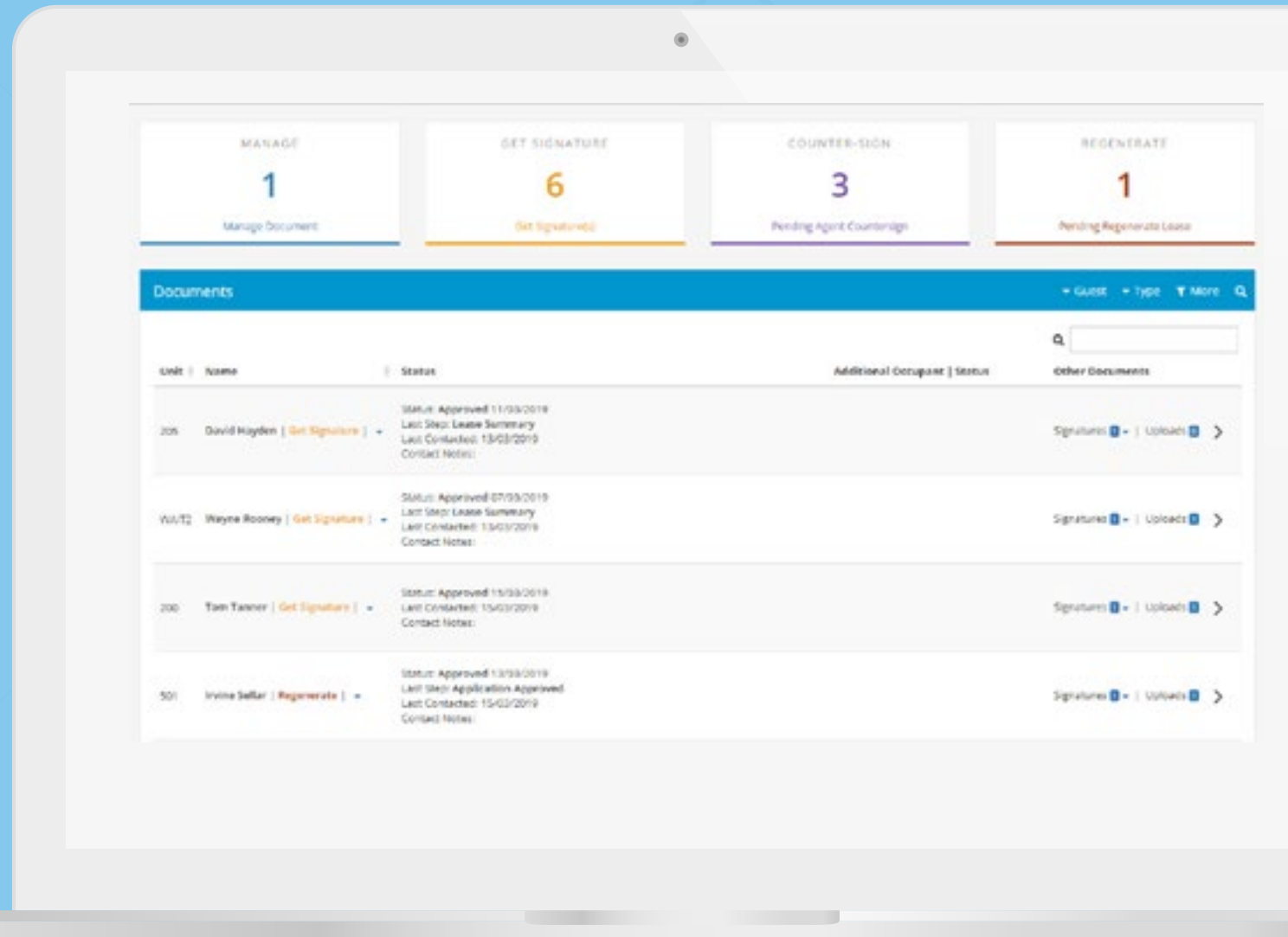
9. Automatic Customer Support
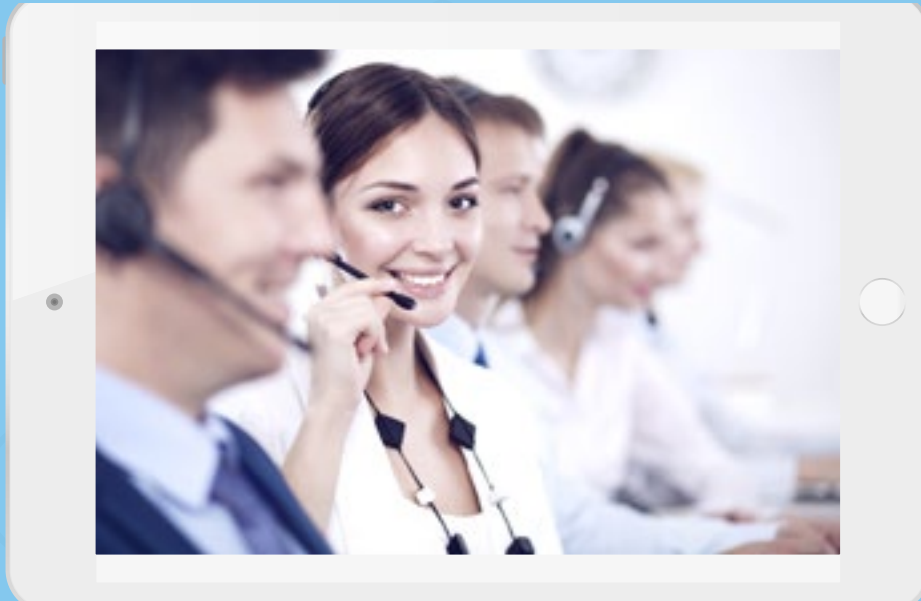
Three of the top five apartment resident complaints are about poor customer service and communication.[6]

No matter what your office hours are, when a prospect has a question or a resident needs something fixed, they expect to be able to reach someone immediately. But what if it's outside office hours or you are in a team meeting or busy with other customers?

On-demand automated phone, email and chat support is the answer. Provide the highest level of customer service without spending a fortune. Choosing a system that integrates with your property management software allows agents to deliver property-specific assistance.

Look for:

- Budget controls

- On-demand availability

- Ability to create guest cards, service requests and appointments

Thank You for Downloading!

For more information on marketing automation tools that will help you save time and increase your reach, contact us. We're here to help!

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Sources: [1] Facebook Newsroom | [2] Omnicore Agency | [3] Epsilon Email Institute | [4] DMA Email Client Study | [5] Net Promoter Network | [6] J Turner Research

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