

REACH

by RentCafe®

Digital Marketing Agency





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DIGITAL MARKETING AGENCY

Reach more renters, improve ROI and reduce spend with a comprehensive marketing agency for multifamily property management.

Create a compelling web presence with professional design and a feature-rich marketing platform.

Showcase your brand and listings everywhere customers search, then optimize your strategy and drive conversions with complete transparency into your marketing investments.

CONTENTS

Marketing websites	3
Search engine optimization	5
Pay-per-click advertising	7
Social media management	9
Reputation management	11
Marketing analytics	13

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WEBSITES

Win more renters with websites that attract and convert

See better results with corporate and property marketing websites built for speed, performance and accessibility. Showcase your communities, engage prospects and turn leads into leases with content-rich designs and easy-to-use features, including interactive floor plans, appointment scheduling and more.

STAND OUT ONLINE

Appeal to customers and search engines with fast, functional websites.

MAKE PROSPECTS HAPPY

Create a seamless user experience with tours, applications and leasing.

BE TRUE TO YOUR BRAND

Customize to match the visual and functional needs of your company or property.

FEATURES

WEBSITES

ATTRACTIVE THEMES

Celebrate your properties. Modify our expansive library of responsive templates with your text, color scheme, logos and graphics.

UNIT-LEVEL INFO

Help searchers find their perfect apartment with a floor plan assistant. You can add photos, videos and 3D tours of each unit.

VIRTUAL FRONT DESK

Make it easy to engage with Chat IQ. Prospects can chat, text, call, email and even schedule tours from any page of your website.

CUSTOM DESIGNS

Tell your story with design services that bring your vision to life. Create the custom website you've always wanted.

NUDGE MARKETING

Increase conversions by nudging site visitors to take the next step. Customize messaging for lead generation, tours and promotions.

BLOG & SOCIAL

Show off your social side. Publish rich content to your blog and pull relevant content from Instagram to highlight the resident experience.

IMMERSIVE DETAILS

Encourage renters to explore each property with interactive site maps, area maps, amenity details and real-time unit availability.

TOUR SCHEDULING

Let prospects book guided and self-guided tours. You control the timing and frequency. See appointments instantly.

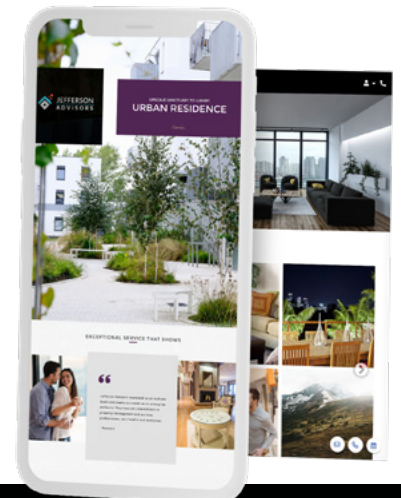
ONLINE APPLICATIONS

Make it easy to apply online. Prospective renters can complete applications and optional self-screening on any device.

STAY FRESH WITH EASY, ANYTIME UPDATES

Don't wait, make changes whenever you need with a built-in website editing tool, self-service SEO dashboard and the ability to add unlimited custom pages. Change colors, update photos and keep content current to stay ahead of the competition.

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SEO

Grow organic traffic with search engine optimization

Build trust with search engines, gain impressions in search results and increase prospect engagement. Work with SEO experts to optimize on- and off-page content, helping your communities reach more renters.

BOOST VISIBILITY

Deliver content that appeals to both customers and search engines.

DRIVE TRAFFIC

Improve organic search results for maximum visibility and more leads.

ENGAGE RENTERS

Convert more prospects by increasing pageviews and time on site.



FEATURES

SEO



ON-PAGE OPTIMIZATION

Optimize your website. We'll review and make improvements for content, page titles, meta descriptions, alt tags and more.



OFF-PAGE OPTIMIZATION

Manage your brand across the web. We'll optimize your Google My Business listing and use Yext to update local citations and ensure consistent NAP data.



ENGAGEMENT OPTIMIZATION

Increase engagement to send positive SEO signals. We'll alert you to new features and recommend website performance enhancements.



REPORTING & ANALYTICS

Track your growth. Analyze your traffic and see how it is converting into leads with monthly reports and meetings.



WEBSITE HEALTH CHECKS

Identify hurdles that could affect search engine performance. Regular site audits correct any issues to make sure you're effectively attracting prospects.



WIN AT SEARCH WITH A DEDICATED ACCOUNT MANAGER

Stand out with individualized attention that will help your communities shine. Work with an SEO specialist trained in white hat techniques and Google Search Central guidelines to create a strong online presence.

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PPC

Reach more renters with targeted advertising

Set up effective pay-per-click ad campaigns in just minutes with help from a Google Premier Partner. We work with you to define the best search engine marketing mix for your properties — from platform selection to budget recommendations.

BE FOUND

Attract and convert prospects with ads on popular search engines and sites.

SEE SUCCESS

View impressions and clicks as well as confirmed leads and leases.

STAY IN CONTROL

Manage spend and adjust campaigns as needed.



FEATURES

PPC



CAMPAIGN MANAGEMENT

Gain a competitive advantage by partnering with a team of Google Ads certified specialists. We'll find the right keywords and write ad copy that converts.



PLATFORM FLEXIBILITY

Advertise on platforms that fit the property and audience. Attract prospects with campaigns on Google, Facebook, Instagram, Bing and others.



TAILORED ADVERTISING

Send traffic to your websites based on property needs and occupancy trends. Target ads based on demographics, location, timing and mobility.



BUDGET CONTROL

Manage your ad spend easily using a simple dashboard. Our experts can provide recommendations specific to your objectives.



DETAILED REPORTING

Get complete visibility into spend, impressions, clicks, leads and leases. Monthly reports help you understand ad traffic and conversions.

MAKE DATA-DRIVEN ADVERTISING DECISIONS

Get the most detailed view into your return on ad spend with Marketing IQ. Access innovative analytics for marketing strategy and budget recommendations based on campaign performance, occupancy exposure and more.



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SOCIAL MEDIA

Make social media work for your community

Build your audience, improve the customer experience and drive rent-ready leads with social media management services for multifamily communities. We transform your presence and support your goals by creating, posting, monitoring and reporting on content that you approve.

SHOWCASE YOUR BRAND

Promote your properties in a professional and positive way to renters.

ADD VALUE

Share relevant, hyperlocal content that engages prospects and residents.

GET RESULTS

Track your progress with comprehensive monthly reports.



FEATURES

SOCIAL MEDIA



CUSTOM STRATEGY

Attract the right audience. We'll create a strategy unique to your brand that will be used to audit and improve your social profiles.



CONSISTENT CONTENT

Post regularly to Facebook, Instagram and Google My Business. We'll schedule weekly hyper local content for your review and approval.



SPONSORED CONTENT

Reach a wider audience with monthly boosted posts selected to drive the best results at the lowest cost.



ACTIVE ENGAGEMENT

Strengthen customer relationships by encouraging online interactions. We'll monitor your channels for questions and comments.



TRANSPARENT REPORTING

Review social media performance through monthly reports and regular meetings with your dedicated account manager.

CREATE A CONSISTENTLY EXCELLENT ONLINE EXPERIENCE

Social media management is only available to properties that use REACH SEO. Your account manager will be the same across both services, allowing for a deep knowledge of your property, market and audience.



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REPUTATION MANAGEMENT

Take control of your digital reputation and build brand authority

Guide the online conversation about your brand and enhance your SEO strategy. Monitor reviews, post responses and track competitors across platforms with self-service and full-service reputation management for multifamily properties.

MANAGE YOUR BRAND

Mitigate damaging content and increase positive reviews to raise your brand profile.

GAIN INSIGHT

See how you stack up with review sentiment analysis and competitive analysis.

MAKE IT EASY

Do it yourself with a comprehensive dashboard. Choose full-service support to reduce staff burden.



FEATURES

REPUTATION MANAGEMENT



ACTIVE MONITORING

Track reviews, comments and messages across multiple channels including Google, Yelp, Facebook, Apartment Ratings and others.



TIMELY RESPONSES

Respond quickly to positive and negative reviews. Full-service clients can approve and edit suggested replies.



FEEDBACK REQUESTS

Identify and celebrate more resident success stories. Request customer feedback and reviews to fuel positive shares.



SENTIMENT ANALYSIS

Gain insight into the customer experience. Is the same issue surfacing in multiple reviews? Find out so you can address it.



COMPETITIVE ANALYSIS

Benchmark against your competition. See how you stack up, then use that information to stand out in local searches.

IMPRESS MORE RENTERS ONLINE

REACH SEO is required for both self-service and full-service reputation management. For the best results, add our social media services to grow your audience.



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MARKETING IQ

Maximize marketing ROI with user-friendly analytics that give you instant visibility

Access the data you need, displayed how you need to see it. Marketing IQ takes the guesswork out of marketing analytics. Market with confidence knowing you can see performance, spend, lead attribution and more at a glance.

MONITOR CAMPAIGNS

Get fast, accurate and on-demand analytics.

ANALYZE PERFORMANCE

Discover which sources drive the most revenue at the lowest cost.

IMPROVE STRATEGY

Optimize spend to get better results for less.

FEATURES

MARKETING IQ



INTUITIVE DASHBOARD

See portfolio-wide trends, then drill into availability, prospects and leases for each property to quickly prioritize your efforts.



CUSTOMER JOURNEY

Track every step of the prospect journey. Spot check any lease to see the full journey and verify lease attribution to the correct source.



MARKETING ROI

Examine all lead sources and view true cost per lease. Identify best and worst performing sources to adjust and optimize your budget.



WEBSITE PERFORMANCE

Compare behaviors and conversions on websites across your portfolio. Find underperformers, make improvements and watch metrics rise.

GET THE MOST FROM YOUR MARKETING

Realize the best value for your marketing dollars when you combine Marketing IQ with REACH by RentCafe agency services for websites, SEO and PPC. Drive conversions at a low cost per lease with full transparency.

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