



RENTCafé Reach Social Media Management

Transform your social media presence

Achieve your social media goals while providing an engaging experience for prospects and residents with RENTCafé Reach Social Media Management. Your dedicated account manager will manage your social media channels – optimizing your profile, regularly posting hyperlocal content and promptly responding to questions and comments.

Why RENTCafé Reach Social Media Management?

- Audit and improve existing social profiles
- Build brand recognition with curated local content
- Track, edit and approve social posts
- Reach a wider audience with monthly boosted posts
- See results with monthly reporting





Our social media management services include:

Strategy Development

Working with your team, we will develop a strategy unique to your brand. Your social media strategy will be continually updated to reflect current best practices.

The account manager who works with you will be the same across multiple RENTCafé Reach services. Their knowledge of your property and audience will help them create a social media personality that will attract the right renters.

Consistent Organic Content

Hyperlocal content will be posted to Facebook and other social media channels twice per week. For quality assurance, this content is prepared in a monthly content calendar. You will have an opportunity to review and approve all content before anything goes live.

Active Engagement

Your account manager will monitor your channels for questions and comments as well as help you increase post engagement by building social relationships.

Monthly Sponsored Content

Sponsored content is included every month. Your account manager will monitor and select the right posts to drive results at the lowest cost.

Transparent Reporting

Review comprehensive monthly reports to track your progress. Want to meet with your account manager? We can schedule weekly, biweekly or monthly meetings to discuss social media performance.

Requirements:

- RENTCafé Reach SEO
- Four-month minimum
- Property worksheet



Yardi Systems, Inc. 430 South Fairview Avenue, Santa Barbara, California 93117
phone: +1 800 866 1144 | email: Sales@Yardi.com | Yardi.com

NOTICE: Design and content ©2018 Yardi Systems, Inc. All rights reserved. Information is subject to change without notice and does not represent a commitment on the part of Yardi Systems, Inc. RENTCafé® Reach™ and Yardi® are either registered trademarks or trademarks of Yardi Systems, Inc. in the United States and/or other countries. All other products mentioned herein may be trademarks of their respective companies.