



# **Start Marketing Today**

**A Guide for Leasing Agents  
Who Want to Become Marketers**

**“Something that I have been very adamant about is not allowing the industry to dictate my future. When everything said you go from a leasing specialist to a property manager to a regional manager, I said, ‘No, I’m going to go from a leasing specialist to an executive.’ So I excelled at the things that I wanted to do.”**

**– Rebecca Smith, Senior Leasing Manager – New Development, WPM Real Estate Management**  
[\(Listen to our full conversation with Rebecca on Knock’s Renter Obsessed podcast.\)](#)

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# Foreword from Sydney

## Webber

I Googled “marketing.”

I was sitting at my desk in the leasing office of Deveraux Glen Apartments in Portland, Oregon. It was probably a Sunday, Sundays were super slow for us. It was my first job where they actually PAID me to sit down, which I thought was crazy.

I’d spent the last few years walking people around in circles (ballroom dancing teacher sounds so glamorous, and at times it was, but truly 90 percent of the time I was walking people in circles around the room.) Before that I had had a handful of service jobs, with a hat and matching apron in every color. But this new leasing gig felt like it had a lot of potential.

I didn’t think I wanted to move up the ranks from assistant manager to manager and so on. I needed something really creative, so I Googled “marketing.”

I started by creating posts for my community’s Facebook page and responding to comments, asking every resident I talked to to leave us a review, and planning the resident events. On the side, I even started a blog with my friends all about life and things to do for young creative women in the Pacific Northwest.

I didn’t go to school for marketing. I don’t even have a bachelor’s degree. I just learned by doing. And that’s the beauty of property management: A college degree doesn’t necessarily have to be your ticket to the party, you can grow and learn within this industry. And boy can you grow!

I recently had a conversation with Sara Scarborough Graham, the Senior Vice President of Marketing at Beacon Communities. She’s hired and developed many marketing professionals throughout her career. I asked her what she looks for in a marketing candidate and she told me, “Someone who raises their hand for projects, has a deep understanding of the leasing sales process, and can take a step back and look at their community holistically.”

You can do all of that. And the fact that you are taking the time to read and learn from this book tells me everything I need to know about you. You are the next generation of multifamily marketers.

This book is everything I wish I had when I was you. Use it as a jumping off point. Try some or all of the ideas here. But more importantly, I hope it inspires you to have your own ideas. Use your creativity and deep understanding of your customers to create new ideas that will transform our industry.

I can’t wait to watch it happen and cheer you on.

**– Sydney**  
**Customer Marketing Manager & Host of the Renter Obsessed Podcast**  
**Knock®**

# Introduction

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As a leasing team member, you know your customers in a more authentic way than data or market research could ever reveal.

That led us to think: What if we shifted the way we train and develop onsite teams to leverage that customer intimacy and think more strategically – and create more demand for your communities?

We know you already have so much on your plate, but we're talking about minor, scalable shifts that can have a large impact on your business, customers' perception of your brand, and your career growth.

In this playbook, we cover seven key marketing pillars, explain the impact they can have, and provide simple ways you can begin to implement them.

By the end, you'll have the tools you need to join the next generation of multifamily marketers.

# Chapter 1: Social Media Marketing

Renters come into contact with marketing channels like Apartments.com, Google Ads, or your website when they are ready to buy. It's where you capture demand that already exists. Social media is where your renters go every day. This is where you connect with your current and future customers, create the demand, and build relationships before they are looking for a new home.

You're already well positioned to post on social media: You know your residents better than anyone else at the company! That's the key to social media: understanding renters deeply and searching for signals that your content resonates with them.



**“I have a litmus test for good social media content: Before you post anything, ask yourself, ‘Does it teach my customer something, solve a problem for my customer or entertain them?’ If it does one of those three things, then it’s good to post.”**

– Sydney Webber, Customer Marketing Manager, Knock®

## **The Main Focus: Find Your “Workhorse” Channel and Become an Expert at It.**

There are countless books filled with social media best practices. To save you some time, we're giving you a shortcut so you can start effecting change immediately.

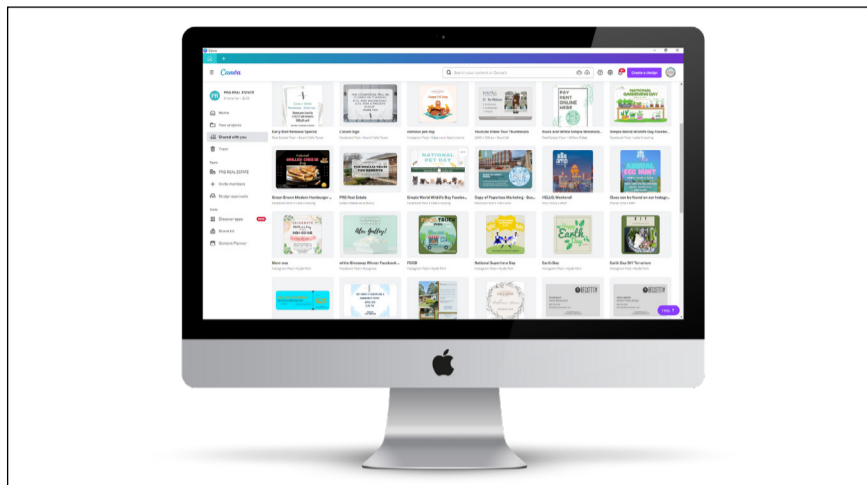
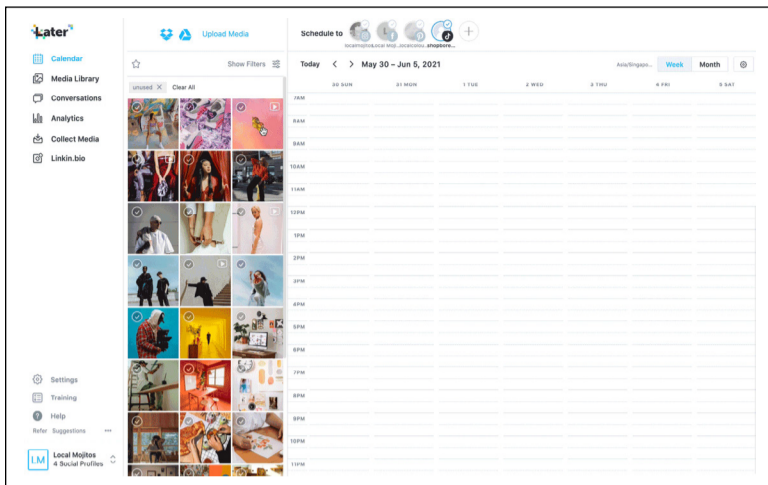
The shortcut is to identify your “workhorse” channel. This is the social media channel where you have the most followers and engagement, and – more importantly – it's where your prospects and residents are spending the most time.

Today, your workhorse channel is probably Instagram, Facebook, or TikTok. Start by looking at those three channels to see if prospects and residents are engaged there.

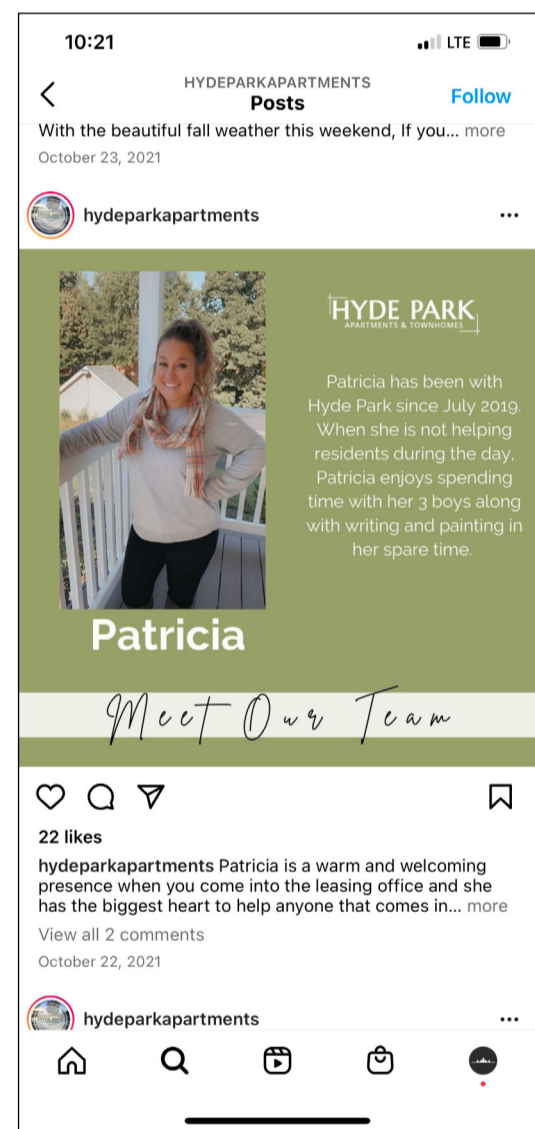
Once you've identified that workhorse channel, it's time to become an expert at using it. Here are some tips to help you do that.

- Become a consumer of content on that channel (yep, we're giving you an excuse to scroll through TikTok!). Get an understanding of what type of content works and what doesn't. Follow other companies in multifamily, as well as companies in adjacent industries like hospitality or interior design. (**Pro tip:** Follow influencers who create in these categories.)

- Post regularly to get a true feel for what works with your audience and what doesn't. (**Pro tip:** Use a free scheduler tool like [Later](#) or [Canva](#) to save time and create multiple posts at once.)



- Engage with other posts as your company account. When you add value to a conversation in the comments, others can see and interact with you.
- Create content that inspires conversations. The Instagram algorithm favors accounts that interact with other accounts. (**Pro tip:** The IG algorithm measures both engagement and timing, so it's best to respond to all of the comments left on your posts right away.)
- Know which key performance indicators (KPIs) you should be working toward, and how to set them. If your goal is to drive awareness of your property and attract new prospects, look at impressions (how many times a post shows up in someone's timeline) and reach (unique viewers your post had). If your goal is to increase your conversion rates, look at clicks. If your goal is to boost resident retention, monitor the response rate (how quickly your team replies to DMs) and how often residents are tagging your community.
- Don't be afraid to experiment! Give TikTok a go, try your hand at video editing, or see if questions work better than statements in your caption.





**“Be a human. People are connecting more with brands that have a purpose or show the human experience. They have a heartbeat, they have a pulse behind the content they are posting.”**

– Delany Duke, Digital Services Manager, Landmark Properties

### Free Resources to Help You

- For those Insta-worthy posts and graphics, use a free design tool like [Canva](#) or [Unfold](#), which help you create beautiful designs that fit social media specifications (like an Insta story vs. Insta post). You can also schedule posts using these tools.
- Other free scheduler tools we’ve used and loved are [Hootsuite](#) and [Later](#), which will allow you to schedule multiple future posts at the same time.
- Check out [Knock’s Ultimate Guide to Social Media](#).

### Next Steps

1. Ask your boss if you could try managing the property’s social media accounts.
2. Identify your best-performing channel and lean into posting there.
3. Experiment with 1-2 other channels (we really recommend [giving TikTok a try!](#)).

### Final Question to Consider (free text box)

Identifying your company’s brand personality is a big part of writing social media copy – it’s how you stand out from your competitors and form a real relationship with your followers. Before you start posting, ask yourself (and your boss) the following: What is your brand personality? Are you more informative/helpful? A good friend who can give prospects and residents the info they need?



# Chapter 2: Content Creation

Now that we've talked about social media, let's dive into all the other types of content that can drive prospects to your community and turn them into retained residents. We'll walk you through the steps you should follow when creating any piece of content, and help you figure out where in the leasing journey it makes sense to use different types of content.

## **The Main Focus: Determine Which Pieces of Content Work Best Where**

Video, blogs, social media, print pieces – there are endless types of content you can consider for your marketing plans. To start figuring out what types of content you should be producing, think through how your prospects and residents go through the leasing journey, and what makes sense within each step of that journey.

For example, when someone is looking for a new apartment, they might start by going to Apartments.com. They'll find your community there, and then they might go to your Instagram to see pictures and videos of your communities. They'll book a tour, and when they come in they can grab a printed flier with information about your property. And after they become your resident, they might read your community's blog for information and events.

Hubspot has a [great article](#) on the steps you should go through when creating new content. In summary:

- Each piece of content should have a goal. Do you want people to take a specific action? Or do you want to just raise brand awareness?
- Know your audience and understand what they want/where their head's at throughout the leasing journey.
- Understand how to manage them/where they go in the sales process.
- Use analytics to track your success. See which pieces of content perform best, and try a new approach for those that don't perform well. We'll talk more about how to track the success of your marketing tactics in Chapter 4, Attribution Reporting!

With so many content possibilities, don't feel overwhelmed. An easy way to mitigate this is to leverage your coworkers to create content. A great example comes from Western Wealth Communities. They have leasing agents [film TikToks in their different units](#), which their marketing team then posts to the company account. (**Pro tip:** Always show your team what you've created before posting it! That way you can ensure the content is on brand and is error-free, or they might have an idea that will make it even better.)

As a final note, remember that if your content is truly great, don't be afraid to repost it in the future! If you took the time to write an excellent blog post, use sections for social posts, make a TikTok explaining the content, or create a graphic to go along with it and add it to your Instagram with a link in your bio! Great content is nothing without a great distribution strategy.



**“Everyone has something different on their team. Start by taking an inventory of the raw resources that you have. From there, decide what type of content you will create. It's all about being yourself and capitalizing on your strengths.”**

**– Barbara Savona, Founder, Sprout Marketing**

### **Free Resources to Help You**

- Renter Obsessed podcast episode: [“How to Turn Your Leasing Teams Into Content Creators”](#)
- Renter Obsessed podcast episode: [“Humanize Your Marketing with Video”](#)
- Read Hubspot’s [guide to content creation](#)

### **Next Steps**

- Figure out where in your company’s marketing process different types of content make sense.
- Outline a distribution strategy. Once you create a piece of content like a blog or video, how many different ways can you slice it for social media? Can you use it in your prospect follow ups? Can you invite your current residents to engage with it in any way?
- Continue seeking out content examples from brands you like so you can keep coming up with creative ideas.

### **Final Question to Consider (free text box)**

What’s one type of content your company isn’t doing that you think it should be?

# Chapter 3: Competitive Research

As a marketer (and a leasing agent, too), you should have a good understanding of what makes your company and community unique – what you do well according to your residents, and where you can improve. A crucial part of this understanding is knowing how those strengths and weaknesses stack up against the competition – and using that knowledge to your advantage. (And we're not just talking about, "you have a better pool than they do.")

This chapter will give you the tools you need to start doing a competitive analysis on your competitors – identifying where you win against them and vice versa, so you can create marketing strategies and projects that target those specific areas.

## **The Main Focus: Finding Where You Win (and Lose) Against the Competition**

First, let's talk about competitive analysis. What is it, and how do you do it? Hubspot defines a competitive analysis as ["a strategy that involves researching major competitors to gain insight into their products, sales, and marketing tactics."](#)

You can really get into the nitty-gritty with a competitive analysis. Do a quick Google, and you'll see hundreds of results for templates, charts, SWOT analysis, and more, most of which cater to corporate roles and MBA candidates. While these tactics are definitely helpful, they're not necessary to get a good understanding of your competition.

So instead of making you fill out charts and spreadsheets, we'll go over some simple, multifamily-related actions you can take that will help you position your company ahead of the pack.

- 1. First, put your social media hat back on and do some scrolling.** A great way to get started is to see how your social media channels compare to the competition. This will give you a good idea about how they talk to their prospects and residents, as well as how prospects and residents talk back. Here's what to look for:
  - How many followers do they have on each channel? Can you figure out which channel is their "workhorse?"
  - How active are customers on the channels? You can find this out by reading comments on their posts, looking for times their business was tagged, and toggling over to their tagged photos on Instagram. What are prospects and residents saying? Are they happy with their community? Talking about lots of issues? (**Pro tip:** Track recurring issues prospects and residents bring up on social media, and create your own posts and content speaking to how you do those things well.)
- 2. Look at competitors' Google reviews.** Like the first tip, read the negative and positive comments from customers and see where your community can really shine against the competition. Then create a list of common themes to reference later. It's also important to take note of the way your competitors respond to their reviews.
- 3. Finally, listen to your residents!** Listen to what they say in feedback, in online reviews, and on social media. Be proactive and ask them what you do that is unique that they enjoy, and lean into that when positioning your company against others.

**“We continuously look for metrics that tell a story about the customer experience — whether that’s the quantity and quality of our marketing reach or how quickly we respond through our marketing sources — and we take all that and look at what we offer to prospects and how that aligns with what they want, when they want it, and how. So we continue to optimize around what it is customers are communicating to us that they need.”**

**— Joshua Bowie, Director of Analytics, Business Intelligence & Marketing, Gables Residential**



### **Resources to Help You**

- [Opiniion](#) has a blog post breaking down [online reputation management](#). For reputation management tools, some common options include Opiniion or [Chatmeter](#).
- Crayon has a [good article on battlecards](#), which are a great way to track how you win against the competition in specific areas.
- Renter Obsessed podcast episode: [“Talk Data to Me”](#)

### **Next Steps**

- Follow the actions outlined above, and track your work in a Google doc or spreadsheet, no need to get more technical than that. You just need something to show your boss you’ve done the homework.
- For real bonus points with your management, go ahead and create a [battlecard](#) based on actual customer feedback. What are the top positive and top negative themes you identified after reading through each of your competitors’ reviews?

### **Final Question to Consider (free text box)**

Now that you know how to research your competition, how can you lean into your company’s brand voice and positioning to help your company stand out?

# Chapter 4: Attribution Reporting

Multifamily marketing includes content and campaigns across channels: social media, an internet listing service (ILS) like Apartments.com, your own website; you get the picture. But do you know from which of those places most of your prospects (and prospects-turned-residents) are coming from?

That's where attribution reporting comes in – and it's one of the most important things to keep track of as a marketer.

## **The Main Focus: Learn Your Different Traffic Sources and How to Track Them**

To get started, let's talk about why attribution matters.

At its simplest, marketing attribution is “the way in which marketers assess the value of the channels that connect them to potential customers.” (Hat tip to Saleshub for [a great look at attribution.](#)) In other words, it's how prospects find your properties and decide to schedule a tour.

By looking at – and measuring – where your traffic comes from, you'll be able to dial up campaigns on the channels that perform best, and try to turn around (or take money away from) the channels that perform worst.

Now, let's go over the types of sources that you'll encounter most often in multifamily marketing.

- **Internet Listing Service (ILS):** A website like Craigslist or Apartments.com where you can advertise your available listings. Some CRMs integrate directly with ILS's, so prospects can schedule a tour or get in contact with you right from the listing page.
- **Social media:** Don't think we need to explain this one any further! But the important thing to remember is to use social media's built-in analytics to see if prospects are clicking through to your website.
- **Search engines:** People who search for something on Google or another search engine, see your website or content among the results, and click. We'll talk more about optimizing search engines in Chapter 6.
- **Referral traffic:** These are people who click on links to your website from other websites.
- **Direct traffic:** Visitors to your website who type your URL directly into the search bar. They could have heard about your community from a friend, drove by and saw your signs, or remembered your name from a previous online search and typed it directly into Google.

Many of these channels come with their own analytics that help you track their effectiveness, or you can use a CRM like [Knock](#), which integrates with all of your channels and does the reporting for you.

"When discussing the importance of accurate lead attribution with our leasing teams, I focus on three aspects that affect them directly. First, lead attribution helps keep high-performing ad sources and remove the rest, saving TIME on lead handling and increasing conversion rates. Second, lead attribution saves MONEY on ad sources and can be applied to chatbots, AI, virtual tours, and other efficiency-enhancing programs.

Lastly, it creates ENERGY. A continuous stream of poor-quality leads can drain a leasing person's energy, however, lead attribution will increase high-quality leads to generate a continuous stream of qualified prospects, tours, and applications, which builds momentum and energizes the leasing team. Time. Money. Energy!"

– Windell Mollenido, Director of Marketing, The REMM Group



#### Free Resources to Help You

- [Renter Obsessed podcast episode: "Talk Data to Me"](#)

#### Next Steps

- In your current role, think about the different traffic sources your community has.
- If your community doesn't already, talk to your manager or your company's marketing specialist about adding a "How did you hear about us" question.

#### Final Question to Consider (free text box)

- How would you find an apartment? Part of being a good marketer is thinking from the perspective of your customer. So next time you need to create content that drives prospects to take action, keep this question at the top of your mind.

# Chapter 5: Lead Nurturing

A lead is unresponsive to your follow ups, isn't looking to move for six months, or they rented at a competitor property. Instead of marking them as a loss and moving on, there are a number of things you can do to nurture the lead and make them an active prospect again.

As leasing agents you are primarily in a sales role. You are answering questions and assisting individuals along the renting process. What we love about marketing is you get to take your sales and relationship-building skills and scale them up. You build strategies that can have a similar effect with many leads vs. working with them one at a time.

Hey, remember that content you created a few chapters ago? That content you created specifically to be helpful and interesting to your ideal customer? This is where to use it!

## **The Main Focus: Find Unique Ways to Re-Engage Prospects**

- Take your list of unresponsive leads or leads looking to move more than 30 days from now and create a sequence of three to four emails, each highlighting a different aspect of what makes your community great. Or you could add them to a list and send a monthly newsletter.
- Back to some examples of content for these emails: events, local news and neighborhood changes, renter stories, resident perks.
- Automation doesn't have to mean boring or robotic. You can write awesome follow-up emails, then save them as a template to use in the future. You can create a series of nurture emails that can be used to nurture different prospects throughout the year. We call this evergreen content.
- You can even find ways to integrate video into your follow ups, like this one from [Auric Symphony Park](#).

**“The search for your next home is an important one, an emotional one, and not one to be taken lightly. Whether it be dating or renting, nurturing plays a big role in the outcome! People laugh sometimes when I make this comparison but truly, these can be two of life's biggest 'stressors' and nurturing (whether it be your relationship or your future tenant) makes all the difference in the success you will (or will not) see.**

**We know that 80 percent of consumers are more likely to make an important purchase, like where they rent, when their buying experience is personalized & feels meaningful.”**



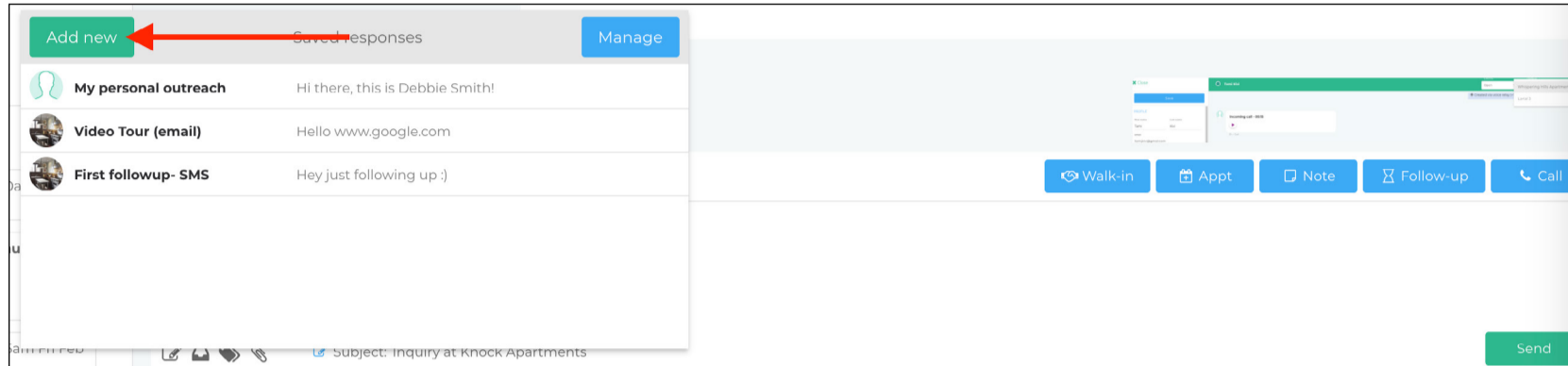
— Jessica Carter, VP of Sales and BD, Nurture Boss

## Free Resources to Help You

- [Blog post: 5 \(Not Boring\) Lead Follow-Up Ideas](#)
- [Blog post: Drive renter visits and applications with these calls to action](#)

## Next Steps

- Come up with five engagement ideas to start with.
- See how they perform, then put them into your marketing rotation, or try another five.
- Create automatic quick replies for any emails and follow-up ideas.



## Final Question to Consider (free text box)

- Knock Co-founder and CEO Demetri always says “You can’t improve what you can’t measure.” So keep track of the responses you get to the different email templates you use, so you can see what type of content resonates with your customers.



# Chapter 6: SEO

## Basics

First off, what is SEO (Search Engine Optimization)? It's the actions us marketers take to make it easier for customers to find our website when they are searching – or, in marketer speak, “querying” – Google.

Google's main job is to act as quality control for all of the millions of websites and pages on the internet. It prioritizes websites that are the best match for their user's questions, and it rates you on EAT: Expertise, Authority, and Trustworthiness.

To be completely honest, SEO is hard. It's a long game, and the likelihood of an individual property website outranking big advertising players like your ILS partners is slim to none, but that's OK! That's why we pay them.

Where you can really win on Google is in the Maps section, because on Maps you are only competing with other local businesses, not ILS's. And as you know, in the apartment game it's all about location, location, location.

### **The Main Focus: What You Can Do Right Now to Boost SEO**

A lot of the SEO tactics we use as marketers happen on our website, but a lot of times when we're onsite we don't have access to our community website. For SEO 101, check out [Knock's Multifamily SEO Basics guide](#).

Here, we are going to focus on two off-site SEO strategies, or things you can do as a leasing agent that improve your website's SEO without touching your website at all!

- 1. Content.** Oh wait, we already covered content! Sometimes the question prospects have is more than “apartments near me.” It can be “pet friendly apartments,” “cool neighborhoods in Austin,” or “apartments near transit.” Use keyword research tools like [SEMRush](#) (free trial) to identify the top queries renters are putting into Google. Then infuse those words into your blog content. Technically, this one is onsite SEO, but you can write the content and then submit it to your marketing team to add to your website! This one covers Google's **Expertise** category.
- 2. Inbound link structure.** This simply means other websites are linking to your website. When powerful websites link to you, some of that SEO juice flows to your site in the form of **Authority**. But if you can't get a large website to link to you, local websites in your area are great too; they further validate your relevance for that location. Here are a couple of strategies:
  - Find local animal shelters that have a blog, and write a post about how to rent an apartment with a pet – and then talk about your community's pet amenities. They're looking for new content, and you – a “subject matter expert” – just helped them out! What other types of local businesses could you share your expertise with in the form of blog content?
  - Work with one of your residents to submit their apartment to the [Apartment Therapy blog](#).

- Partner with local businesses to provide discounts to residents, and then have them add links on their website to your website. (Sydney Webber, Knock’s Customer Marketing Manager, [started a program like this](#) back when she was in charge of marketing for a property management company.)

**3. Tell your audience who you are.** As [Search Engine Journal](#) puts it, “Google doesn’t just want good content; it wants content from people who know what they are talking about.” Does your community have an “About Us” page or a page featuring its employees? Both of these things establish **Trustworthiness**, which basically means that your content is legit and coming from actual people. Another way to establish trustworthiness is to create content featuring your staff, who are knowledgeable about the multifamily industry and can share trustworthy info with prospects and residents.

**4. Optimize your YouTube videos.** Many people think of YouTube as a social platform, but it’s actually a search engine, and your videos can be optimized just like you optimize your website. According to Rand Fishkin, the founder of MOZ and [SparkToro](#), the Google ecosystem equals about 90 percent of all searches. This ecosystem includes Google itself, Google Images, YouTube, and Maps. The data shows that Google makes up around 68 percent and another 20 percent go to Google Images, followed by YouTube with another 3 percent approximately. So how do you optimize your YouTube videos?

- Rename your video file using a target keyword.
- Insert your keyword naturally in the video title.
- Optimize your video description with your keywords.
- Tag your video with popular keywords that relate to your topic.
- Categorize your video.
- Upload a custom thumbnail image for your video’s result link.



**“SEO isn’t one and done. SEO is a mindset of consistent optimizing and testing for a better user experience.”**

– Martin Canchola, Co-Founder/CTO, ApartmentSEO.com



**“SEO is simply, ‘How do you be the best answer to the question?’”**

– Mike Whaling, Founder, 30 Lines



**“A company that implements a strong SEO strategy positions themselves to tell their unique story to a larger audience. SEO provides an opportunity for a company to answer their customers’ most important questions while building new connections.”**

– Kendrick Johnson, Marketing Coordinator, Western Wealth Communities

### Free Resources to Help You

- [SEMRush](#)
- [Knock's Multifamily SEO Basics guide](#)
- Renter Obsessed [podcast episode: "SEO Obsessed"](#)
- [Read how Knock's Sydney Webber created inbound links by partnering with local businesses.](#)

### Next Steps

- Develop local business partnerships or digital partnerships with online publications to create an inbound link structure. Similarly, work with residents to get featured on blogs like Apartment Therapy.
- If you want to do some basic keyword research, see what questions prospects use when interacting with your chatbot, or use a tool like SEMRush.
- Once you've got a good grasp on the best words to use, sprinkle in keywords when responding to Google reviews.

### Final Question to Consider (free text box)

What's your biggest source of traffic? Is it social media, your website, or something else? Whatever it is, think about the words your prospects and residents use there, and take that into consideration when building your SEO plan.

# Chapter 7: Customer Advocacy

The brand experience is changing. In the multifamily industry, we need to stop thinking of the customer journey as a funnel, and start thinking of it as a flywheel.

With a funnel model, everything falls out at the bottom, so you need to continuously search out new leads – it’s a short-term strategy. But with a flywheel model, you align your entire organization around delivering a remarkable customer experience – a long-term strategy.

In this section, we talk about how you can put renters at the center of your marketing strategy to spin that flywheel out of control (and cut marketing costs in the process). We’ll help you identify your raving fans, content creators, and micro-influencers so they can find your prospects for you.

## **The Main Focus: Adopt the Flywheel Model of Marketing**

At its simplest, the Flywheel Model involves making everything about the customer, or, in your case, the resident. It’s a great fit for the multifamily industry: We work at their home, a job that requires a lot of empathy and understanding.

You could always have a social media contest, where residents win a discount on rent for posting about your community. But we’ve got much better methods that will actually boost your residents’ affinity for your community – making it more likely they’ll keep posting and engaging far into the future.

How can you do that? The first step to start moving that flywheel is by **asking your residents their opinion – and listening to their answers**. You can do this by sending out a survey, creating a Resident Advisory Board (so you not only learn what’s important to your residents, you also give them an active role in your community), or by simply asking them when you see them around the community.

Now that you have a better understanding of what your residents like and want, give them a reason to post about your community on social media. You can start with something as easy as putting up a fun display or cool amenity that residents will want to post on social media using a specific hashtag. The next level up is to host a special event or provide a cool service (free pet grooming, a spa day, etc.) and encourage them to post about it on social media, or to review your community online. You can search your unique hashtag after the event and see the full collection of posts.

This strategy allows any resident to join in, regardless of their follower count – just make sure their profile is set to public or that you are connected with them on a given platform. If done well, you can be confident that your community’s lifestyle value proposition will garner more exposure and could spark interest in future prospects.

**(Pro Tip:** If you want to increase your engagement rates around “competition style” campaigns, think about adding live polling/voting to your posts. Instagram stories are great for this, especially if your campaign images are merit-based. Your residents may even get their friends to vote or comment – further extending your influencer reach.)

Once you've developed a regular calendar of events and have residents attending and posting, spin that flywheel out of control by turning some of your residents into micro-influencers. In exchange for discounts on rent, a free space to promote content, or something else you can barter, have residents with a social presence become your dedicated influencers on social media.

**“You’ve taken all the right steps in your marketing, but ultimately, when it comes to making a buying decision, the buyer needs to hear from other customers about their experiences before they fully commit. That’s where peer validation comes in. You can’t make your customers buy from you, but their friends can.”**



**Sixty-six percent of customers reported that the mere presence of social proof made them more likely to make a purchase. When a prospect has the chance to hear from others like them, they feel more confident in their decision thanks to the authenticity, transparency, and trust in your brand that you've delivered.”**

– Ben Margolit, Co-Founder & CEO, Rentgrata

### Resources to Help You

- “212 Service: The 10 Rules for Creating a Service Culture” ([find it on Amazon](#))
- For a quick hit on the Flywheel Model, check out the [TikTok we made on it](#). And if you want a deeper dive, read [Hubspot’s full guide to the Flywheel Model](#).
- Renter Obsessed podcast episodes on leveraging micro-influencers: [Part 1](#) and [Part 2](#)
- For inspiration on how to engage and retain your residents, check out our podcast episode on [101 unique ways to engage your residents](#).

### Next Steps

- Learn how to provide the best customer experience for your residents by asking them! Suggest that your community undertake a survey, or create a Resident Advisory Board for your community where residents can provide feedback. Then, leverage what you’ve learned to create content and strategies that speak to those needs.
- Find your biggest resident advocates by seeing who’s posting about your property, and find ways to get them to become your advocates/micro-influencers.

### Final Question to Consider (free text box)

What’s one way you can engage your residents without hosting a social media contest?

# Conclusion (aka, What Happens Now)

Now that you've gone through these seven marketing pillars, you should feel empowered and energized to implement these simple practices into your day-to-day marketing tasks, no matter your level of seniority or experience in the multifamily industry.

In this playbook, you've learned:

- How to identify your best performing social channel and set performance-based KPIs.
- How to come up with and execute strategic content ideas.
- How to use social media and online reviews to conduct customer feedback-focused competitive research.
- How to identify the ways in which renters are coming to your property and ultimately converting to a resident.
- How to nurture leads that otherwise may have been considered cold.
- How to implement basic SEO strategies.
- How to identify your most powerful customer advocates and influencers, and how you can use the flywheel technique to enable them to bring in leads on their own.

As you look to the future of your career in marketing, the work doesn't stop here. In addition to these hard skills you've learned, there are a number of soft skills that set marketers apart. Sara Graham, Senior Vice President of Marketing at Beacon Communities, says those include project management capabilities, good communication, and the ability to raise your hand to take on new responsibilities (which shows initiative and a hunger to learn).

**“Don't wait for direction from your manager. Look for processes that need improvement or opportunities not being capitalized on. Do the research, build a strategy, and present it to your manager. That's a sure-fire way to become the manager.”**

**– Sydney Webber, Customer Marketing Manager, Knock®**

That's the secret to working in marketing: You have to continuously work at it to get better. But you can do it! Join networking groups. Read related articles. And set yourself up for a successful, fulfilling career.

PS - Want the opportunity to learn more about multifamily marketing and get noticed by high-profile marketers in the industry? Join our live podcast, [Renter Obsessed!](#)

# List of key tools/resources

## Social Media

- Social toolbox recommendations – for designing and scheduling posts
  - [Canva](#)
  - [Unfold](#)
  - [Hootsuite](#)
  - [Later](#)
- [Knock's Ultimate Guide to Social Media](#)

## Content Creation

- Renter Obsessed podcast episode: ["How to Turn Your Leasing Teams Into Content Creators"](#)
- Renter Obsessed podcast episode: ["Humanize Your Marketing with Video"](#)
- Hubspot's [guide to content creation](#)

## Competitive Research

- Reputation management tools:
  - [Opiniion](#)
  - [Chatmeter](#)
- Article: ["Your Comprehensive Guide to Building, Optimizing, and Distributing Battlecards"](#)
- Renter Obsessed podcast episode: ["Talk Data to Me"](#)

## Lead Nurturing

- Blog post: ["5 \(Not Boring\) Lead Follow-Up Ideas"](#)
- Blog post: ["Drive renter visits and applications with these calls to action"](#)

## SEO Basics

- [SEMRush](#)
- [Knock's Multifamily SEO Basics guide](#)
- Renter Obsessed podcast episode: ["SEO Obsessed"](#)
- [Read how Knock's Sydney Webber created inbound links by partnering with local businesses.](#)

## Customer Advocacy

- "212 Service: 12 Rules for Creating a Service Culture" ([find it on Amazon](#))
- Our [TikTok on the Flywheel Model](#)
- [Hubspot's full guide to the Flywheel Model](#)
- Renter Obsessed podcast episodes on leveraging micro-influencers: [Part 1](#) and [Part 2](#)
- For inspiration on how to engage and retain your residents, check out our podcast episode on [101 unique ways to engage your residents.](#)

## ABOUT KNOCK

Knock®, the most innovative, trusted, and fun performance management platform in the multifamily industry, empowers property management companies to profitably acquire and retain high-value, long-term residents, improving NOI by 200%. Knock supercharges the tech stack by solely focusing on revenue-generating tools that help property teams become 3X more efficient, providing multifamily operations executives, marketing directors, and property owners one system-of-record to complete the leasing journey as well as the business levers they need to control leasing results. Customers like Lincoln Property Company, Cushman & Wakefield, and FPI Management rely on Knock to outperform the market. Knock was founded in 2014 and is headquartered in Seattle, WA.



## ABOUT THE AUTHOR - MEG CRESSEY

Meg is a writer and marketer based in Seattle, WA. She currently works as the Content Marketing Manager for Knock® CRM, where she loves talking about all things marketing strategy.

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