



# The Ultimate Guide to Social Media Marketing for Multifamily Teams

# Introduction

Whether you prefer to learn through podcast episodes or by reading blog posts and articles, we've rounded up our best content on social media marketing for the multifamily industry.

From a deep dive into social media ads, to TikTok 101, to how you can turn your leasing teams into social media marketing all-stars, read on below to take your marketing to the next level.



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Knock®

# PODCAST EPISODES

## **Influencers Gonna Influence, pt. 1**

In part one of our series on influencer marketing, we talk about how apartment managers can leverage influencer marketing to create authentic content and drive traffic to their community. Plus how putting your residents at the center of your marketing strategy can impact your bottom line.

[Listen to the episode.](#)

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## **Influencers Gonna Influence, pt. 2**

In part two of our series on influencer marketing, special guest and real-life influencer Nnenna B. stopped by Renter Obsessed to answer all our questions about working with influencers (and tell us the one thing missing from our social media channels).

[Listen to the episode.](#)

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## **Your Best Content Creators? Your Leasing Teams.**

Special guest Sarah Wieman, Senior Manager of Branding and Marketing for PRG Real Estate, joined us to share how she empowers her onsite teams to become social media content creators. She also listed the tools and guidelines she gives them to succeed.

[Listen to the episode.](#)







# BLOG POSTS

## **Turning Your Leasing Teams Into Content Creators**

Social media is a great way to advertise your properties and build relationships with current residents. But with other important projects taking up the workday, it can often be the first thing to fall to the wayside, especially for property management companies with smaller marketing teams.

Sarah Wieman, senior manager of branding and marketing for PRG Real Estate, shared how she leverages the creativity and boots-on-the-ground spirit of her onsite teams to create social media posts for PRG's properties.

Are you ready to loosen the reins and give creative freedom to the people in your leasing office? [Check out our blog post summing up Sarah's tips](#) and decide for yourself.

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## **5 Facebook Marketing Tips for Multifamily**

With over 307 million active users in the U.S. alone, Facebook continues to be the most widely used social platform – making it a requisite channel for any successful multifamily marketing strategy, even in the age of TikTok. We put together a list of 5 quick wins you can implement on your community's Facebook page.

[Read the full article.](#)

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## **Paid Social: Important Numbers for Multifamily Marketers**

Any multifamily marketer using social media advertising should be measuring performance to optimize results. This may be the trickiest step to achieving localized social success.

According to data from the 2018 SOCi annual client survey (and discussed in this report), an estimated 46 percent of marketers rank measuring ROI from social as a top challenge.

Realizing ROI from social ads requires that property marketers measure, adjust and measure again. In this blog post, you'll find four key metrics that property management marketers need to track in order to optimize social spend.

[Read the full blog post.](#)

## **Why Multifamily Should Add TikTok to Their Social Media Marketing**

For many businesses, TikTok is still the social media world's Wild West – especially for some multifamily property managers.

With its seemingly bottomless well of short-form videos, TikTok initially looks like pure chaos, with no rhyme or reason to what videos come next and a lot of questions for how properties, and property management companies, can get in on the action.

Even though it launched way back in 2017, TikTok shows no plans of slowing its growth. In the last six months alone, the average time spent per user doubled, and TikTok now has more than 1 billion active monthly users.

**[Read our full guide to TikTok for multifamily.](#)**

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## **How to Drive Referrals with Micro-Influencers**

It's the end of an era: Organic reach is shrinking on social channels. As a result, brands need to rely on other ways to amplify their marketing campaigns and build credibility. Research has shown that prospects tend to trust personal referrals over brand claims.

This is especially powerful for multifamily, where one of the most trusted sources of information on apartment communities is referrals from friends and family. Brands can see up to 11x return on their investment (ROI) with influencer marketing compared to traditional marketing methods – and it's time for multifamily to embrace micro-influencer marketing.

**[Get the guide to getting started with micro-influencers.](#)**





### **3 Takeaways From Our Conversation on Leveraging Influencers in Apartment Marketing**

It's clear that influencer marketing can work for the multifamily industry – but how do you actually go about making it happen?

We chatted with five multifamily marketing professionals about how apartment managers can leverage influencer marketing to create authentic content and drive traffic to their community. We also got into the nitty-gritty details of how to actually find an influencer and how to create social campaigns that are a win-win for both you and them.

[Read the blog post.](#)

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### **Social Media Ad Basics for Multifamily**

Today, prospects are pre-qualifying themselves and self-advancing down the funnel before they ever reach out to your community. A social media presence can be an effective conversion tool and marketing resource – but only if ad-spend is leveraged properly.

In this blog post, we show you what that means for multifamily property managers and your marketing strategy.

[Get the guide.](#)

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### **Facebook Ads for Every Step of the Sales Funnel**

Want to dive into Facebook ads, specifically? Here's our guide on Facebook ad campaigns.

When developing a Facebook ad campaign, it's helpful to place your target audience into three stages; those that aren't yet aware of your property, those that are considering your property along with competitor properties, and those that are ready to make the decision to apply for a lease – or convert. Using Facebook's Ad Objectives, property management companies can interact with prospective residents at every step of their journey, from awareness to consideration to conversion.

In this article, paid-social experts from SOCi reveal how property management companies can use different ad objectives to reach prospective renters, building a database of leads to add to a CRM system.

[Read the article.](#)

# Want to get the most out of your marketing campaigns?

At Knock, we don't just write about social media — we offer some of the best marketing tools in the industry, including seamless integrations between your pipeline and social media channels, best-in-class reporting on marketing spend, and trustworthy lead attribution.

Schedule a demo to see how well we can work together.

[Book a Demo](#)

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## About Knock®

**Knock** is an award-winning CRM and performance management platform for residential property management companies. Hundreds of the leading apartment managers and owners across North America rely on Knock's automation, integration, and data transparency tools to improve occupancy and renewal rates. Knock is based in Seattle and was founded in 2014. For more details, visit [www.knockcrm.com](http://www.knockcrm.com).

