

THE LOCALIZED MARKETING PLAYBOOK

*For Property Management
Companies*



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Localized marketing is a marketing strategy that targets customers and consumers within a specific radius of the physical locations of a property. As a property management company (PMC), an investment in localized marketing is necessary. Your properties' marketing efforts should vary based on location. While localized marketing may seem complex, property management marketers can break it down into three categories: localized search, social, and reputation management. Before we dive into each of these categories and why they're important, let's take a more in-depth look at localized marketing and what it means for PMCs.



01

AN INTRO TO LOCALIZED MARKETING FOR PROPERTY MANAGEMENT COMPANIES

As previously mentioned, localized marketing is a marketing strategy that targets local audiences. While search, social, and reputation management are all crucial for a comprehensive marketing strategy and a holistic digital presence, focusing on the local level is a must.

When it comes to importance, the data speaks for itself. For instance, **80 percent** of potential tenants consider reviews necessary to their property search. Similarly, localized content performs **12x better** than content that is not localized. If your portfolios aren't focusing on a local search and social strategy, think of all you could be missing out on.

Before diving deeper into this guide, let's look at the three different segments of PMCs that this guide can help.

1. Multifamily marketers
2. Marketers at senior living facilities
3. Student housing marketers

While the tactics might vary slightly depending on your sub-industry, most of the tactics we will cover next can and should be implemented to create a comprehensive localized marketing strategy for your PMC.



02

AN INTRO INTO LOCAL SEARCH

Local search is a critical component of a winning localized marketing strategy. **Seventy-five percent** of searchers don't scroll past the first search results page. If your local properties aren't appearing at the top of local search results, think of all of the missed leases you could be leaving on the table. While there's no one way to ensure your local properties appear in relevant searches, there are specific components of local search your local properties can focus on to increase online visibility and win more leases.

Claim and Optimize Local Listings

Accurate and updated local listings are essential for local properties. If your PMC doesn't already have its local listings claimed, that's the first place to start. If you're wondering which platforms your PMC should claim its local listings on, Google Business Profile (GBP), formerly known as Google My Business, is an excellent place to start. You can also consider other listing platforms such as Facebook, which we'll cover in more detail later, Yelp, and Apartments.com. If your PMC has apartments as a part of its portfolio - consider the buying behavior of a potential tenant. They're likely starting their apartment search on a more general local listings site, like Google, then once they have their options narrowed down, they may visit a more apartment-centric listings site, like Apartments.com. When you consider the entire research and buying journey of the demographic you're targeting, you can get a better understanding of where you should focus your digital efforts. However, GBP is a non-negotiable.

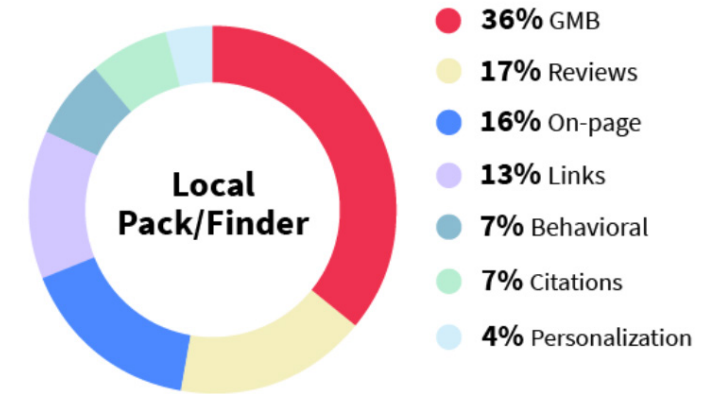
Once your PMC has claimed all of its local listings on relevant platforms, it's time to ensure all of the information included is accurate. For instance, each local listing should have the most updated name, phone number, and address of the local property, but don't stop there! The more details your PMC includes in its local listings, the better. If your local leasing office is offering both in-person and virtual leasing tours, or your property is running a move-in special for March, your local listings should reflect this information. Any discrepancy in your local listings information has the potential to damage your local SEO and hurt your chances of ranking high on Google.

A Look Into Google's Ranking Factors

As a PMC, you likely already understand that certain results rank higher than others when you search on Google, but do you know what determines those rankings? Each year, Google adjusts its ranking factors and uses that data to rank different businesses. A breakdown of Google's most recent ranking factors can be found to the right.

The local pack ranking factors are what Google considers when deciding which businesses will rank in the Google 3-Pack. If you're not already familiar, get more information on Google's 3-pack, [here](#). The local organic ranking factors are what Google considers when ranking businesses in search results organically. While on-page SEO, GBP, reviews, and personalization are all covered in this guide, you can get a more in-depth breakdown of the ranking factors from Google, [here](#).

2021 Local Pack/Finder Ranking Factors



2021 Local Organic Ranking Factors



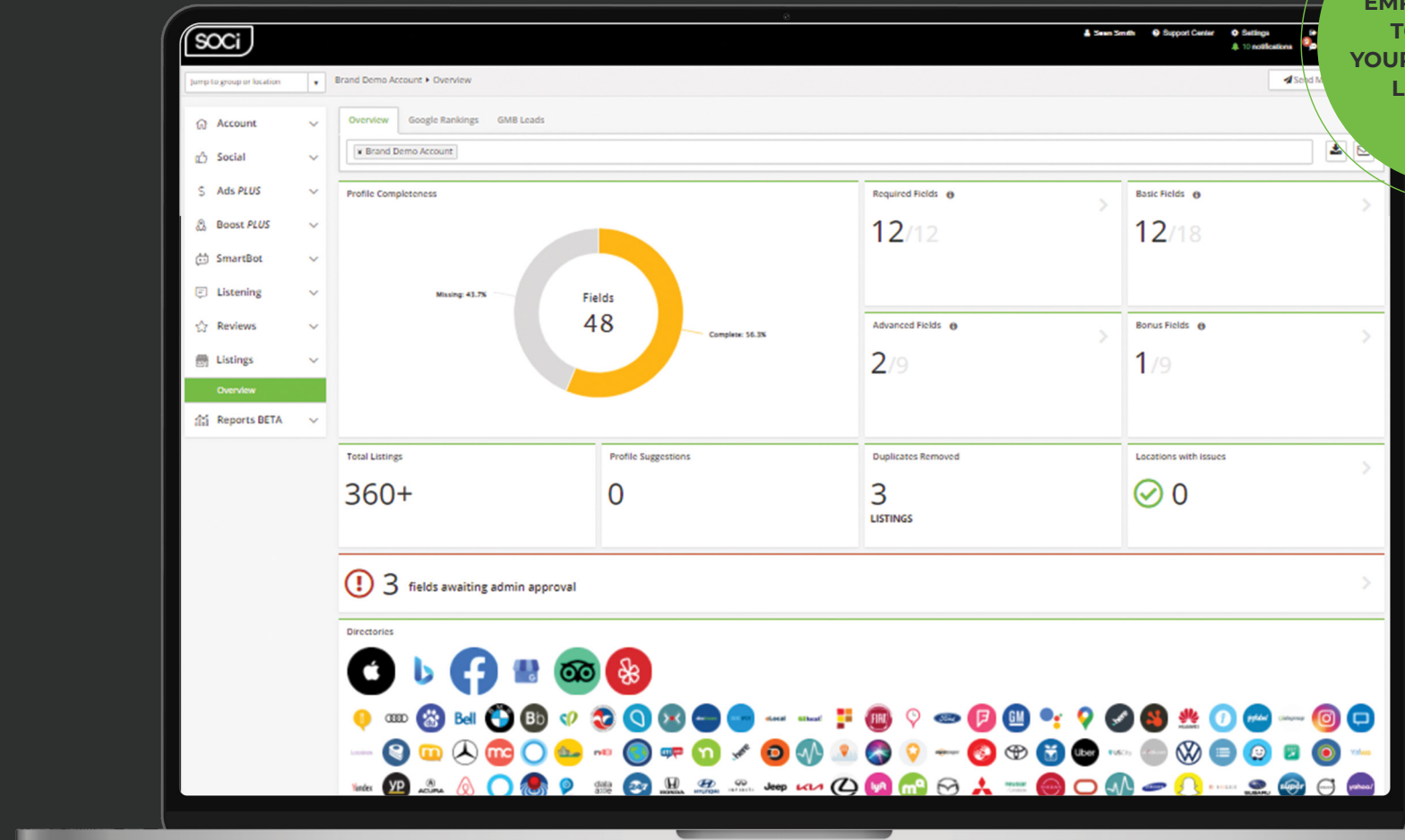
How On-Page SEO Comes Into Play

On-site SEO, also known as on-page SEO, includes all SEO tactics leveraged directly on your website. For instance, including specific keywords on your website or improving the quality of the content on your website would be categorized as on-page SEO. For example, your local property could have a blog page including information about apartment living. From content around what to look for when shopping for apartments to the top things to do in the city your apartment is located in, relevant and quality content can help boost your properties' online visibility.

Similarly, including keywords that your property wants to rank for can also help boost online visibility. If your local property offers fitness classes or has a pool with an outside area for grilling, you should include that information on your website. Any keywords that will help differentiate your property from the competition are crucial.

Finding a Solution for Your Local Search Efforts

Now that you understand what components make up local search, it's essential to find a solution that helps you accomplish your local search goals. That's where **SOCi** comes in. More specifically, **SOCi Listings** empowers you to manage your properties' listings at scale and effectively optimize your online presence and local search rankings. From syncing, updating, and managing your local listings to providing flexibility for local managers to make their updates with corporate oversight, **SOCi Listings** covers every step of the process to propel your listings to the top of search results.



SOCi
EMPOWERS YOU
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03

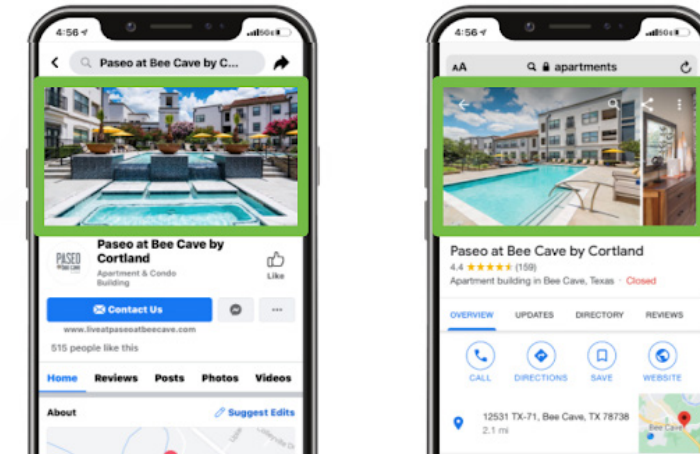
AN INTRO INTO LOCAL SOCIAL

As a property management leader, staying on top of the latest trends and finding ways to stand out from the competition can be challenging. Social media is no different. While social media is constantly changing, it's also growing in importance regarding localized marketing. The data speaks for itself. For instance, **3 out of 4** consumers say they discovered a new local offering based on recommendations and posts on social media. While a solid social strategy is crucial, the type of content your PMC shares is just as important. **Eighty percent** of consumers say UGC (photos, reviews, comments) highly impacts purchase decisions, **8.7x more** than influencer content and **6.6x more** than branded content. Is your PMC's local social strategy up to par? You're about to find out.

Create Local Social Profiles

Like claiming your local listings, your PMC should have individual social profiles for each of your local properties. So which channels should your PMC leverage when it comes to local social? With a whopping **2.91 billion people logging onto Facebook every month**, there's little question that members of your target audience are among the social network's many users. For this reason, creating local social pages on Facebook for each of your individual properties is a must.

Although Facebook is non-negotiable, there are additional social channels that your PMC should leverage if time and resources allow. For instance, market research firm **GWJ** found that Facebook and Instagram remained the top social platforms in 2021. If your PMC wants to expand its social presence, Instagram is an excellent second option. Your PMC should put time and effort into understanding where your target audience is spending their time and create local social profiles on those channels.



Optimize Your Local Profiles

After your PMC has claimed all of its local social profiles on Facebook and beyond, it's time for optimization. The lines have been blurred between search and social. Now, your PMC can post local content on platforms that have previously been considered search platforms while also being able to include details about your business on platforms that were strictly social in the past. Ensuring that both your local search and social platforms have the most accurate business information and are active with content is critical.

As you can see, the pages above look pretty similar. They both have a spot for you to include an image of your local business, contact information, a map, and a place for consumers to leave reviews – however, one is from Facebook, and one is from Google. As a property management marketer, you must ensure that your local Facebook pages include as much detail and information as allowed. The more information a potential tenant can find on your local property without doing additional research on owned sites, like your website, the better.

Post Localized Content

Once you have your local social profiles updated with all of the information above, it's time to start thinking about a content strategy. One of the most important takeaways that your PMC should have regarding local social is that localized content is a must. The data speaks for itself. As previously mentioned, localized content performs **12x better** than content that is not considered localized. Your messaging must align with your local consumer base.

When planning content at the local level, you can share various types of content, including:

- Special promotions or discounts that are happening at your local property
- Positive reviews from tenants
- Pictures of live or virtual events happening at your property. If you hosted a Zoom wine tasting event, share those images on your local social media accounts.
- You can also consider sharing live apartment tours to allow potential tenants to envision themselves in your space.
- Current events that are happening in your local area. Is there a snowstorm headed your way? Did your city's sports team win a big game? These are things you can incorporate into your local content.
- Ways your local property is giving back to the community. If your property has an annual food drive for your local community or collects coats for kids during winter, highlight these events on your local social channels.
- Partner with other local businesses - and sponsor events, or promote other local offerings through your own communication channels, and share recaps from those partnerships.

If your PMC wants additional tools for building out a solid local content strategy, our **Localized Social Content Guide** can help.



How to Increase Your Audience Base

While profile optimization and localized content are good ways to increase your audience base on local social, there are additional efforts your individual properties can leverage to boost your audience base. For instance, engaging with those who comment on your social posts is a must; whether it's a potential tenant asking a question about your property or a current tenant sharing their thoughts on an upcoming event, responding goes a long way.

Your local properties can also grow their audience bases on Facebook by maintaining a robust monthly posting frequency. Data from our [Top Property Management Companies in Localized Marketing Report](#) found that leaders in local social media were posting an average of seven times per month or about two times per week. A consistent posting schedule can help build your audience on Facebook. If your local properties aren't meeting or exceeding the averages found in the report, think of all the missed opportunities you could be leaving on the table.

Track Metrics and Make Optimizations

A critical component of a winning local social strategy is tracking your metrics and performance. Before implementing a local social strategy, each property should determine how they will measure success. For instance, do you care about how many clicks your social content gets? Are you working to grow your audience? Is your goal to get appointments? While pre-determining how your local properties will track success is a must, it's also essential to know where your properties are starting when it comes to local social. For instance, if

you're currently getting ten engagements per post, what's your new engagement goal? Understanding where your local properties are starting will allow you to have realistic goals when getting started.

Once your PMC's local social strategies have been implemented for a month or longer, you can begin analyzing the metrics to see how successful the efforts have been. After understanding what worked well and what didn't, your local properties can make optimizations and adjustments accordingly. As a property management marketer, it's important to remember that there's always room to keep improving, and tracking your social metrics is a great way to do so.

Manage Social Efforts With SOCi's Social Solution

Like local search, managing local social efforts across all of your PMC's properties may seem daunting. Finding a solution that can help you manage your local social efforts across local properties will save both property managers and your corporate team time and money. SOCi has a [streamlined social media management solution](#) that is perfect for PMCs.

[SOci's social media management solution](#) empowers corporate and local teams to publish localized content, manage content libraries, respond instantly to social engagements and analyze performance — all within one powerful platform. Quickly and easily find the web's top trending content — and use it to inspire and fuel your property's content efforts. With SOci, marketers can discover timely, relevant news and posts and share across multiple business locations, all from one platform.



04

AN INTRO INTO REPUTATION MANAGEMENT

The last component of a winning localized marketing strategy is reputation management. Reputation management is one of the most vital components of successful marketing and should not be taken lightly. Currently, **70 percent** of prospective tenants have decided to visit a property with a higher online reputation. One of the main goals as a property management marketer is to win more leases, and a solid online reputation can help you do so.

Ratings

As found in the data, potential tenants consider a property's online reputation when deciding whether or not to tour the property. While reviews are helpful for prospects to gain more insight into the property, star ratings are just as important. For instance, data has found that only **53 percent** of people would consider using a business with less than four stars. If your property's star rating is currently lower than four stars, you're not alone! Our previously mentioned **Top Property Management Companies in Localized Marketing** report found that leading properties had an average rating of **3.7 stars** on Google Business Profile and **2.71 stars** on Yelp. As a whole, property management companies should emphasize improving their overall online reputation, which we'll get into next.

Reviews

Reviews make up a significant portion of a property's overall online reputation. **Eighty percent** of consumers consider reviews necessary to their property search. Similarly, more than half of consumers have passed up a business due to their local ratings and reviews. Now that you understand the importance

of reputation management, you may be wondering which areas you should focus on the most. Industry leaders in property management responded to an average of **50 percent** of reviews on Google Business Profile, **40 percent** on Facebook, and only **36 percent** on Yelp. Average response times all met or exceeded 50 days. While you should meet these averages, beating them will help your properties dominate the market. So what does it take to implement a next-level reputation management strategy?

Consider these tactics when developing your PMC's review strategy:

- Respond to as many reviews as possible. Ideally, your PMC will respond to 100 percent of reviews received.
- Keep the responses personalized! A response to a negative review might require more thought, while a quick "Thank you, [name]!" can go a long way for positive reviews.
- Consider your volume of reviews. If one of your local properties only has two or three reviews, it could be seen as a red flag to potential tenants. In this case, brainstorm ways for your property to increase its review volume.
- Don't stress about negative reviews. While they might slightly impact your overall star rating, they also show that your reviews are authentic.
- Correct any misinformation left in your reviews. For instance, if a review complains about old equipment at your property's fitness facility, but the equipment has since been replaced, be sure to share that information in your response.
- Leverage positive reviews as user-generated content to drive more leads.

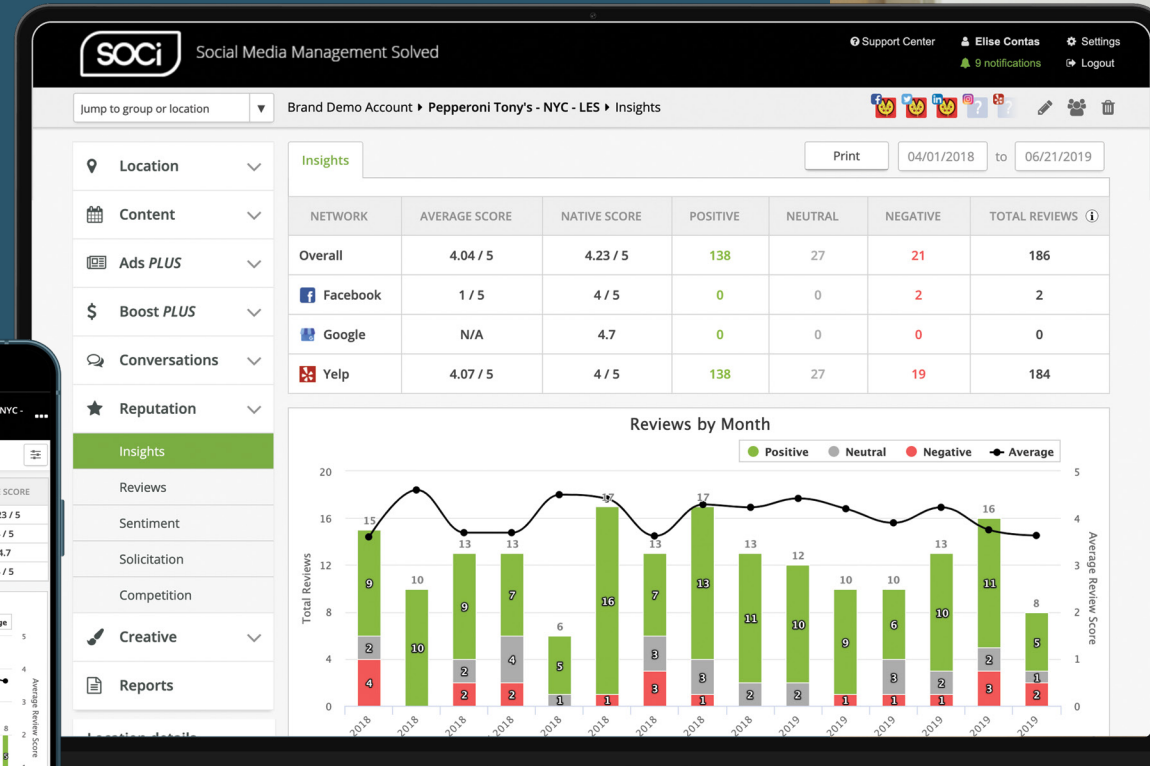
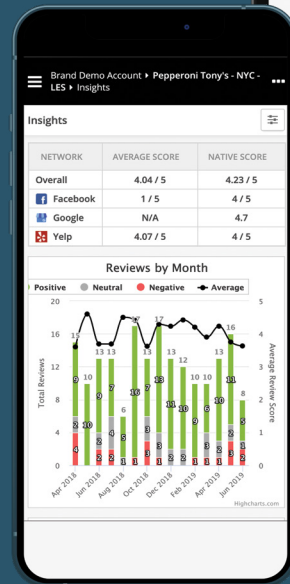
If your PMC and local properties follow the tactics mentioned above, you're on the right track! For a more in-depth look into what it takes to crush your online reputation, check out our **Multi-Location Marketer's Guide to Online Reputation Management**.



70% of prospective tenants have decided to visit a property with a higher online reputation.

Finding a Solution to Manage Your PMC's Reputation Efforts

If you're wondering whether SOCi has a solution to help your PMC manage its online reputation across properties, we do! In addition to providing tools for local search and local social, SOCi has a **reputation management software** built specifically for property management marketers. Through SOCi, users can view every action taken on reviews and monitor every activity on social media. Now, your local, regional, and corporate teams will always know which reviews and social engagements are addressed and which ones still require attention to ensure the prompt responses tenants expect. With SOCi's **reputation management software**, there's no longer an excuse for leaving reviews unanswered.



05

4 ESSENTIAL STEPS TO ACHIEVE LOCALIZED MARKETING SUCCESS

Now that we've covered what it takes to develop a comprehensive marketing strategy, let's recap the essential steps it takes to achieve success.

1. Establish Your Goals

Establishing your goals ahead of time is a best practice that is a critical component of your localized marketing strategy. Whether starting fresh or refining an existing marketing plan for any of the three categories (search, social, and reputation management) found in this guide, it is important to take the time to define your purpose. Are you looking to increase the overall reach of the property and acquire and retain new tenants? Do you need the portfolio's brand to be consistent from market to market? Or, is the aim to boost local social media engagement overall? Maybe, the answer is all three and then some. No matter the goals, any localized marketing effort should include SMART (specific, measurable, attainable, relevant, time-based) objectives.

2. Manage Tenant Care

Managing tenant care is both an art and a science. Current and potential tenants like to be heard and understood. That's where some of the best practices mentioned in this guide come into play. For instance, respond swiftly to criticism, whether it's on search or social, and welcome positive feedback. Negative reviews or comments are bound to happen, but proper training and support on responding can reduce the risk and transform an unhappy tenant into a brand ambassador. Great tenant care and a timely response will also enhance satisfaction and help your property stand out from the crowd.

3. Leverage Search, Social, and Online Reputation for Growth

All three categories should also be leveraged for growth. While managing them and implementing best practices is key, your ultimate goal should be growth. We touch on ads later in this guide, but they are one way to grow your target audience across local search and social channels. There are additional tactics that can be used to foster growth as well. For instance, as previously mentioned, the more you engage with your tenants and potential tenants the more they will feel heard, and your followings will continue to grow. Similarly, user-generated content (UGC) is a great way to promote growth as well. Tenants want to be able to see themselves at your property, so if they're able to do so through UGC, it will increase the odds that you can convert them into a signed lease!

4. Measure Performance and Success

While setting goals ahead of time is critical, it's just as important to be measuring your performance to optimize results. Set aside time every week, month, or quarter to measure your success. Are you seeing an increase in engagement online? How are your ratings on various review sites? Is your website garnering more traffic from social sites? It is important for you to be tracking various metrics so that you can compare and contrast effectiveness over time. It can be beneficial to compare and contrast the tactics and results of different properties as well.



06

COMMON PITFALLS TO AVOID

1. Claiming and Forgetting About Your Claimed Local Pages

So, you've created and claimed your local pages! Great. But your work has just begun. Now that your local pages exist, tenants will be interacting with them. At a minimum, you should post the branded property management company's content to these local pages, and always keep key local information—hours, address, floor plans and amenities—up-to-date on both search and social channels. Any information lapse can impact the property experience.

2. Assuming If You Build It They Will Come

The days of simply posting on social and expecting all your followers to see everything are over. The same goes for local search. This is where digital advertising comes in. In order to reach more of your target audience, advertising is a necessary tactic to deploy. Whether your PMC wants to leverage Facebook ads, boost a post, or leverage Google ads, it's important to find ways to promote your content while your audience base is ramping up. Get more insight on the differences between Facebook ads and Google Ads from our [blog](#) on the topic.

3. Ignoring Comments and Reviews

As we've stated in this report, responding to reviews is more important than ever. No matter the sentiment of the reviewer, your response is imperative. Responding shows tenants that you acknowledge their opinion, appreciate their time, and that you care. Review sites and social media channels are hubs for conversations that your tenants are having. Participating in those conversations allows you to influence the narrative.

4. Overcomplicating the Workflow

Having a complex strategy doesn't mean you have to have a complicated workflow. While you want to create a program that is intentional and nuanced, localized marketing is meaningless if you can't consistently implement it in the markets you serve. This is where SOCi technology solutions come in. Creating a well-executed localized strategy is an undertaking, so don't be afraid to get additional help for you and your team to help you manage assets, schedule posts and streamline approvals.

5. Lack of Training and Support

Training and support are crucial to creating a program that delivers results. We see marked improvement for companies that find the time and resources to properly train their staff. Your Localized Marketing Playbook for Property Management Companies, monthly meetings, and strong brand best practices can go a long way to take some of the guesswork out of consistently managing the online presence of each of your properties.



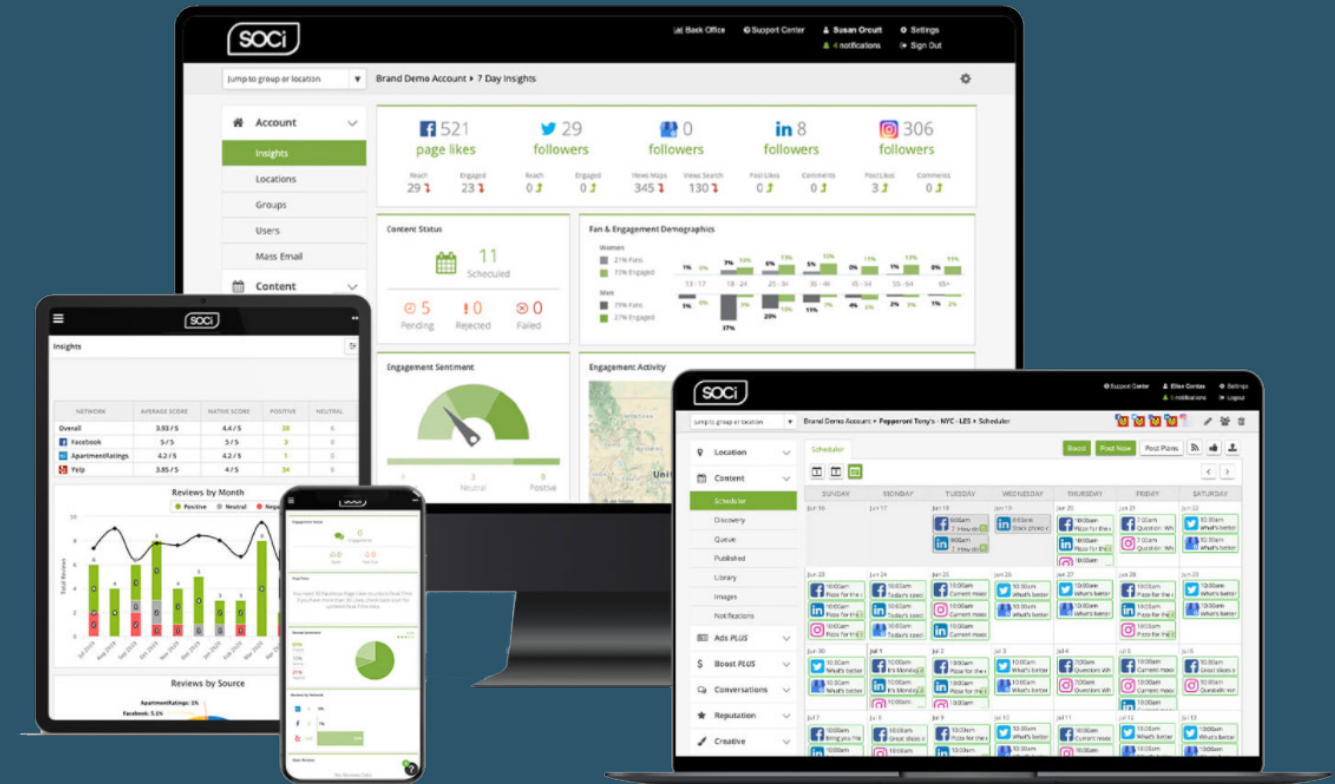
Get more insight on the differences between Facebook ads and Google Ads from our blog on the topic.

07

GET STARTED CREATING A WINNING LOCALIZED MARKETING STRATEGY

The fundamental goals of property management marketers are to be discoverable, to answer the needs of potential tenants seeking information about your offerings, and to present those offerings compellingly in a manner that wins leases. These have not changed since pre-digital times. But the tactics and strategies for achieving these goals continue to evolve at a rapid pace. With localized marketing, the whole is greater than the sum of its parts. You need localized search, localized social, and online reputation marketing to achieve a healthy and fully optimized localized marketing presence covering all stages of the digital consumer journey. Having a presence in all three is essential to building awareness and consideration for your properties and is the best way for your business to convert potential tenants and win more sales.

Now that you have all of the tools and information needed to create a comprehensive localized marketing strategy, it's time to get started! Whether your PMC is just beginning to focus on localized marketing or you already have a robust localized marketing strategy that needs optimizing, **SOCi** is here every step of the way. SOCi is *the* marketing platform for property management companies and is here to help your PMC crush the competition! For more insight into how SOCi can help your PMC reach new heights, [request a demo](#) today!



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