

WHAT IS OUTREACH MARKETING?

Outreach marketing is a strategic and targeted approach to building meaningful relationships with businesses & individuals in the community surrounding your property. The primary goal is to actively engage with local entities, communicate your community's values, & create awareness to enhance your property's visibility & reputation. The ultimate objective is to attract potential residents & achieve a higher number of lease conversions.

When you do outreach marketing for your community, you CHOOSE who to visit, and tailor that visit for the best outcome.

GETTING STARTED: FIND YOUR AUDIENCE & TARGET YOUR APPROACH

1. Define Your Goals:

Clearly outline your objectives to ensure every outreach effort has a purpose. Whether it's filling vacancies, promoting a special, inviting people to an event, or encouraging social media followings, your goals should guide your outreach strategy.

2. Identify Your Target Demographics:

Tailor your outreach efforts to specific demographics or groups within the community.

For example:

- Pet owners: Connect with pet stores, groomers, and vets.
- Senior citizens: Establish relationships with the local senior center & veterans offices.
- Large employers: Establish relationships with the Human Resources Departments.

BROWSE OUTREACH IDEAS AND BRING IT TO LIFE

1. Pick a Theme/Initiative:

Choose an outreach initiative that aligns with your goals. This could include promoting a specific floor plan or amenity, hosting an open house or targeting specific organizations that align with your target demographic. Choose from our Seasonal Outreach themes, Anytime Marketing themes, or request something custom. Just send us a marketing request & reference the flyer name from the gallery on the marketing website.

2. Pair Your Marketing Design with a Goodie:

Order large quantities of small cellophane bags from Amazon or pick up at your local Walmart & prep goodie bags days or even weeks in advance. Fill your goodie bags with:

- Budget friendly candy or cookies
- Dog treats
- Attach business card

A dozen donuts are always easy & budget friendly. Donuts are best to take to organizations such as senior centers, housing authorities, veterans affairs offices, & large employers for their breakrooms. Always have a flyer or labels that says, "Compliments of [Apartment Name]".