



# Think Outside the Box!

Marketing your property the non-traditional  
way...

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Marketing in the 1980's = Flyers  
Marketing in the 2000's = Innovation



# How do you market your property the LPMC way?



Marketing can be external and internal. Internal marketing is about enhancing the resident experience ...



Marketing is about being proud of what your property offers...



# Marketing is about recognizing your resident's needs...



# Keys to Effective Marketing

- 0 Identify where your prospects are coming from:
  - 0 Guest Cards
- 0 Don't just fill out your Daily Report because you "have to."
  - 0 Complete your daily report DAILY.
- 0 Tailor your marketing to match your prospects. Marketing is about appeal.
- 0 Make sure your product is READY. This includes your office, grounds and rent ready units.
- 0 BE CREATIVE. We are in a digital age. Utilize Craigslist, Facebook, Twitter.
- 0 Remember that your Regional is YOUR PARTNER. Don't hesitate to reach out to your RPM for ideas, brainstorming and advertising advice.

# Marketing Activity