

Flex Your Marketing Muscle: A Regimen to Get & Keep You In Top Digital Shape

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Session Description:

Marketing tools and strategies are never evergreen. Just as busy leasing seasons come and go, so do the approaches we use. Get the lowdown on what's in, what's out and what you should be doing right now to set your community up for success in the last 90 days of the year. You don't have to be a marketing expert to launch these new initiatives - we'll show you what is resonating with prospects (and what to do more of), review questions you should be asking of your marketing partners to ensure optimum performance across campaigns you're already running and will present a list of digital marketing takeaways you can implement every week throughout the quarter to strengthen your position in the market - both online and in person!

Learning Objectives:

- Discover quick marketing wins that will make an immediate impact on your leasing performance
 - Learn what to audit and how to find holes in your marketing stack that are costing you time (and dollars) and how to fix it
 - Form new marketing routines that help you generate more traffic, convert more leads into leases and create more exceptional experiences without adding more "to do's" to your list
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