

Marketing Survival Digital Checklist for COVID-19



During this time of uncertainty, it's more important than ever to make sure that your digital footprint is solid. This checklist will help ensure people know who you are, what you do, and how to find you. While the majority of these items apply to the multifamily industry, they're still good rules of thumb regardless of your line of business.

- Update your cover images on your social media accounts to clarify your hours or availability. (Canva has easy-to-edit templates for this.)
- Update your business description and links on your social profiles.
- Create new FAQs on your website and Google Business listing.
- Share a Google Post and update your office hours as necessary.
- Add new FAQs to your chatbot conversation flows.
- Update your appointment booking app with new virtual appointment options.
- Update your greeting message on your phone line.
- Update your email signatures with important info in the PS.
- Bottom line, make it as easy as possible for people to stay in the know and clearly understand the best ways to do business with you.
- Dial up your video tours through Realync (or YouTube or Facebook).
- Showcase your floor plans through Matterport virtual tours.
- Share updates and offers as Google Posts on your listing. (Check all your information is current, too.)
- Write a blog post talking about a business you would normally visit during your community outreach.

Marketing Survival Digital Checklist for COVID-19



- Collect prospect emails through a pop-up on your website, then send them your best deals with a weekly “Featured Apartments” email.
- Revisit your Google ads. Increase your budgets if it makes sense, revise your messaging to promote virtual or self-tours.
- Use the graphics and resources from Sprout Marketing to communicate important messages to your residents.
- Still not offering self-guided tours? Now’s your chance. It doesn’t even need to be high tech.
- Update your email auto-responder and drips. Let prospects know the best ways to shop your community virtually or on their own.
- Liven up those photos of empty rooms with virtual staging. The service is very affordable, and the results make a huge difference.
- Consider adding a geofencing option like Simplifi in the mix.
- You’re likely spending on Facebook and Instagram. YouTube should be on that list too.