

Your Multifamily Marketing Plan

Set your occupancy goal

Identify what makes your property stand out

- 1.

- 2.

- 3.

Research who your intended audience is

- Age Range

- Income Bracket

- Occupation/Industries

- Online Platforms

- Apartment Needs

Align your branding colors, images, and messaging

Your Multifamily Marketing Plan

Determine your marketing budget

Brainstorm your top marketing ideas

1.

2.

3.

4.

5.

Implement and modify your ideas as needed (Remember: S.M.A.R.T.)

Your Multifamily Marketing Plan

Build lasting relationships: Brainstorm your customer service and networking ideas.

- 1. _____
- _____
- 2. _____
- _____
- 3. _____
- _____

Additional Resources



Scan to learn how to master your multifamily budget



Scan to learn how PERQ can supercharge your multifamily marketing efforts



Scan to schedule a PERQ demo to see how it works!



PERQ is a digital marketing platform that helps PMCs achieve high occupancy with less work and cost. With tools for PPC advertising, website lead capture, cross-channel conversational AI, nurture automation, and multifamily's only Google Business Profile tour scheduler, PERQ helps PMCs become a powerful lease magnet to generate more high-quality leads from free sources. PMCs that use PERQ capture more qualified leads, achieve higher conversions, reduce their costs per lead and lease, and save time for their overburdened marketers and onsite teams. Today, over 150 PMCs use PERQ to attract, engage, and sign more lease prospects.