

JOSHUA CUSTER
MARKETING
HIGHLIGHTS

KETTLER 2017-2018

JOSHUA CUSTER

Kettler

Campaign Development

GOAL: INCREASE PROSPECT ENGAGEMENT AND CLOSING RATIO

METHOD: LAUNCH AUTOMATED EMAIL CAMPAIGNS TO ALL PROSPECTS

RESULTS: DOUBLE DIGIT BE-BACK GAINS, INCREASE IN CLOSING RATIO

BE-BACK*

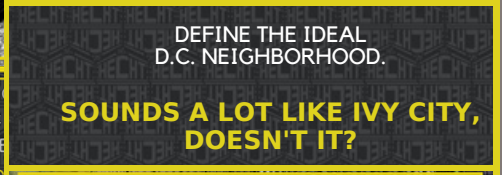
CLOSING**

+35%

+19%

+22%

+11%



JOSHUA CUSTER Kettler A/B Testing



GOAL: DETERMINE MOST EFFECTIVE MESSAGING TO CONVERT DALTON PROSPECTS INTO RESIDENTS

RESULTS: UNIT-BASED MESSAGING SHOWED THE LARGER CLOSING RATIO INCREASE

	EVENT BASED	UNIT BASED
OPEN RATE	31%	41%
CLICK-THROUGH	19%	32%
BE-BACK*	+21%	+20%
CLOSING*	+9%	+26%

The creatives include:

- Event Based:**
 - April Showers - BRING - May
 - Spring Fitness Series: WE'LL FILL YOUR FRIDGE (or at least get you started!) - SATURDAY & SUNDAY MARCH 24th & 25th
 - TEST DRIVE your apartment WEEKEND: checkout REAL APARTMENTS daily POOL PASSES instructor led FITNESS CLASSES
 - LIVE RE: one m when you
- Unit Based:**
 - TOUR THIS WEEKEND AND GET TWO MONTHS FREE
 - WHO CARES ABOUT THE CORNER OFFICE WHEN YOU CAN HAVE THE CORNER APARTMENT
 - TOUR THIS WEEKEND AND GET TWO MONTHS FREE
 - when you lease at TV MON RENT
 - MOVING IN BY JULY 15TH? SPIN OUR PRIZE WHEEL FOR A SPECIAL MOVE-IN GIFT
 - when you lease at The Dalton you'll get TWO MONTHS RENT FREE
 - AAA UNOBSTRUCTED VIEWS OF WASHINGTON, D.C. APARTMENT 1417 UNOBSTRUCTED VIEWS OF NATIONAL HARBOR

EVENT BASED

UNIT BASED

JOSHUA CUSTER Kettler Improved Reporting

After building a rapport with my clients, then soliciting their feedback, I revamped the Kettler Quarterly Marketing Summary.

What was an outdated form became a comprehensive report on all things marketing.

Property-branded shells were created for select clients who voiced interest in documents customized for their assets.



GOOGLE ADWORDS QUARTERLY DETAIL
AdWords Summary Apr 1, 2018 - Jun 30, 2018

Impressions	Clicks	Conversions	Cost / Name
27,780	1,613	0	\$0.00
Cost	CTR	Avg. position	
\$4.85K	5.81%	1.54	

WEBSITE ANALYTICS Sep 1, 2018 - Sep 30, 2018

Sessions	New Users	Pages / Session	Avg. Session Duration
4,623	3,197	3.26	00:02:08

Group Engagement

Group	Engagements
1. 301	1,200
2. 301	1,100
3. 301	1,000
4. 301	900
5. 301	800
6. 301	700
7. 301	600
8. 301	500
9. 301	400
10. 301	300

DIGITAL METRICS OVERVIEW
SOCIAL MEDIA HIGHLIGHTS BY MONTH

SOCIAL CHANNEL	APR 2018	MAY 2018	JUN 2018
TOTAL IMPRESSIONS	36,000	42,800	55,900
FANS AND FOLLOWERS	20	30	30

KETTLER
INSPIRATION FROM THE GROUND UP

Q2 2018
OVERALL MARKETING SUMMARY

301MDC.COM

www.KETTLER.com

\$2,600 MONTHLY BUDGET

	MAY 2018	JUN 2018
	5,097	5,845
	557	705
	23.12%	22.00%
	3.82	3.7

MONTH

	MAY 2018	JUN 2018
No Data	No Data	No Data
No Data	No Data	No Data
No Data	No Data	No Data
No Data	No Data	No Data

RATING

	NUMBER OF REVIEWS
N/A OF 5	0
N/A OF 5	0
4 OF 5	1
N/A OF 5	0
N/A OF 5	0
N/A OF 5	0
4 OF 5	1

DIGITAL MEDIA STRATEGY
SEARCH ENGINE MARKETING

SOCIAL MEDIA STRATEGY
MANAGING THE PACE

NEIGHBORHOOD ENGAGEMENT
HAWKERS & HANDOUTS

CURB APPEAL

MANAGE REVIEWS

MARKETING BRIEF
SUMMER 2018

BROOKLAND PRESS

JOSHUA CUSTER

Kettler

Social Media Marketing

GOAL: GROW AUDIENCE ON SOCIAL MEDIA WHILE MAINTAINING PROPERTY-LEVEL BRAND CLARITY

RESULT: 18% INCREASE
SUBSCRIBER BASE GROWTH YOY

across the portfolio, excluding new assets, from July 2017 to August 2018



THE DALTON



JOSHUA CUSTER

Kettler

Standardized Collateral

GOAL: CREATE VALUE FOR KETTLER-OWNED ASSETS

CREATED A TEMPLATED SET OF

RESULT: MARKETING MATERIALS TO REDUCE PRODUCTION COSTS AND DEVELOP A BRAND VOICE



Rivergate right-side spread shown



Brookland Press right-side spread shown

The main layout shows a collection of marketing materials for Palmetto Grove apartment homes. It includes:

- Value-engineering the pocket folder:** A central graphic showing a blank pocket folder with the Palmetto Grove logo as a sticker. Text: "Value-engineering the pocket folder (arrives blank: the property logo on the front is a sticker)".
- Left Pocket:** Contains 'AMENITIES', 'FLOOR PLANS', and 'SITE MAP'.
- Right Pocket:** Contains 'FEES & INFORMATION', 'LIFE AT PALMETTO GROVE', and 'YOUR NEW NEIGHBORHOOD'.
- Additional Materials:** A 'POLICY' sheet with 'RENTAL RATES', 'APPLICATION & MOVE-IN COSTS', 'RECURRING FEES & OPTIONAL COSTS', and 'SPECIAL PROMOTIONS'. A 'MONTH OF MAY' flyer with 'RESIDENT EVENTS' and a 'YOUR NEW NEIGHBORHOOD' map.

This set includes an amenities and features sheet, floor plan spread, and site map (a POI map can also be used)

This side includes the fees and leasing specifics (required), a monthly resident-facing flyer (optional), and a location map (optional)