

# **Property Management Content Marketing Planning Template**







# Why Property Managers Need a Content Marketing Plan

Do property management companies really even need content?

**Yes!**

You might be skeptical, but as property managers ourselves, we cannot stress enough the importance of a well-thought-out and executed content plan to enhance your property management marketing success and business growth. It worked for us, and for countless clients we've helped plan and conduct content marketing!

The blogs, social posts, videos, emails, pillar pages, and content downloads you create can become valuable resources for fostering increased traffic, engagement, and client retention. Therefore, your content plays a vital role in shaping and growing your property management business.

However, not all content is on-point with your goals. Planned smartly, property managers will experience the many benefits of inbound marketing through content creation and promotion. However, trying to write or create "all the things" in the name of "more" content can be a wasted effort that never pays off.

So, how can you focus your efforts on the "right" content while also running and growing your property management business? Creating a content marketing strategy doesn't have to be a demanding task. With this template, we're here to guide you through each step, ensuring that your content marketing efforts align with the unique needs and challenges of the property management sector.







## How to Use This Template

This resource is more than just a checklist of future blog ideas! An effective content marketing strategy for property management companies requires digging deep to ensure your content plan syncs with your short and long-term company goals.

Every piece of content should build toward those goals, whether it's improving monthly conversion rates or ultimately closing 10% more deals this year than the previous year. Your plan should also be repeatable and ongoing to build consistent traffic and growth!

### ★ Start With a SWOT Analysis

To build an effective plan for your ongoing content strategy, property managers should **start with a SWOT analysis**. Whether you've done this before and it's time to check in and make sure it still applies to your company today — or you've never done one before — spend some time on this aspect of your business planning before getting into the details of the content.

Document your company's Strengths, Weaknesses, Opportunities, and Threats (SWOT), including keyword opportunities, the impact of new competitors in your market, what your company does best (or better than others), and issues like struggling to meet traffic goals.

With this analysis, you're ready to think through a content plan to address these areas with content that targets your ideal customer.





## ★ Create Buyer Personas

Who should your content talk to? If you don't have buyer personas (or you do, but they could be outdated), it's time to review or create these critical marketing elements.

A **buyer persona for property managers** is a representation of your target audience — but it's not simply a caricature of what a buyer "could" be.

Instead, buyer personas dive deep into the traits of your ideal client (or clients), including age, hobbies, likes, dislikes, income, marital status, and more.

If your property management company serves more than one type of property owner or landlord, it's common to have more than one buyer persona. For example, you could have one for an Intentional Investor and another for an Accidental Landlord.

Develop a few personas to represent different types of clients for your business accurately, then make them the target audience for your content marketing plan.

## ★ Document Goals and KPIs

What do you want to accomplish with your content strategy? You won't know if you've done what you set out to do without defining and documenting goals and KPIs (key performance indicators).

These should apply to your business goals and your content strategy to support those business goals.

Common goals or KPIs to consider include:

- Increasing email opens by 10% by the end of the first quarter
- Improve social media likes and shares by 20% by the end of the year
- Improve search rankings for 3 target keywords over the next 3 months
- Achieve 15% more conversions through second quarter

To measure these goals, you'll need a way to track metrics, **like a CRM** (customer relationship management) system. However, if you haven't set this up yet, don't stop your content marketing planning. Find a CRM that fits your needs while you continue planning your content strategy!

## ★ Get Specific With Keywords

With some "big picture" planning in place, it's time to start getting specific about the content (and aspects of your content) that can help you reach your goals, improve rankings, and generate more traffic.





It's time to choose keywords to target! Your ideal keywords (including **long-tail keywords**) should have a target audience in mind and enough volume that will help people find your business as you start applying it to your content.

Use a resource like SEMRush to research the best keywords for your market, that your competitors use, and that fit your business and goals. SEMrush or Ahrefs can also help you analyze competitors to learn the keywords they use to generate traffic (which you can target to attract some of that traffic to your property management website).

## ★ **Make a List of Content Ideas**

Finally! We get to the content.

With buyer personas, competitors, goals, and keywords in mind, start making a list of good **property management blog topics**. Blogs should be helpful and provide answers that speak to the needs of your buyer personas.

Ideally, you'll naturally see blog topics revolve around larger, more-encompassing topics that could form a pillar page. Pillar pages connected to topic clusters and a set of cohesive blogs are a core SEO-driven way to set up your traffic for potential buyers to find your content on Search Engine Results Pages (SERPs). Google and other search engines love this structure! Plus, if your competitors aren't privy to this strategy, your content can surpass theirs on ranking pages and generate more traffic for your site.

As you think through topics, they might not all be ideal for blogs — but don't toss those ideas! Think of other ways to use content that targets your ideal buyers and incorporates your keywords. Content can include downloadable offers, videos, social posts, infographics, and more.

## ★ **Create a Schedule**

This is where things can get tricky, but it's crucial to plan a content marketing calendar to start and maintain a consistent (and ongoing) publishing schedule.

A well-executed schedule helps build the audience you need and shows Google that you're committed to providing fresh, relevant content on an ongoing basis. However, this doesn't mean you must constantly create "new" content.

As you build a blog and content library, revising and updating older content is crucial to keep it fresh and relevant. Google sees this as "new" content, and it's an important part of your content marketing strategy and calendar.

As you build your schedule, use a content management system or CMS (like HubSpot) to schedule and track your content.







## ★ Create Your Content

With a topic and a plan, it's time to create your content! Plan plenty of time before pieces need to launch to create, edit, optimize for search engines, and publish. Whether you use **AI tools like ChatGPT** or hire writers and editors to create content, make sure it's SEO-driven to get Google's attention and send traffic your way.

## ★ Keep It Going

Property management content marketing and planning is never "one and done!" We hope you find the insights in this resource helpful to build and maintain an ongoing content marketing strategy and plan to execute.

While you won't always need to start with a SWOT analysis, it's crucial to periodically revisit your goals and keywords to make sure you're on the right track. Additionally, it's crucial to set up your content in a CMS that can track metrics like conversion rates, views, and engagements to let you know if your content is doing what it's supposed to do!

On the next page, we've put together a worksheet to help you get through everything we've described in this resource. However, if this seems like a lot of work,   
 process and content marketing expertise, we can help you dive deep into your goals and buyer personas, then develop an ongoing plan to deliver the traffic you need for growth!





# Content Planning Worksheet

Make a copy of this worksheet to use periodically as you plan and update your property management content marketing plan!

★ **SWOT Analysis**

Strengths	Weaknesses
Opportunities	Threats





Persona 1: Name

Challenges	Goals	Characteristics	Our Solutions

Persona 2: Name

Challenges	Goals	Characteristics	Our Solutions

Persona 3: Name

Challenges	Goals	Characteristics	Our Solutions





★ Content Topics

Topic Idea	Target Audience	Format (Blog, Video, etc)	Description	Keywords	Pillar/Topic Cluster





★ **Goals & KPIs**

Goals	Timeframe	Measurement

★ **Keywords**

Target Audience	Keyword	Search Volume	Competitors





★ Content Calendar

Month

Content	Date: Mon.	Date: Tue.	Date: Wed.	Date: Thurs.	Date: Fri.	Date: Sat.	Date: Sun.
Blog							
Video							
Social Posts							
Download							
Other (Define)							
Content	Date: Mon.	Date: Tue.	Date: Wed.	Date: Thurs.	Date: Fri.	Date: Sat.	Date: Sun.
Blog							
Video							
Social Posts							
Download							
Other (Define)							
Content	Date: Mon.	Date: Tue.	Date: Wed.	Date: Thurs.	Date: Fri.	Date: Sat.	Date: Sun.
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