



October 2020

PLAYBOOK

OCTOBER MARKETING PLAN

Playbook FAQs



OVERCOME AND SUCCEED!

HOW DO I SAVE THE FILE SO IT ISN'T BLANK?

Download the file IMMEDIATELY and re-save it as "YOUR PROPERTY" October Playbook. Save it several times while completing it to ensure your work is not lost.

WHERE SHOULD I UPLOAD PLAYBOOK?

Teams - NP Reports - Fall 2020-2021 - NP property specific folder - Monthly Playbook. Even after completing it with your regional, upload it there.

WHEN WILL MY GRAPHICS BE AVAILABLE?

October 1, 2020

WHEN SHOULD I START USING THE NEW GRAPHICS?

October 1, 2020

WHERE WILL MY GRAPHICS BE AVAILABLE?

Teams - NP Reports - Approved Graphics - NP property specific folder - October Playbook.

CAN I JUST SCREENSHOT THE GRAPHICS FROM PLAYBOOK?

No - you will have property specific graphics available to you on October 1.

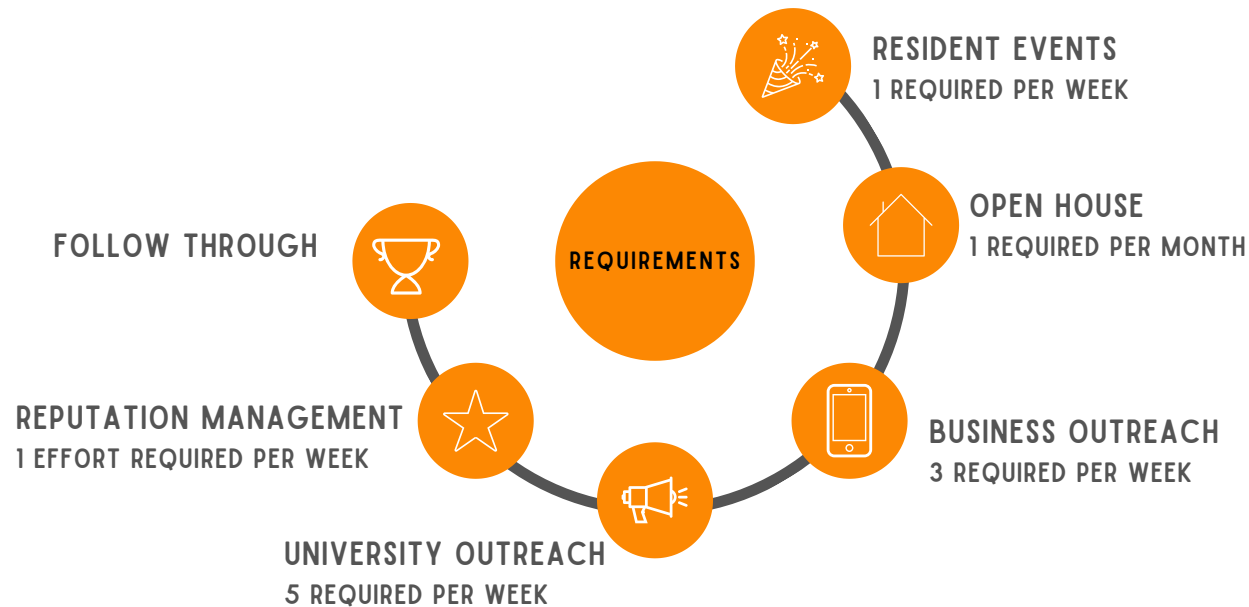
WHAT IS THE BEST WAY TO SAVE THESE GRAPHICS SO THEY AREN'T PIXELATED?

Download them onto your computer and send them to yourself in an email, open the email on your leasing phone and save them to the phone

WHAT SHOULD I PUT FOR CUSTOM GRAPHICS?

Ads to correlate with any specials, announcements, and outreach attempts planned for this month.

MEETING *Np* Standards



INCORPORATE THESE INTO YOUR MARKETING CALENDAR!

RESIDENT EVENTS

1 per week. Improve your resident retention, build a sense of community, express gratitude, snap pictures, and ask for reviews!

OPEN HOUSE

1 per month. Eblast & advertise to your prospects a week before its happening to build excitement

BUSINESS OUTREACH

3 per week. Plan for cross-marketing, partnership marketing, and preferred employer interactions

UNIVERSITY OUTREACH

5 times a week make contact with clubs, orgs, athletic departments and attempt to partner with them. Drop off treats to dept. heads.

REPUTATION MANAGEMENT

Read and respond to your reviews. Try to resolve complaints and ask for them to change their review after you do. Ask vendors and local businesses to leave reviews for you, too when you work with them.

IDEAS *Hub*

OCTOBER EVENT IDEAS

Reverse Trick Or Treat -
Drop off goodie bags to your residents. Leave a "review us" card in their goodie bag.

Door Decorating Contest -
Host a door decorating contest to see who has the most spooktacular front door.

Costume Contest -
For residents OR pets, have people post their Halloween costumes and tag you for a chance to win a gift card.

Paint n Sip -
Host an in person or digital paint n sip and create a fun, fall painting

Tie Dye Night -
Host a tie dye night, you provide the dye, they provide the clothing

Halloween Movie Night -
Host a Halloween movie night and handout popcorn, snacks, drinks, etc.

OUTREACH CLUBS, ORGS, GREEK LIFE, PREFERRED EMPLOYERS

Connect on IG -
Message programs about partnering, group discounts

Send E-mails -
Have you created your university clubs and orgs list yet? Now's a good time to get a master list going! Create it and email all clubs and orgs about partnering.

Mint Jars -
Using a mason jar, create a jar of mints and deliver them to the places you offer preferred employer discounts. Add a sticker of your property on the mason jar.

COMMUNITY *and* UNIVERSITY EVENTS

Build Relationships -
Deliver treats to dept. heads at your targeted university

Contact International Students Office-
Drop off flyers informing of spaces available/policy with international students

Donut Drop Off -
Drop off donuts with your property's stickers to your university's department heads

REPUTATION MANAGEMENT

Review Competition -
Host a review competition for your staff to see how many people can get the most 5 star reviews with a name mention during the month of October. Winner gets a \$100 gift card.

Communicate monthly -
start sending a monthly news letter w/ local events, tips, FAQs

Maintenance Issues -
have maintenance leave a treat for residents after they complete a work order with Blowpops or Popcorn saying "We Popped By - Please leave a review of how your experience was"

Management Issues -
Host a town hall meeting for residents or a live event where you can answer FAQs.

October 2020 Marketing Calendar

ON-SITE EVENTS
and
RESIDENT OUTREACH

OUTREACH
CLUBS, ORGS, GREEK LIFE,
PREFERRED EMPLOYERS

COMMUNITY
and
UNIVERSITY EVENTS

REPUTATION
PLAN

WEEK
1

WEEK
2

WEEK
3

WEEK
4

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October 2020 Resident Events

GRAPHIC 1:

BUDGET:

VERBIAGE FOR
FLYER, DATE & TIME,
NAME OF STAFF
MEMBER(S)
WORKING EVENT:

GRAPHIC 3:

BUDGET:

VERBIAGE FOR
FLYER, DATE & TIME,
NAME OF STAFF
MEMBER(S)
WORKING EVENT:

GRAPHIC 2:

BUDGET:

VERBIAGE FOR
FLYER, DATE & TIME,
NAME OF STAFF
MEMBER(S)
WORKING EVENT:

GRAPHIC 4:

BUDGET:

VERBIAGE FOR
FLYER, DATE & TIME,
NAME OF STAFF
MEMBER(S)
WORKING EVENT:

PLAN YOUR VIP RENEWAL PARTY

October 2020 RAW



LIST YOUR DATES
AND EVENTS:


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October 2020 Resident Events Calendar


PLEASE LIST ALL PLANNED RESIDENT EVENTS WITH TIME, DATE, AND LOCATION


10
OCT

YOUR
LOGO

00  EVENT
TIME/DETAILS

00  EVENT
TIME/DETAILS

00  EVENT
TIME/DETAILS

00  EVENT
TIME/DETAILS

YOURPROPERTYWEBSITE | PHONE NUMBER

LIST YOUR DATES
AND EVENTS:



October 2020 Resident Events

TO DO LIST

NOW THAT YOU'VE PLANNED YOUR EVENTS, MAKE SURE YOU FOLLOW THROUGH!

PUT IN A CASH REQUEST FOR THE MONTH AFTER SUBMITTING PLAYBOOK (IF NEEDED)

CREATE YOUR EVENTS ON FACEBOOK AND SHARE THEM WITH YOUR RESIDENTS

SEND THE RESIDENT EVENT'S CALENDAR AT THE BEGINNING OF THE MONTH

3 DAYS BEFORE, SEND THEM AN EMAIL GRAPHIC ABOUT THE EVENT

2 DAYS BEFORE, SEND THEM A TEXT GRAPHIC ABOUT THE EVENT

1 DAY BEFORE, ADVERTISE ON SOCIAL MEDIA & GO PURCHASE SUPPLIES

THE MORNING OF ADVERTISE ON SOCIAL MEDIA

1 HOUR BEFORE SEND A TEXT TO REMIND YOUR RESIDENTS OF THE EVENT

Renewal Graphics

A graphic for a renewal special featuring a background of various pumpkins. The text is arranged in several sections: a top section with an orange arrow pointing right, a middle section with a teal box, and a bottom section with an orange bar.

APARTMENT NAME IS THE
BEST PICK
IN THE PATCH

**RENEWAL
SPECIAL**

Enter renewal special
here!

YOUR APARTMENT NAME
(XXX) XXX.XXXX | APARTMENTNAME.COM
ANY STREET ANY TOWN, NC XXXXX

A graphic for a renewal thank you message featuring a background of a path lined with trees with vibrant autumn foliage. The text is centered and includes a large headline, a thank you message, and contact information at the bottom.

Thanks for
RENEWING!

THANK YOU FOR RENEWING!
**RESIDENTS LIKE YOU MAKE OUR
COMMUNITY WONDERFUL!**

FROM YOUR FRIENDS AT
*** APARTMENT NAME ***

YOUR APARTMENT NAME
(XXX) XXX.XXXX | APARTMENTNAME.COM
ANY STREET ANY TOWN, NC XXXXX



Leasing Graphics

Fall in Love
— WITH SAVINGS —
THE SEARCH IS OVER! FIND YOUR PERFECT HOME AT APARTMENT NAME!
ENTER YOUR SPECIAL HERE*
**Restrictions apply. Ask a team member for details.*
CALL TO SCHEDULE A TOUR
(000) 000-0000
YOUR APARTMENT NAME
(XXX) XXX.XXXX | APARTMENTNAME.COM
ANY STREET ANY TOWN, NC XXXXX

TREAT YOURSELF TO A
REFERRAL BONUS
ASK A TEAM MEMBER FOR DETAILS
REFER & EARN REFER YOUR FRIENDS TODAY AND GET PAID!
YOUR APARTMENT NAME
(XXX) XXX.XXXX | APARTMENTNAME.COM
ANY STREET ANY TOWN, NC XXXXX

MY PROPERTY NEEDS THIS

SPECIAL:

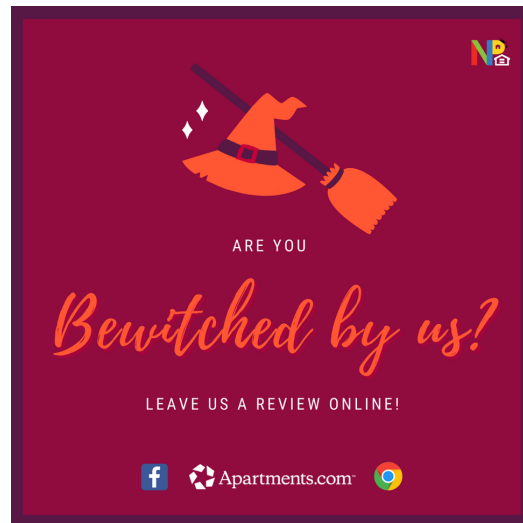
WEBSITE & PHONE NUMBER:

MY PROPERTY NEEDS THIS

REFER A FRIEND AMOUNT:

WEBSITE & PHONE NUMBER:

Rent Reminders, Work Orders, Reviews



October 2020 Custom Flyers

*SHOULD BE DIFFERENT THAN RESIDENT EVENT FLYERS ON PAGE 6

GRAPHIC 1:

DATE & TIME:

VERBIAGE FOR
FLYER:

GRAPHIC 3:

DATE & TIME:

VERBIAGE FOR
FLYER:

GRAPHIC 2:

DATE & TIME:

VERBIAGE FOR
FLYER:

GRAPHIC 4:

DATE & TIME:

VERBIAGE FOR
FLYER:

Renewal Signage

(IF YOU WANT/NEED ANY, DESIGNS COMING LATER)

HOW MANY RENEWAL BANDITS DO
YOU NEED?

QUANTITY

HOW MANY RENEWAL BANNERS DO
YOU NEED?

QUANTITY



Thank you!

KEEP UP THE GOOD WORK!