



365 CONNECT

POWERING THE **RESIDENT LIFECYCLE.**

Marketing. Leasing. Residents.



Multifamily Housing Industry Marketing Syndication Platform

+ **ENTRY PARTY:** 365 Connect

+ **CATEGORY:** Advertising & Media / Online Guerrilla & Innovation

+ **PROJECT:** Marketing Syndication Platform

+ **OVERVIEW:** The Marketing Syndication Platform serves the multifamily housing industry, being apartment, senior, affordable and student housing communities. The Marketing Syndication Platform automatically delivers a community's leasing data to high traffic housing search engines and classified websites. It delivers a fully integrated solution that eliminates redundant marketing efforts and seamlessly updates pricing and availability from a single platform. The platform also delivers content to social media channels, such as Twitter, Facebook, Google+ and YouTube – making it one of the most diverse marketing platforms available for multifamily housing communities.

+ **OBJECTIVE:** To reduce online marketing costs for our clients through creating a single source platform that not only reduces redundant data input, but that does not require any action from property managers. Our platform does all the work; it automatically updates pricing, photos and content – keeping property staff free for other task.

+ **TARGET:** Rental housing industry, currently there are over 100 million renters in the United States alone.

+ **STRATEGIES & DESIRED RESPONSE:** Rapid iteration of updating listings daily across the web through our network of marketing syndication partners is key to maintaining current information. **Desired Response:** To increase lead flow, marketing and social media exposure across the web for our clients.



+ CONSTRAINTS: The time to procure syndication partners, program feeds and maintain positioning on partner sites. We have over 35 sites taking our data feeds to create digital ads – 5 year project.

+ COMPETITIVE LANDSCAPE: There are a hand full of companies offering marketing syndication, but none have bundled it inside a single solution leasing platform to convert the leads to leases across both desktop and mobile platforms as we have. Our platform has gain a large acceptance – we believe we lead in the space. We deliver all public facing pieces, landing pages and websites; and deliver lead forms, tour scheduling and applications.

+ OTHER PERTINENT INFORMATION: With 90% of all housing search starting online, we have created the ultimate platform in an industry that has a need to constantly market its available housing units (50% annual turn rate), by leveraging the power of multiple focused housing marketing networks from a single platform with measurable results.

+ RESULTS: We produce a large amount a leads for our clients, as well as reduce online marketing costs. This has been proven from analytical data and testimonials from clients.

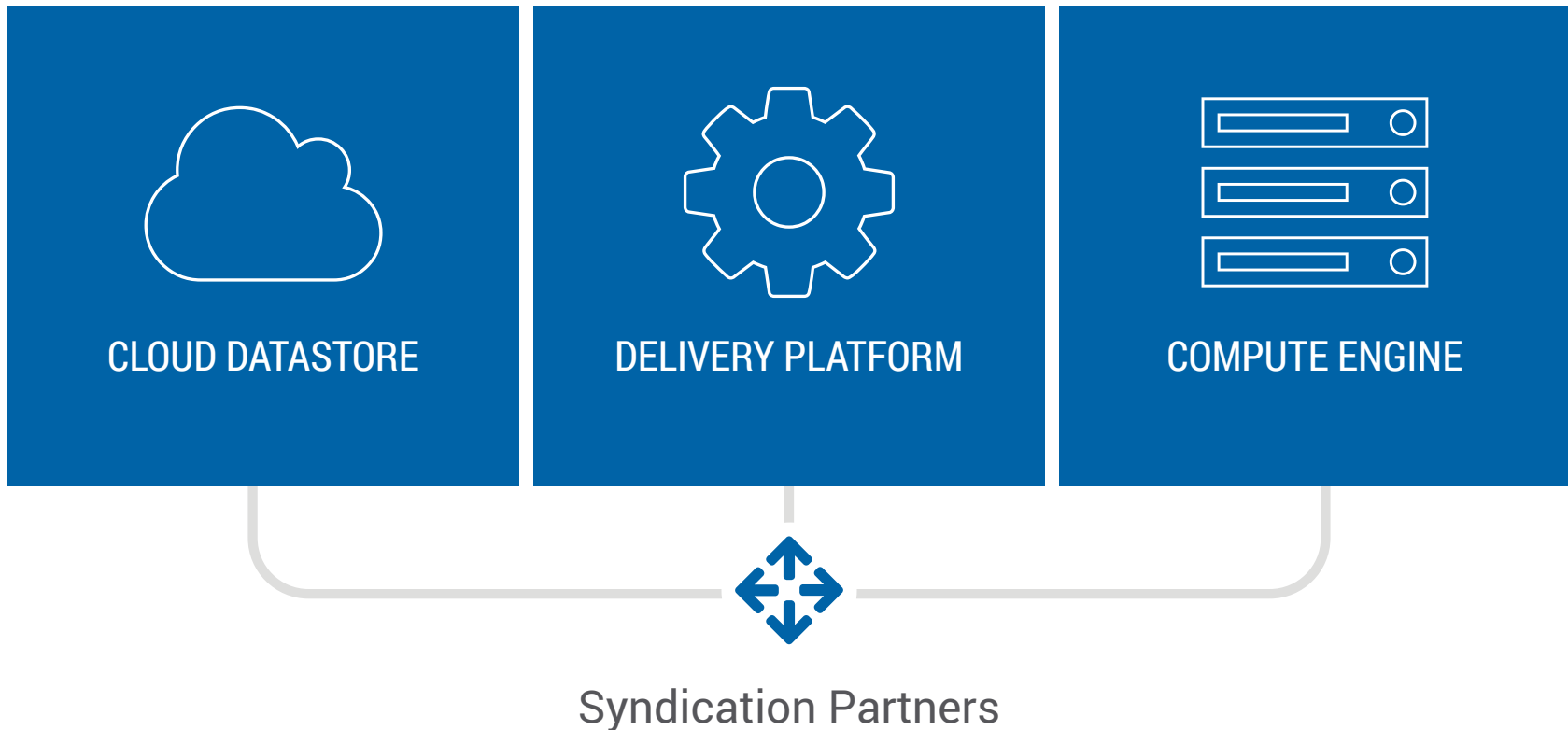
+ AWARD WINNING: To date, *365 Connect* has received 39 Technology Awards, including 7 International Awards for its *Marketing Syndication Platform*.

+ ABOUT 365 CONNECT, LLC: *365 Connect* is a leading provider of award-winning marketing, leasing, and resident technology platforms for the multifamily housing industry. Delivering a fully-integrated solution that eliminates redundant marketing efforts, simplifies transactions, and provides services after the lease is signed, the *365 Connect Platform* interfaces with a variety of third-party applications to streamline operations and enhance user experiences. Powering the resident lifecycle since 2003, *365 Connect* delivers game-changing results for its clients and the residents they serve by remaining laser-focused on connecting people with where they live. *Explore: www.365connect.com*

Automated. Expandable. Managed.

Syndication Network

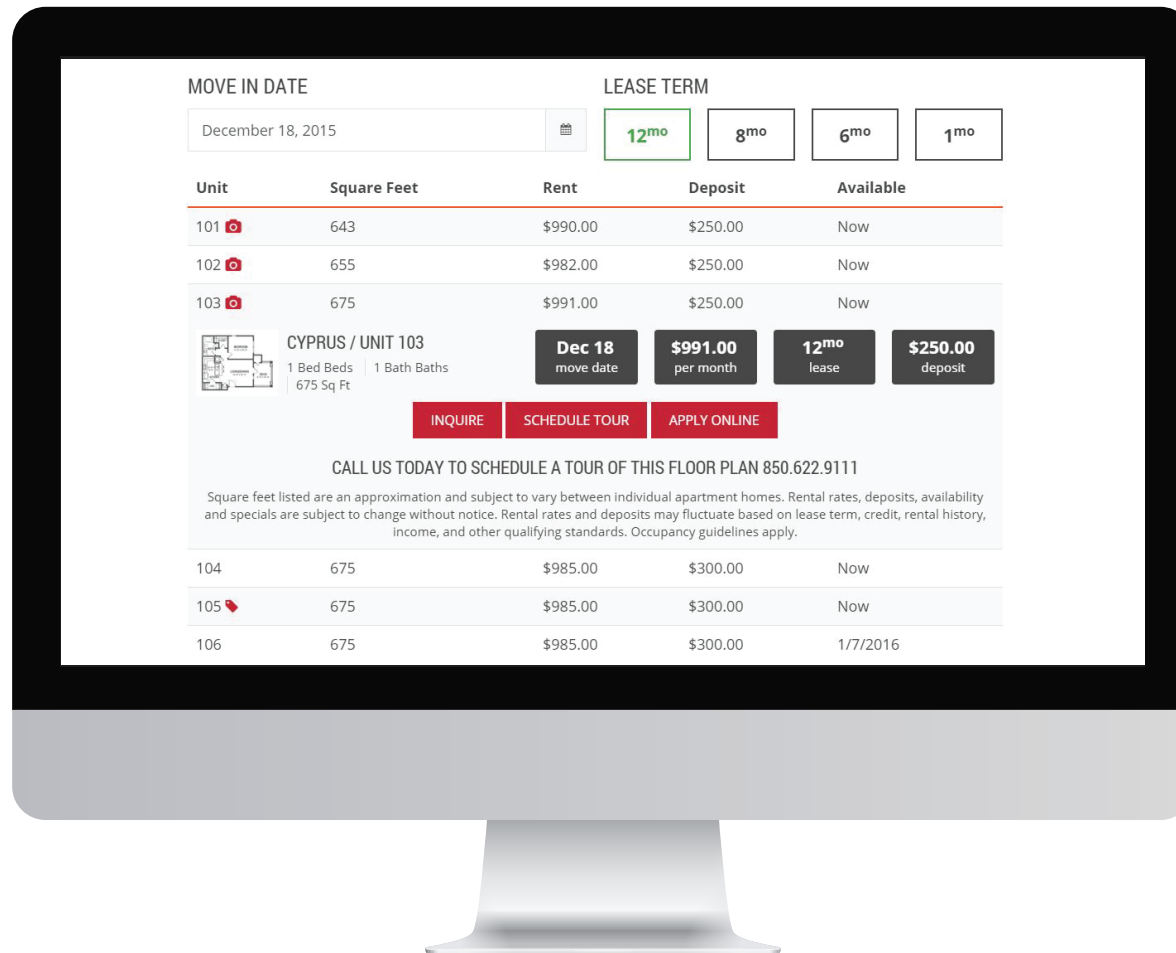
Increase your marketing reach.



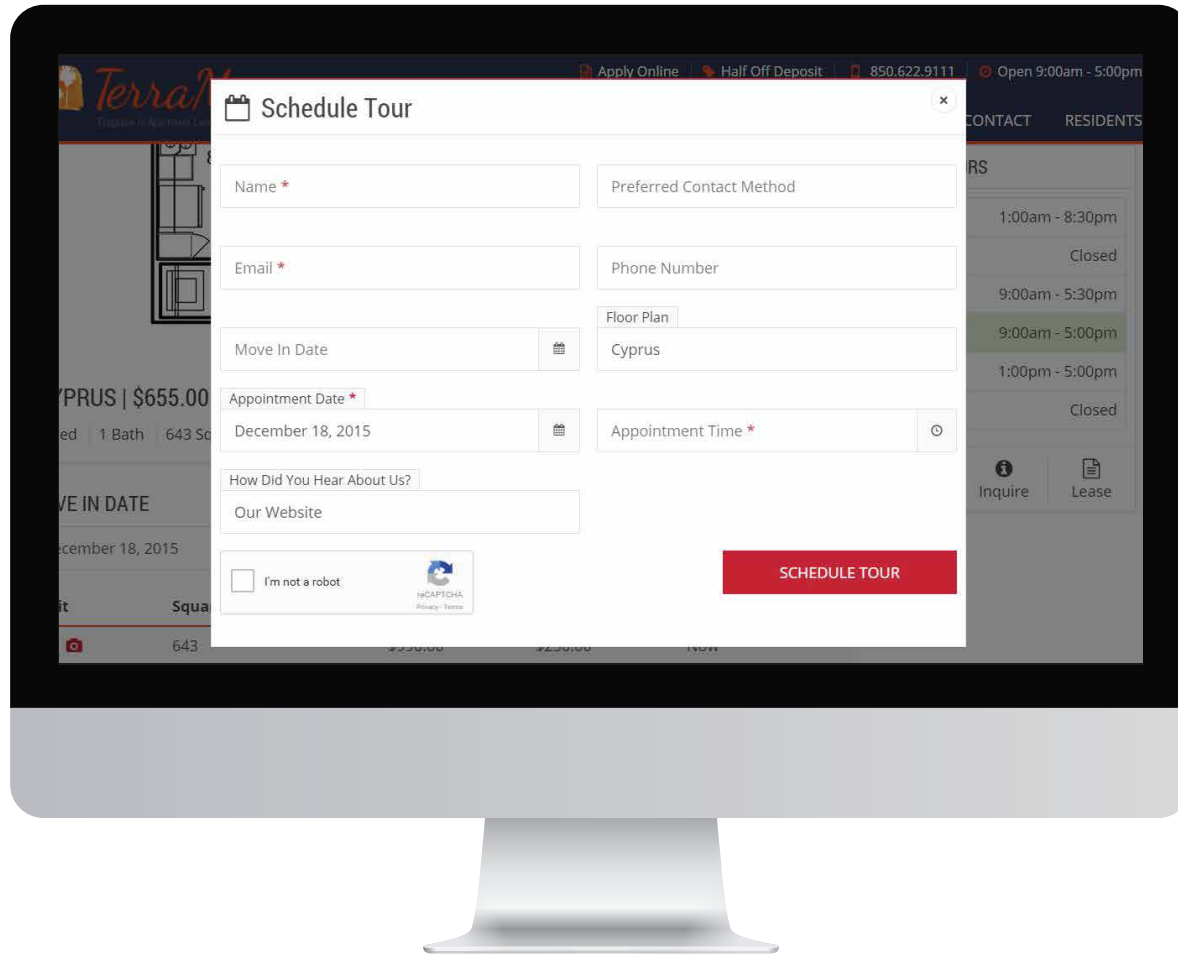
Syndication Platform Examples



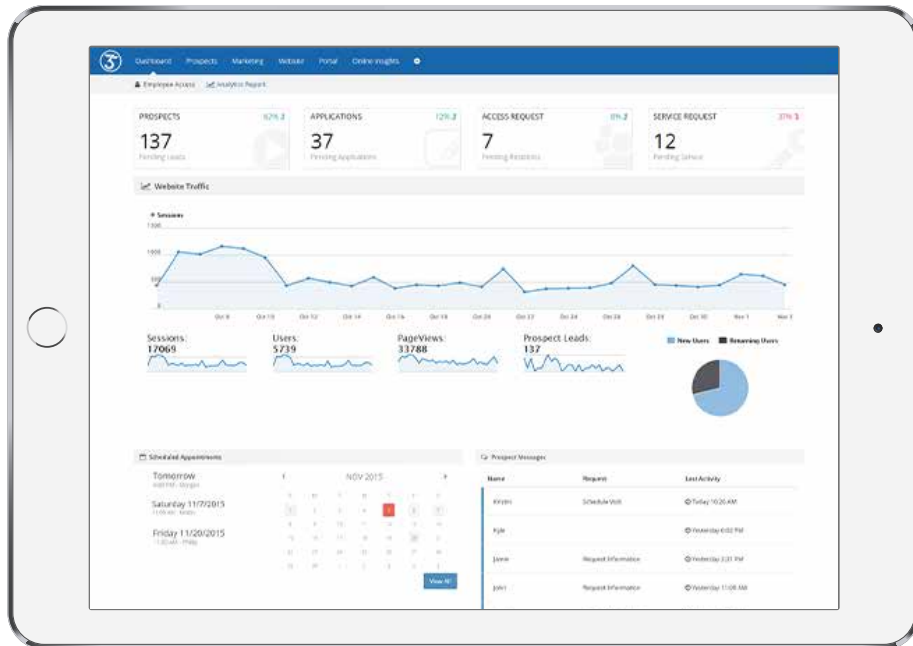
+ Landing Pages (Community Marketing Website Example)



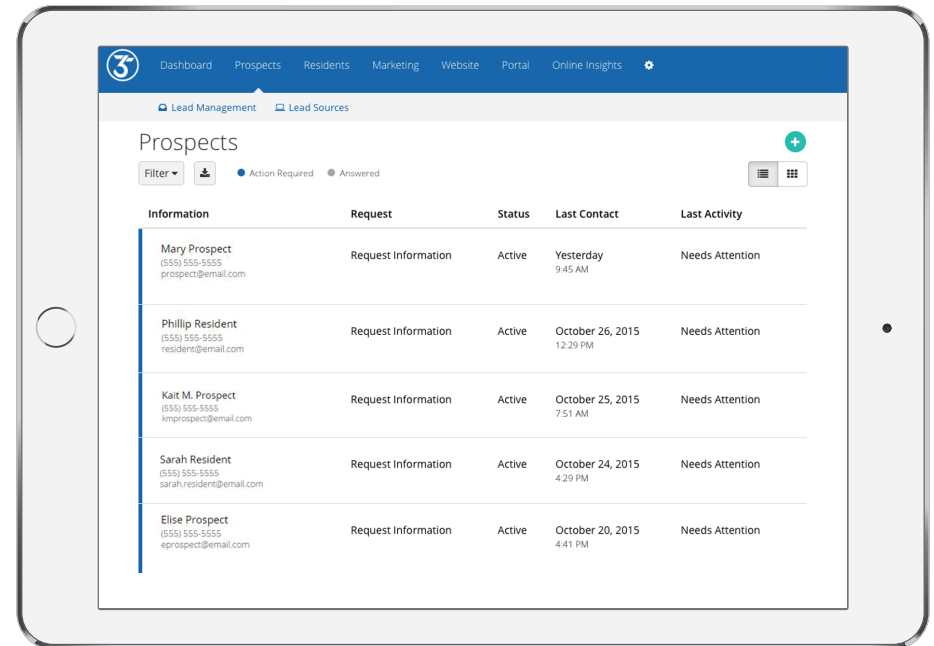
+ Real Time Pricing / Availability (Marketing Website Example)



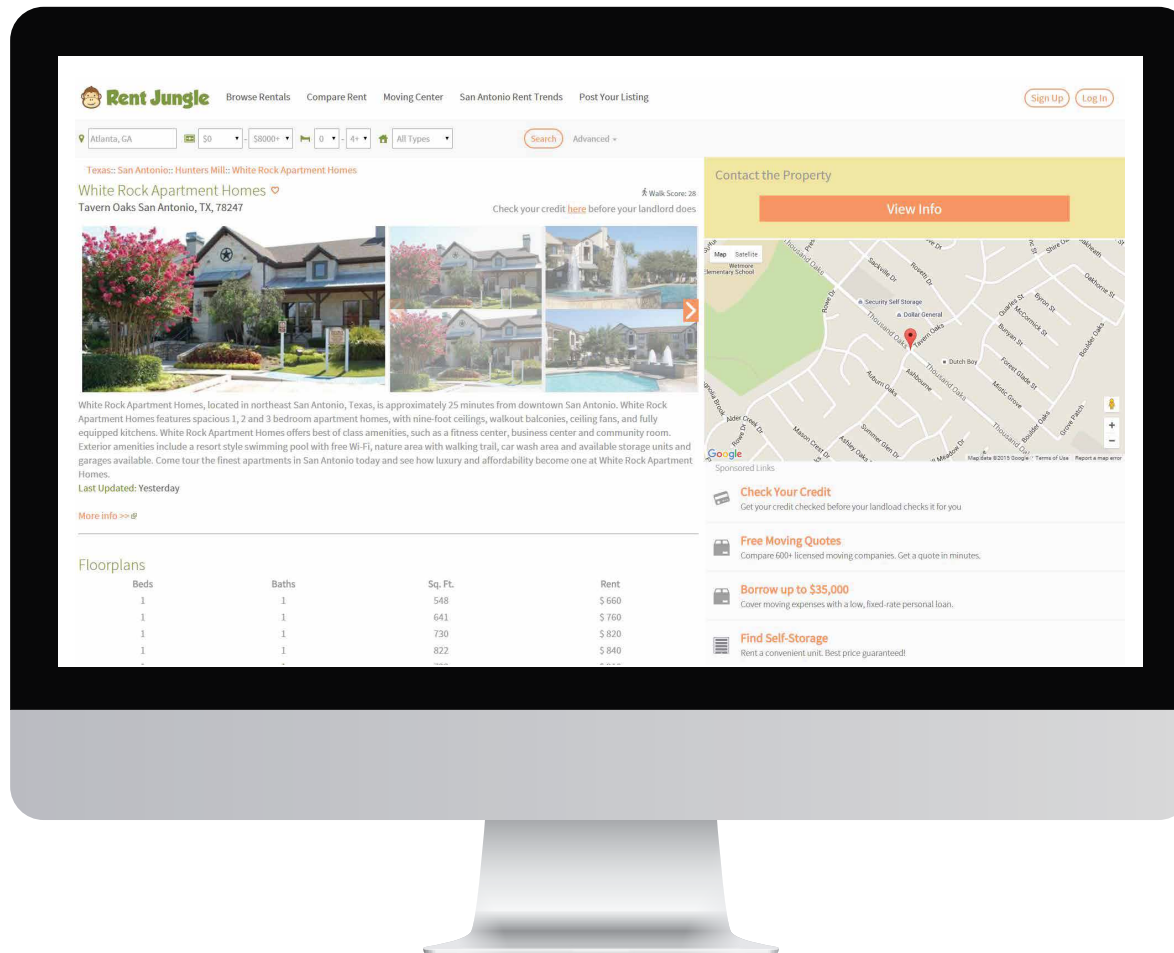
+ Lead Funnels (Marketing Website Example)



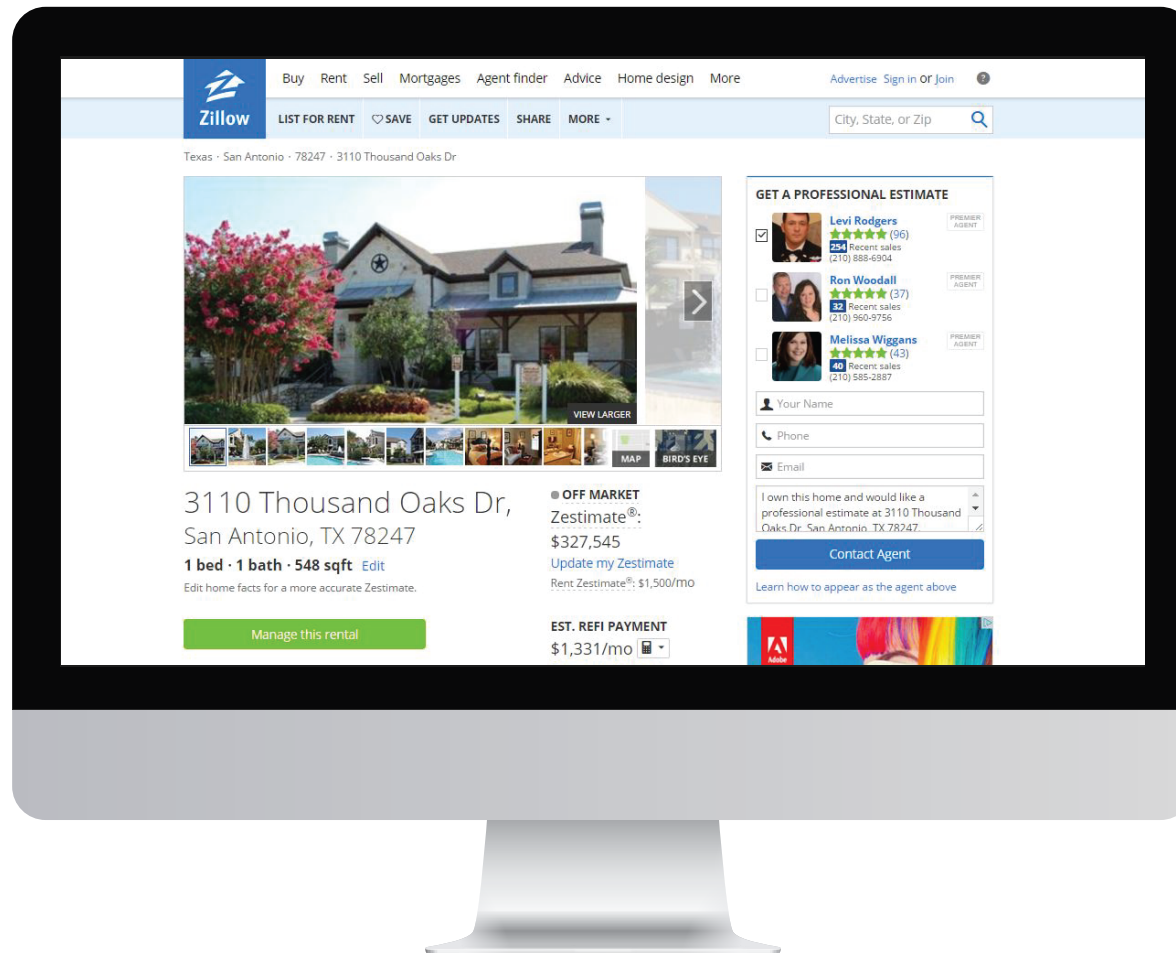
**+ Deep Tracking Analytics
(Management Dashboard)**



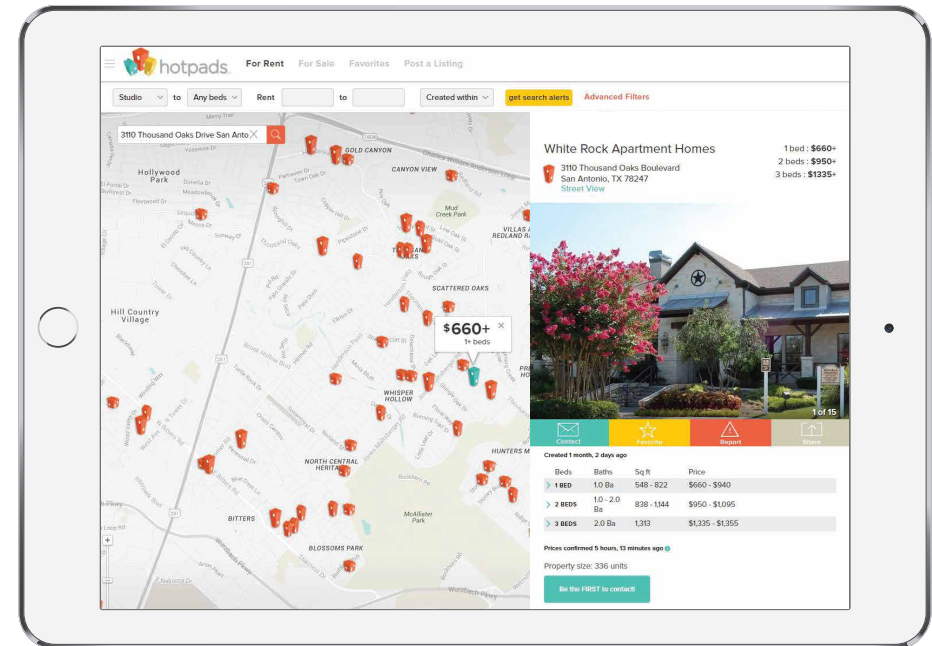
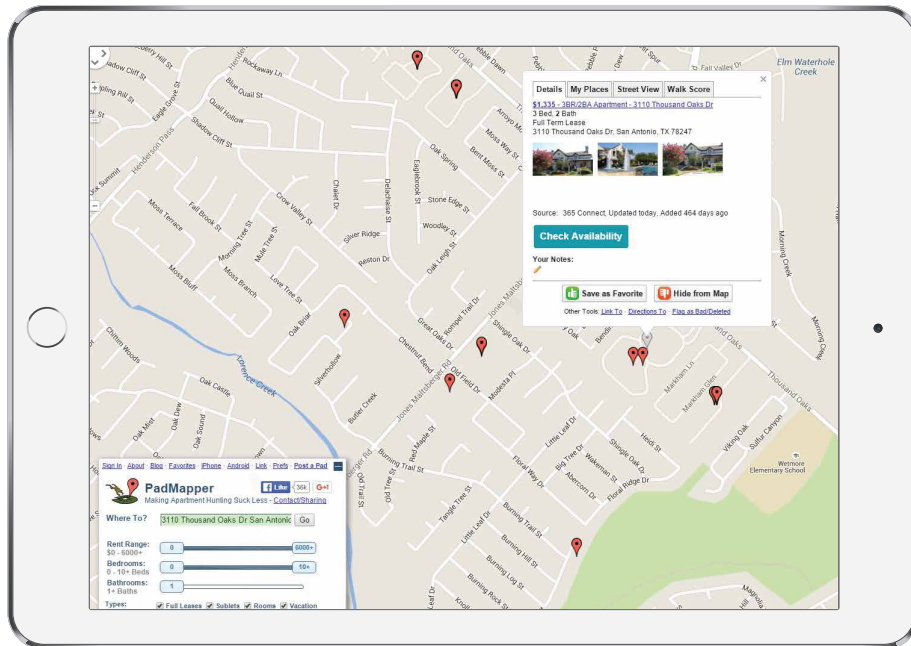
**+ Lead Management - Email, Text, Phone
(Management Dashboard)**



+Listing on Rent Jungle (Housing Search Engine)

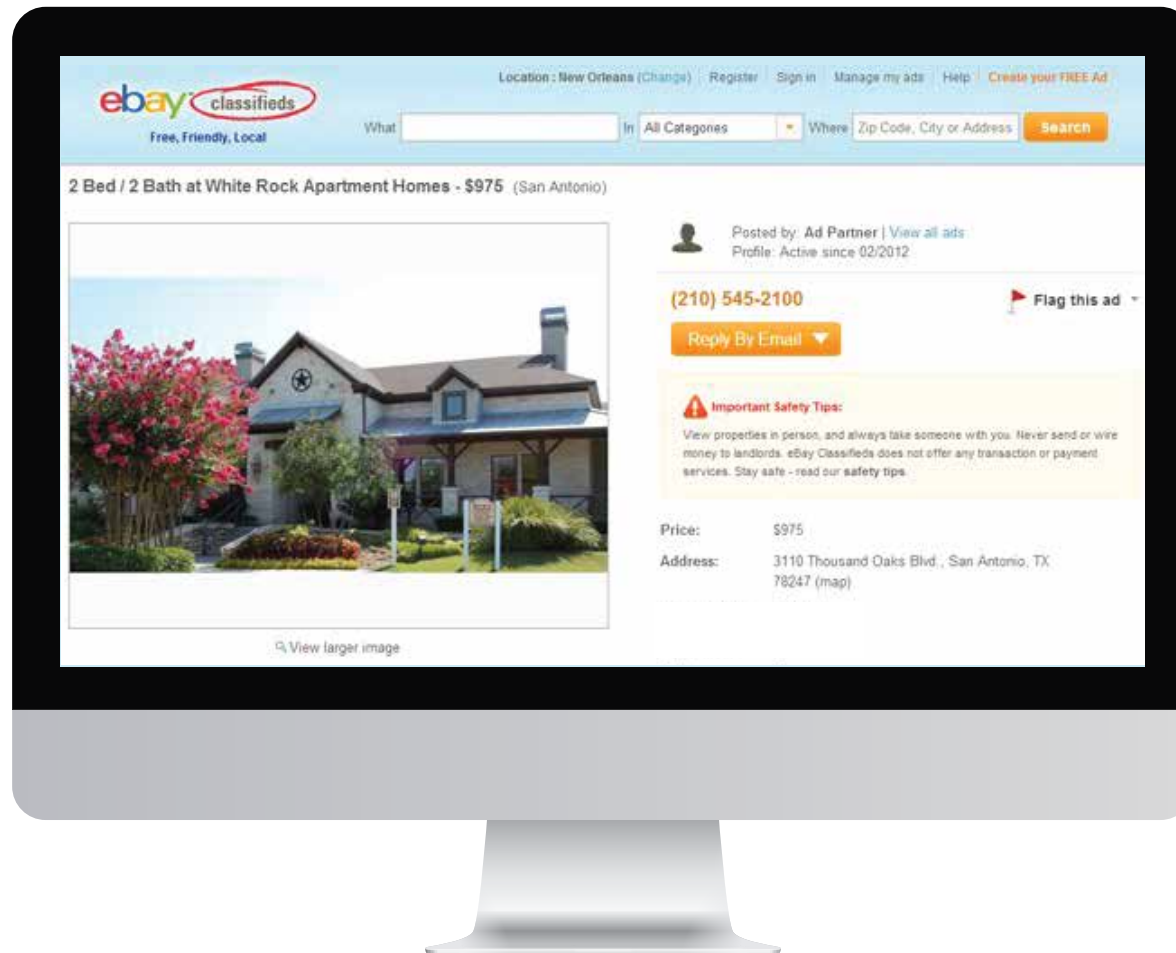


+ Listing on Zillow (Housing Search Engine)

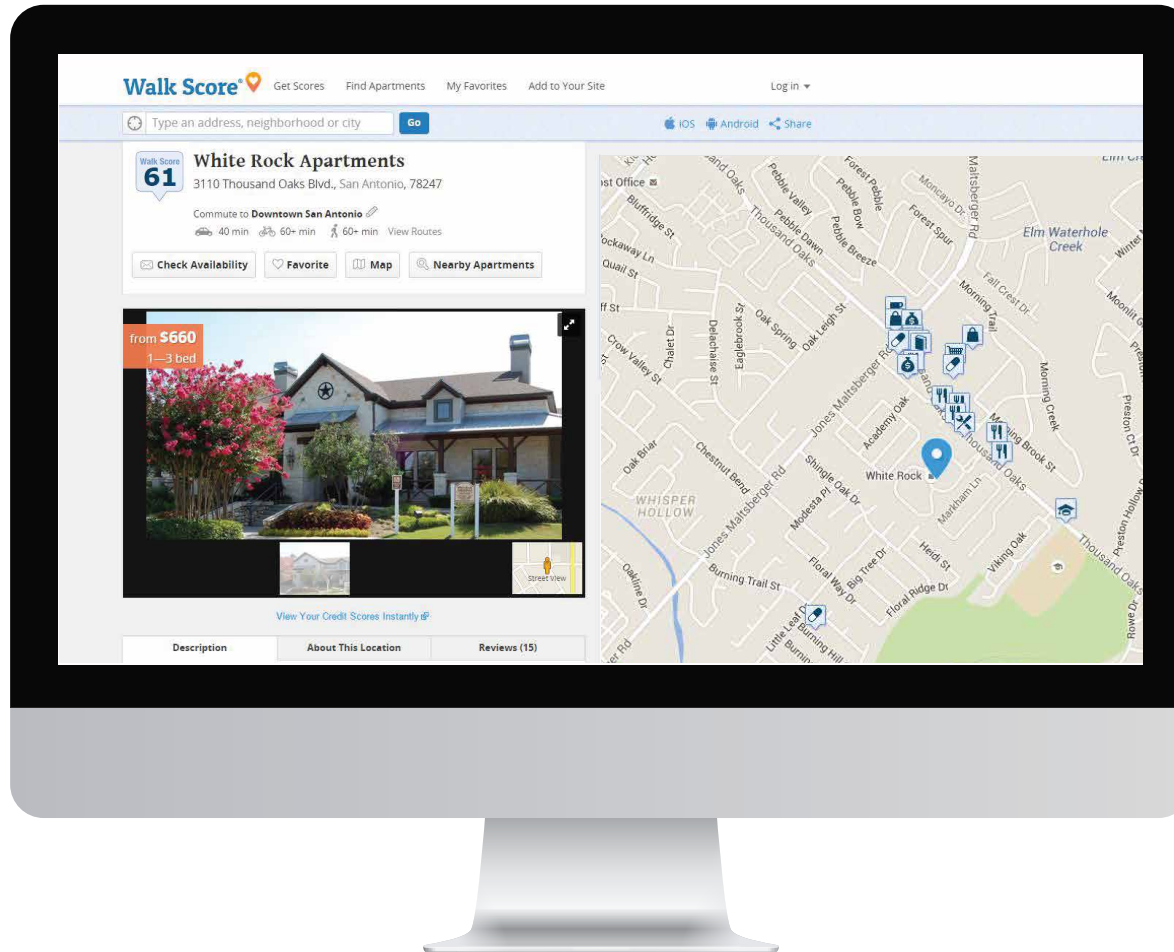


+ Listing on PadMapper (Housing Search Engine)

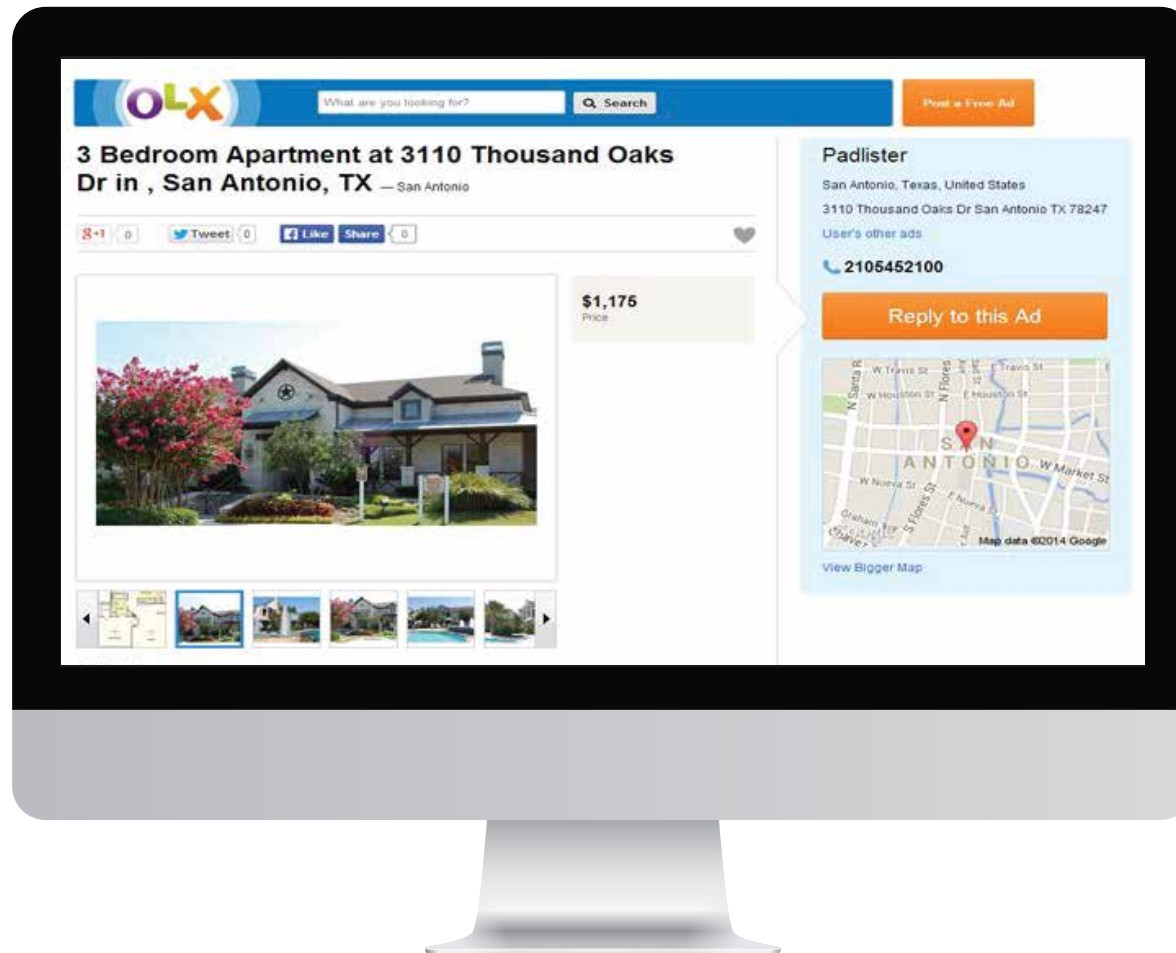
+ Listing on HotPads (Housing Search Engine)



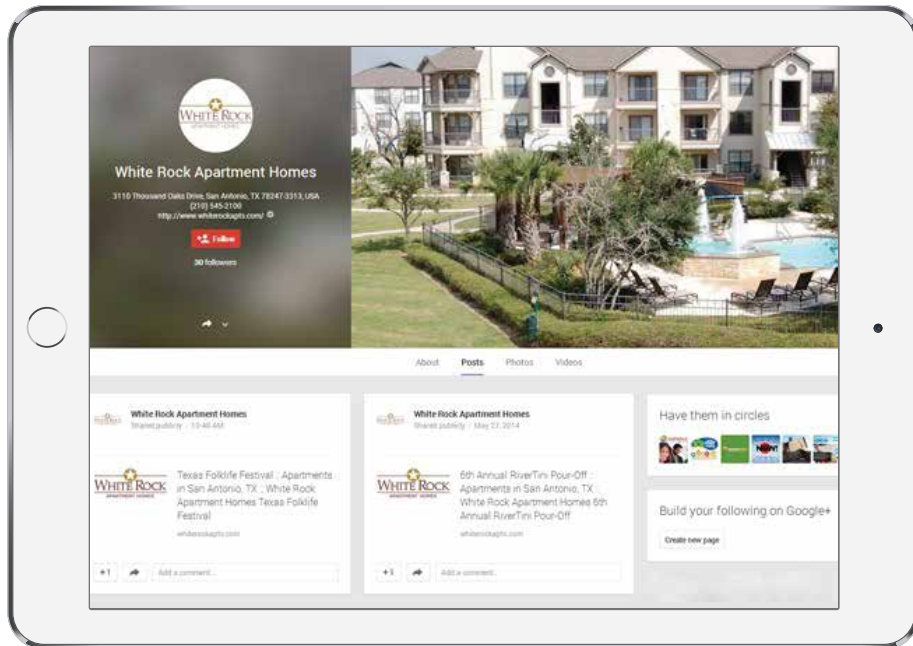
+Listing on eBay Classifieds (Classified Search Engine)



+Listing on Walk Score (Housing Search Engine)



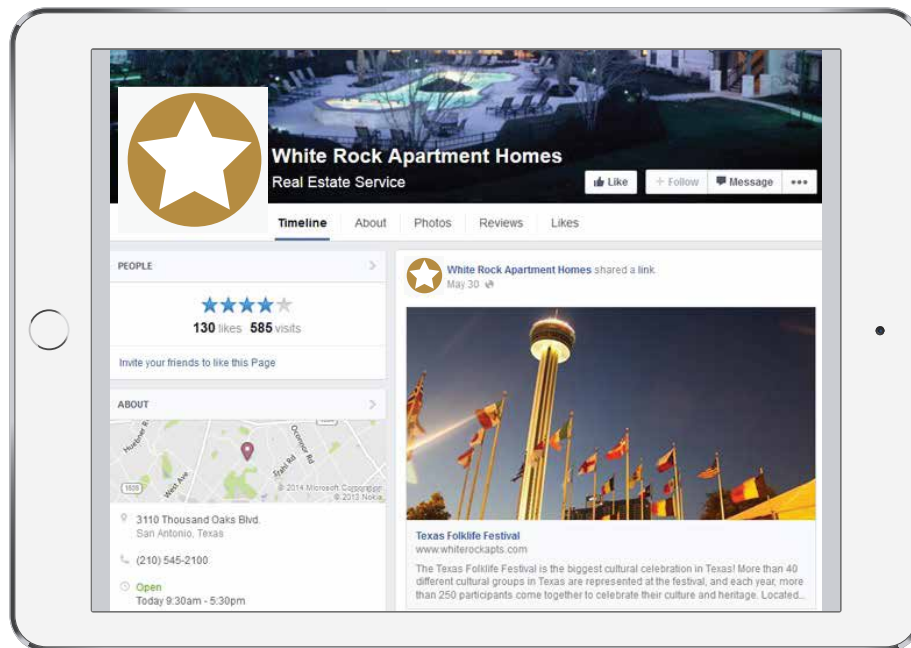
+Listing on OLX Classifieds (Classified Search Engine)



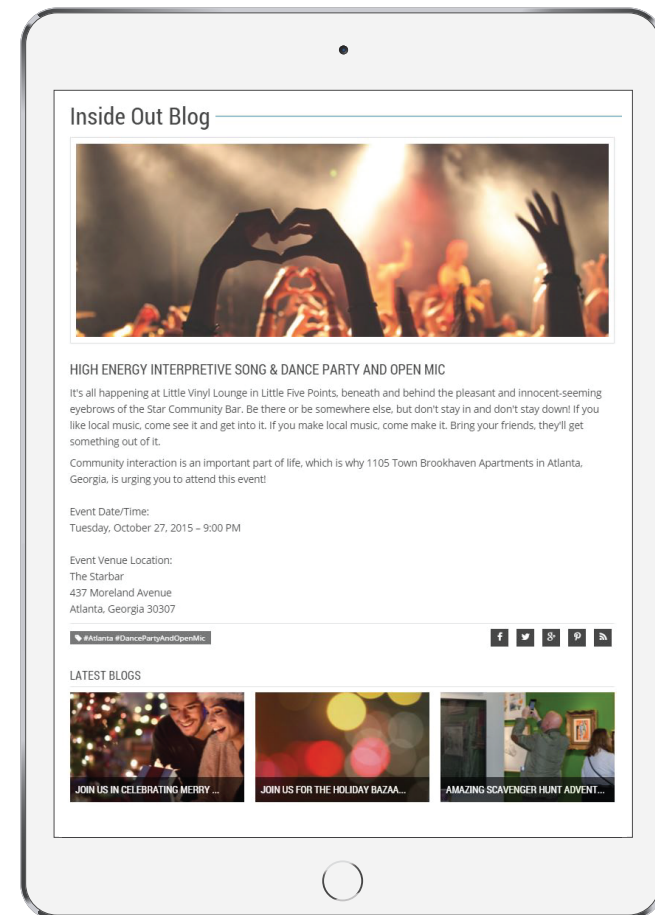
+ Content Marketing on Google+ (Social Media)



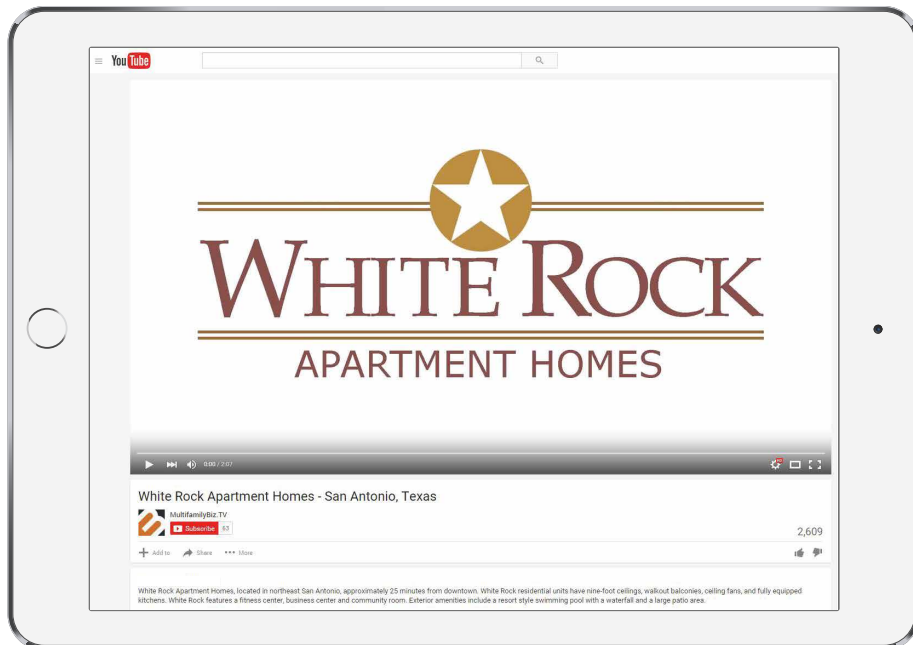
+ Content Marketing on Twitter (Social Media)



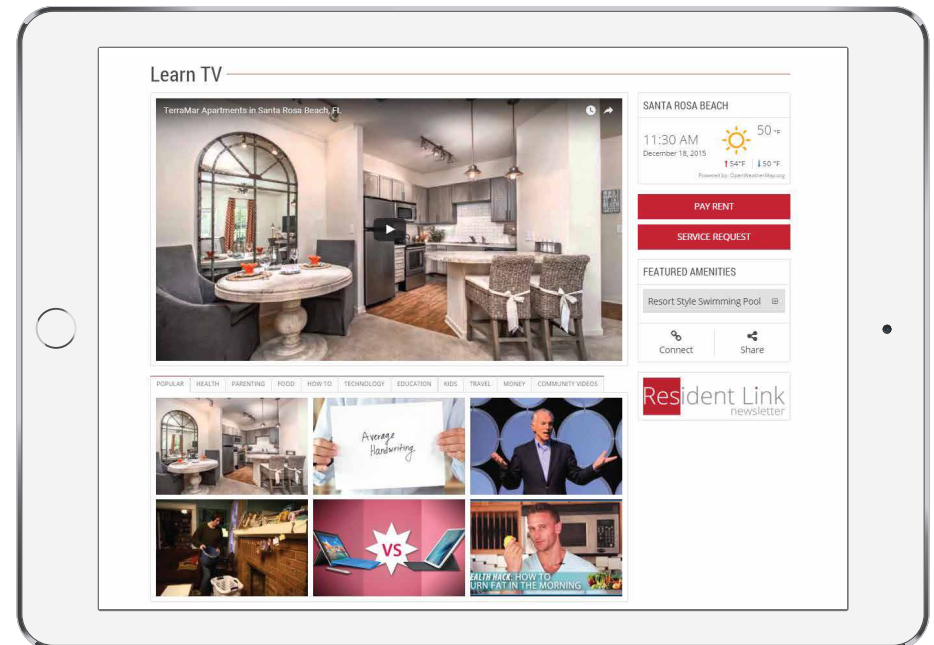
+ Content Marketing on Facebook (Social Media)



+ Integrated Blogging Platform (Automates to Social Media)



**+ Video Content Marketing to YouTube
(Social Media)**



**+ Video Content Integration From YouTube
(Social Media)**

Our Story

+ Born on the Silicon Bayou in 2003.

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What We Do...Why We Are Different...

365 Connect resolves issues every multifamily community faces; marketing, leasing and delivering services to residents to keep them renewing leases. Our platform markets communities across the Internet to high traffic sites, automates social media postings, and delivers decision-making resources and transactional tools across multiple devices. It follows the entire resident lifecycle and delivers a nexus of information and services after the lease is signed to open the lines of communication and enhance living experiences.

Connect With Us

504.299.3444

Explore: 365connect.com



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