

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)



	Schedule Tour Name* Email*		Preferred Contact Method	×	CONTACT RS 1:00am	RESIDENTS
						- 8:30pm
	Email *		DESCRIPTION		1.004m	- 6.50pm
			Phone Number	-	Closed	
			Floor Plan			00am - 5:30pm 00am - 5:00pm
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+ Lead Funnels (Marketing Website Example)



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+ Deep Tracking Analytics (Management Dashboard)

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Prospects Filter - 🛃 • Action Requ	ired 🗶 Answered			
Information	Request	Status	Last Contact	Last Activity
Mary Prospect (555) 555-5555 prospect@email.com	Request Information	Active	Yesterday 9:45 AM	Needs Attention
Phillip Resident (555) 555-5555 resident@email.com	Request Information	Active	October 26, 2015 12:29 PM	Needs Attention
Kait M. Prospect (555) 555-5555 kmprospect@email.com	Request Information	Active	October 25, 2015 7:51 AM	Needs Attention
Sarah Resident (555) 555-5555 sarah.resident@email.com	Request Information	Active	October 24, 2015 4:29 PM	Needs Attention
Elise Prospect (555) 555-5555 eprospect@email.com	Request Information	Active	October 20, 2015 4:41 PM	Needs Attention

+ 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



