DIGITAL

The Ultimate Guide: Multifamily Marketing

Growing a multifamily or commercial real estate investment company requires building and successfully nurturing a qualified investor list. Multifamily marketing can be a challenge for many business owners. From dealing with compliance and legality to developing automations to writing nurture content, there are many nuances to multifamily marketing. That's why we've put together this ultimate guide to multifamily marketing, written by the specialized web experts at Digital 520.

Getting Started

For many business owners, getting started is the most difficult part. Here are some questions we get a lot:

- ☐ **At what point should I develop a website?** We always recommend getting an initial website launched as soon as possible. Google (and other major search engines) use the age of your website as a factor in determining how high your website ranks in major search engines. Even if you don't have the resources to develop a professional website or don't have your design/content fully nailed down, we recommend getting something up and running. It will help you int he long run.
- ☐ **What's the most effective social media platform for content marketing?** We've found FaceBook, LinkedIn, and YouTube to be the most effective social media platforms for multifamily companies. Users of these platforms tend to have higher net worths and often use these platforms for educational/professional reasons, instead of merely entertainment.
- ☐ **Do I need a CRM?** In 99% of cases, yes. An effective CRM can help you stay organized and keep leads from "falling through the cracks". We recommend using Active Campaign, a powerful CRM which can easily be customized to meet the needs of multifamily companies. It also integrates with hundreds of third party platforms, making it easy to link your meeting booking calendar, chatbot, document portal, and website forms with the CRM.
- ☐ **What document portal do you recommend (Syndication Pro, IMS, etc.)?** We recommend Syndication Pro to nearly all our clients for all our reasons. First, Syndication Pro integrates with many third party systems (including Active Campaign, our preferred

CRM). Second, Syndication Pro has a strong track record and great support team. Historically, the only exception to this recommendation has been when clients are looking for complex waterfall calculations, which Syndication Pro does not support.

☐ **Is it better to target a broad or specific audience?** When your business is just beginning, we recommend targeting a specific audience so that you can hone and tailor your brand messaging. As your business grows and you begin to saturate your initial target market, it may be necessary to broaden the targeting of your website and marketing materials.

Website Development

A well-built website is core to every successful business. It acts as a source of lead generation and can significantly grow your investor database. Unfortunately, building a website that stands out and effective turns visitors into investors can be a challenge. Below are the components of a successful modern website and our recommendations for each.

☐ **Domain Name:** The domain name is a critical component of any website. A good domain name should be short and pronounceable. Ideally, it will also use the .com domain extension, as it performs significantly better than any other domain extension. We recommend purchasing your domain name through either GoDaddy or IONOS. Both offer reasonably priced domain names, though GoDaddy offers many additional add-ons that may be helpful for some business owners.

☐ **Website Hosting:** Every website needs website hosting. It can be thought of as the virtual "house" for your website. Without it, your site will not be accessible by visitors. Website hosting ranges significantly in cost, benefits, and performance. We recommend purchasing WordPress Managed Hosting, which is website hosting optimized for WordPress websites. Quality website hosting will lead to a fast loading, secure, and easy to manage website. We recommend Flywheel (getflywheel.com) for all your web hosting needs. In fact, we use it to host our own website.

☐ **WordPress CMS:** WordPress is a CMS (Content Management Solution) that makes it possible to build a website without custom coding. There are many different CMS systems; however, WordPress is by far the most popular. It is also completely open source and free. Because it is so popular, it has a large support community and an abundance of extensions (called plug-ins) for all your website needs. Make sure you use WordPress.org and not WordPress.com; they are two different solutions entirely.

☐ **Theme & Visual Page Builder:** Building a WordPress website requires installing a theme, which acts as a starting point for your website. Customizing a WordPress website is also far easier with a visual page builder, which allows you to visually make edits to the page instead of using custom code. We recommend the Divi theme and page builder (elegantthemes.com).

☐ **Plug-ins:** WordPress started as a blogging system. Extending the functionality of a WordPress site involves installing plug-ins, which are extensions that each serve one

specific function. Through the use of plug-ins, you can design your website to meet your business needs and marketing goals. Below we've compiled a list of some of our favorite plug-ins, based on function:

Function:	Plugin Name:
Contact form	Contact Form 7
Page builder	Divi Page Builder
Installing Google Analytics or Tracking Pixels	Insert Headers and Footers
SEO (Search Engine Optimization)	Yoast SEO
Learning Management System	Learndash LMS
SMTP email integration	WP Mail SMPT
Website security	Jetpack or iThemes Security
Website backups	All-In-One WP Migration

Professional design: Let's face it - a lot of websites look the same. In today's digital culture, we're all inundated with websites. To stand out, you need a custom design that conveys a professional brand image. If you don't have a solid design sense, hire a designer.

Content Writing: Good website content should utilize the fundamentals of psychology and neuroscience and guide visitors through the website. The #1 mistake we see companies make is putting too much content on the page. The overage visitor only spends a few seconds on each page of the website. In those few seconds, you need to captivate your audience and convince readers to keep reading.

Call To Action (CTA): We see beautiful websites all the time that have one fatal flaw: a lack of a clear call to action. Determine what your ultimate goal is and build a call to action that encapsulates it. Do you want people to book a call? Sign up for your investor portal? Join your email list? Too many websites have too many call to actions: learn more, get started, invest now, etc. Pick one and use it consistently throughout the site.

SUMMARY: To get the most out of your website, use a custom design, professional content writing, and a scalable backend infrastructure. In most cases, it ends up being cheaper to build it correctly the first time as opposed to rebuilding it later.

Website Security

Common Security Threats:

Spam: Spam in the form of comments have become very common. Bots can post en masse with links to other sites to try and build backlinks.

These comments can cause multiple issues, including increasing bounce rate (the percentage of visitors to a particular website who navigate away after viewing only one page), and potentially harming visitors if they click links that contain malware. Google's crawlers often detect malicious URLs and penalize your site for hosting spam, which will in turn effect your SEO ranking.

Viruses and Malware: Malware (malicious software) is arguably the biggest threat to a website. Malware comes in all shapes and sizes, which is why it is such a large threat to your website. These viruses are typically used to access private data or use server resources.

DDoS Attacks: DDoS (distributed denial of service) attacks deny access to users trying to visit a specific website. The attackers try to overload the servers with traffic, and eventually takes the website offline. Once the server crashes, it is more vulnerable to malware - and potential lose of revenue and credibility for the site itself.

Search Engine Blacklists: According to a 2018 study, 73.9% of hacked websites were attacked for SEO reason, like adding backlinks. New web pages can also be created on your site, or an entirely different site can be displayed in order to bring your ranking down.

Common Security Improvements:

Use HTTPS Protocol: Using HTTPS (hypertext transfer protocol secure) protocol lets your visitors know that they're interacting with the proper server, and nothing can alter or intercept the content they're viewing. HTTPS protocol will also improve search ranking.

SSL: HTTPS security can be further improved with an SSL (secure sockets layer) certificate. SSL certificates encrypt the communication between the server and the user's web browser.

Backup your Website: Using a backup plugin can help ensure that you don't lose anything on your site as a result of an attack. Some backup plugins also come with built-in security features as well.

Security Plugins:

☐ Akismet Anti-Spam

- ☐ Disable Comments Plugin
- ☐ iThemes Security Pro
- ☐ UpdraftPlus - Backup/Restore
- ☐ Wordfence Security

Recommended Security Services:

All in One WP Security & Firewall: All in One WP Security & Firewall is recommended for multiple reasons, especially robust features at no cost to the user. The plugin includes features like changing database prefixes from the default "wp_" used by WordPress, limiting login attempts, force logout after specific time, whitelisting specific IPs. To ensure the security features are set up, it is recommended to use the plugin's tips and tricks to verify settings.

Cloudflare Application Security Portfolio: The Cloudflare Application Security Portfolio will provide the most robust security services. The Security Portfolio includes the following features:

- ☐ **DDoS Protection:** From the Cloudflare website: Our always-on protection identifies and mitigates most attacks in under three seconds. Blocking attacks from the network edge reduces latency, keeping traffic blazing fast.
- ☐ **WAF:** From the Cloudflare website: Our Web Application Firewall keeps organizations safer with threat intelligence from millions of sites and tens of millions of requests per second. Thanks to our network's scale and speed, any rule changes deploy globally in seconds.
- ☐ **Bot Management:** From the Cloudflare website: Defend against bad bots responsible for credential stuffing, content scraping, denial-of-service, and more. Detections powered by heuristics, machine learning, and anomaly detection stop bad bots while keeping legitimate traffic flowing.
- ☐ **API Shield:** From the Cloudflare website: Powerful protection to keep APIs secure and productive. Gain ongoing API discovery, positive security with mutual TLS and schema validation, volumetric abuse detections, and sensitive data detection so APIs continue to drive business.
- ☐ **Page Shield:** From the Cloudflare website: Defend against attacks aimed at your customers by monitoring your site's JavaScript dependencies — all to protect confidential user information including credit card details.
- ☐ **Advance Rate Limiting:** From the Cloudflare website: Build flexible rate limiting rules to curb malicious traffic without penalizing legitimate users. Advanced Rate Limiting is integrated with the WAF and can be added to any WAF custom rule.
- ☐ **Security Center:** From the Cloudflare website: Cloudflare Security Center offers attack surface management (ASM) that inventories IT assets, enumerates potential security risks, and enables security teams to investigate and mitigate threats in a few clicks.
- ☐ **SSL/TLS Encryption:** From the Cloudflare website: Get free SSL / TLS encryption with any application services plan. You'll never need to worry about SSL certificates expiring or

staying up to date with the latest SSL vulnerabilities when you're using Cloudflare SSL.

Resource Links:

- [Study Shows Webs Security Directly Affects SEO](#)
- [Cloudflare Application Security Portfolio](#)
- [How to Configure Disable Comments Functionality on Your Website](#)
- [iThemes Security Recommended Features](#)
- [How to Backup a WordPress site: Step by Step Guide](#)
- [All in One WordPress Security and Firewall Plugin](#)

Search Engine Optimization (SEO)

SEO, or Search Engine Optimization, is the process of improving the visibility and ranking of a website on search engine results pages (SERPs). It is a crucial aspect of digital marketing for businesses, as it helps to attract more organic traffic and increase online visibility. Here are some reasons why SEO is important for businesses:

1. **Increased Traffic:** Optimizing your website for search engines can help attract more organic traffic to your site, which can lead to increased sales and revenue.
2. **Better User Experience:** Good SEO practices help to improve the overall user experience of a website, making it easier for visitors to find what they are looking for and navigate the site.
3. **Cost-effective:** Unlike paid advertising, SEO is a cost-effective way to drive traffic to your website and increase brand awareness.
4. **Competitive Advantage:** By ranking higher in search results, businesses can gain a competitive advantage over their competitors and capture more market share.

Here are some important SEO tasks that businesses can implement:

1. **Keyword Research:** Researching keywords relevant to your business and target audience can help you to optimize your website and content for search engines.
2. **On-page Optimization:** This includes optimizing elements such as title tags, meta descriptions, and header tags to make it easier for search engines to understand the content of your site.
3. **Content Creation:** Creating high-quality, relevant, and engaging content is essential for both users and search engines.
4. **Link Building:** Building high-quality backlinks from other reputable websites can help to improve your website's authority and ranking in search results.

5. **Local SEO:** If you have a physical location, it's important to optimize your website for local search by including your location, business hours, and contact information.

Guide to Developing an SEO Report:

Overview of the site: Sign into Google Search Console and select the site in the top dropdown menu. This will land at the Overview page. If the site is having issues (like a manual penalty or security issues), you will see them here.

Has the site undergone some changes recently?

Pay special attention to the information under the overview of Performance and Coverage. If there has been a drop or spike in Performance and/or Coverage, you'll need to take a closer look.

Google Change of Address

If the site is being migrated, you can notify Google about the change of address from Google Search Console. Go to **Settings > Change of Address**. This isn't required, but can help with indexing after a move.

Does the site have a manual action?

Go to **Security & Manual Actions** then **Manual Actions**. Do you see "no issues detected"? If so, move forward with the audit. If there is an issue, taking care of it should become the top priority to make sure that the site isn't demoted long term in Search.

Does the site have any security issues?

Go to **Security & Manual Actions** then **Security Issues,** it should also say "no issues detected." If issues are listed here, just as with Manual Actions, correcting the issue should be high priority to ensure that the site is displayed in Search without any issues or warnings.

How is Google crawling the site?

Go to **Settings** then **Crawl Stats.** Here we want to pay attention to the following:

- The number of crawl requests and their trend. Is it upward or downward?
- The crawl request breakdown and especially the by response section to make sure the crawl budget isn't wasted on pages returning a 404 (not found) status.

Has your host had issues preventing Google from crawling the site?

The crawl stats report will also show you if your hosts are having availability issues. Issues here may make it impossible for the crawlers to reach the site.

From **Crawl Stats Report**, go to **Hosts** and see if any issues are reported under **Status**. If you don't see No Problems, check the details of the issue. Three types of host issues are reported:

robots.txt fetch, DNS resolution, and server connectivity.

Problems requesting robots.txt

In the crawl stats report, you'll see if there are issues fetching the robots.txt file. Click through the notification to investigate the issue.

Refresh Google's robots.txt Cache

When automatic crawling, Google's crawlers notice changes to your robots.txt file and update the cached version every twenty-four hours. You can use the Submit function of the **robots.txt Tester** to update the cache more quickly.

Click **View Uploaded Version** to see that your live robots.txt is the version that you want Google to crawl.

Click **Submit** to notify Google that changes have been made to your robots.txt file and request that Google crawl it. Check that the newest version was successfully crawled by refreshing the page to see your live robots.txt code.

Check for submitted sitemaps

Go to **Index** then **Sitemaps** to see the submitted sitemaps.

If the sitemaps are valid, and Google has no issues fetching them, you'll see Success under status. If there are issues, you'll see "Couldn't fetch."

Check that the sitemaps do not contain incorrect URLs

Go to **Index** then **Coverage**, then click on the arrow down, and under **Filter to Sitemaps**, choose the sitemap to check. If there are incorrect URLs, they'll be listed under Error or Excluded. Make sure to read the details of the issues with the URLs.

How many web pages are indexed?

Go to **Index** then **Coverage** and check **Valid and Valid with Warnings**. These urls have been indexed and can appear on Google.

Are any weird or irrelevant pages indexed?

Go through the list of **Valid and Valid with Warnings URLs**. When in **Coverage**, check **Valid and Valid with Warnings**, then scroll down to **Details**. Pay special attention to **Valid URLs with Type Indexed, not submitted** in sitemap. These will need to be manually reviewed to determine if they should actually be indexed.

Any pages that couldn't be indexed?

Go to **Index** then **Coverage**, then check **Errors**. All pages that can't be indexed are here. Navigate to details to see why the pages weren't indexed.

Any pages excluded from indexing?

Go to **Index** then **Excluded** to see pages that are intentionally excluded. Navigate to **Details** to learn why the page or group of pages is excluded. Click a specific type of exclusion to see the list of URLs.

Analyze the coverage of the submitted URLs only

While similar to the above steps, the results may be interesting. Select **All Submitted Pages** instead of All Known Pages. Check if there are any pages with errors or warnings.

Check for removal requests

Go to **Removal** and check each tab, **Temporary Removals**, **Outdated Content**, and **SafeSearch Filtering**. You want to know if someone has filed one of these requests and whether it has been done on purpose.

Verify canonical tags are used correctly

You can check either one specific URL or identify groups of URLs with a specific canonical tag implementation or issues. To check the canonical tag of a specific URL, use the URL inspection tool, unfold **Coverage**, and check what's under Indexing.

You can also go to **Coverage** then **Excluded** and look for:

- Duplicate, Google choose different canonical than user
- Duplicate, submitted URL not selected as canonical
- Duplicate, without user-selected canonical
- Alternative page with canonical tag

Make sure to analyze example pages folder under each of these four types of canonical tag issues/implementations.

Check how the pages of the site render

Go to **URL Inspection**, type the URL, and hit enter. Next click on **Test Live URL**.

Click **View Tested Page**. The panel on the right will show you the rendered HTML a screenshot, or display more info.

Is the site mobile friendly?

In the era of mobile-first indexing, this step is especially important. Go to **Experience** then **Mobile Usability**. If the site is mobile-friendly, all of the pages will be

marked as **Valid**.

Check for issues with mobile friendliness

If the site isn't mobile friendly, you'll see issues under **Error**. These URLs may have serious problems in Search.

Google checks the following types of mobile friendly issues:

- Uses incompatible plugins
- Viewport not set
- Viewport not set to "device-width"
- Text too small to read
- Clickable elements too close together
- Content wider than screen

None of these issues should be ignored.

Check the percentage of Good URLs

Go to **Experience** then **Page Experience**. You want to see 100% of Good URLs. The URLs are considered Good if they pass all of the three Core Web Vitals metrics for mobile.

Check the overview of Google Page Experience Signals

The **Page Experience** report shows you the summary of all five Google Page Experience signals.

Keep in mind that HTTPS is a site-wide check verifying that the majority of URLS load over HTTPS. **Ad Experience**, which means no intrusive interstitials, is a reminder that Ad Experience is one of Google Page Experience signals. This is not the actual Ad Experience of the site.

Analyze Core Web Vitals Metrics for Mobile & Identify Groups of URLs with Similiar Issues

Go to **Experience** then **Core Web Vitals** then **Mobile** and **Open Report**. Check Poor and Need improvement to display the details of URLs with issues. Navigate to Details and analyze each issue type and the URLs it affects.

Analyze Core Web Vitals for Desktop & Identify Groups of URLs with Similar Issues

Go to **Experience** then **Core Web Vials, Desktop** and **Open Report**. Check for Poor and Need Improvement to display details. Analyze each issue type and the URLs it affects.

Check the Types of Rich Results Implemented on the Site

You can see the types of **Rich Results** implemented on the site under **Enhancements** in the left sidebar in the Google Search Console.

Check if Specific Structured Data Types Implemented are Correct

Click on each specific Rich Results type displayed under Enhancements. If there are no issues with a specific type, you will see 0 under Error and Valid with warnings.

If there are any errors or warnings, then check what's under **Details** and analyze the specific URLs or groups of URLs with these issues. Note that URLs listed under Errors cannot be displayed.

Check if the Site has Breadcrumbs and if They are Valid

Having breadcrumbs, especially in the case of larger sites, is almost always a good practice. Check if there are Breadcrumbs under **Enhancements** and if breadcrumbs are Valid (can be displayed in search results).

Check if the Site Uses the FAQ Schema and if it's Valid

Having the FAQ Schema makes a lot of sense on many sites. Check if there is FAQ under **Enhancements** and if it is valid.

Check if hreflang tags are Used on Your Site

Go to **Legacy Tools and Reports** then **International Targeting** to check if the site has hreflang tags. Note that this report is not available to Domain properties.

Once you click **International Targeting**, you will be moved to the old Google Search Console. In the **Language** tab, you can see if the site has hreflang tags. Note that if there are serious issues with the implementation of the tags, the Google Search Console may show the info that there are no hreflang tags even if there are.

Check if hreflang tags are Implemented Correctly

If Google can recognize the hreflangs implemented on the site, you will be able to see if there are issues, and what type of issues there are.

Check the Top Internally Linked Pages

Google Search Console allows you to analyze internal links and check what internal pages you link to most. Go to **Links** and on the right, you'll see the Internal Links column with **Top Linked Pages** shown. Click **More** to view the entire report.

Status Codes

Google Search Console is a great tool for analyzing status codes on your site. You can use the **Coverage Report** and the **Crawl Stats Report**. The **Crawl Stats Report** will show you all the resources of your site while the **Coverage Report** will only show you the status codes of your pages.

Check if There are 301 or 302 Directs on the Site

There are two ways to analyze redirects.

- Go to **Index** then **Coverage** and check **Excluded** and scroll down to **Details**. Look for **Page With Redirect** under type. Click to see the examples of redirected pages.
- Go to **Settings** then **Crawl Stats** and scroll down to the **Crawl Requests Breakdown**. Analyze what you see under **By Response**.

Check if These Redirects Have Correct Statuses

Go to **Settings** then **Crawl Stats** and click on **301** and **302** redirects to check what URLs/resources are redirected to what they return.

Note: Many sites implement 302 redirects where 301 redirects should be used. Google is getting better at recognizing such situations and treating these 302s as 301s.

Check if There are URLs Returning 5XX Errors

There are two ways to check for server issues:

- Go to **Coverage** then **Errors** and check if there are Errors with type **Server Error (5xx)**. Click on the issue to check details and see the affected URLs.
- Go to **Settings** then **Crawl Stats** and look for **Server Error (5xx)** under **By Response** section of Crawl Requests Breakdown. Click this issue to see pages that return the 5xx.

If the number of the URLs with Server Error (5xx) and/or the requests with the response Server Error (5xx) is huge you may want to further investigate the server of the site.

Check if There are URLs Returning 4XX Errors

There are two ways to check for these issues:

- Go to **Index** then **Coverage** and select **Errors**. Look for Error type **Submitted URL not found (404)**. Click on the errors to see affected URLs. Check if they still return 404, and if this is the correct status code.
- Go to **Settings** then **Crawl Stats** and navigate to section **By Response**. Check what's under **Not Found (404)**. Click to see resources returning status 404.

Check if There are Soft 404 Pages

Go to **Index** then **Coverage** and select **Error**. Navigate to **Details** and look for error type **Submitted URL seems to be soft 404**. Click the error to see affected URLs.

Check if There are Security Issues on the Site

If the site has security issues and is filtered by **Google Safe Browsing**, you should see a notification in Overview upon logging into Google Search Console.

Check for security issues by going to **Security & Manual Actions** then **Security Issues or Experience** then **Page Experience** and finally **Page Experience Signals**.

Check if the Site Uses HTTPS

Google Search Console only does a site-wide check of the HTTPS coverage, which means it will tell you if the site has an SSL certificate and if the majority of the URLs are loaded over HTTPS. To check your site's status, go to **Experience** and then **Page Experience**.

Google Search Console will not do a thorough check for mixed content. To do that, you need to crawl the site using other tools, like Sitebulb or Screaming Frog SEO Spider.

Website Speed

Google Search Console does not display your LightHouse or Google PSI score but it can show you if your site has become slower than usual recently.

Go to **Settings** then **Crawl Stats** and check **Average Response Time**. Are there any unusual spikes?

Identify the Queries & Pages That Bring the Most Clicks

Navigate to **Performance** then **Search Results**, or just **Performance**. Scroll down and analyze what appears under the **Queries (Top Queries)** and **Pages(Top Pages)**.

Identify the Country that Brings the Majority of the Traffic

Go to the **Countries** tab to see which countries bring the most clicks. You may also want to analyze the **Click Thru Rate (CTR)** and **Average Position** in those countries. Click on a specific country to see the filtered view with data only for that country.

Compare the Traffic Coming from Mobile and Desktop

Move to the **Devices** tab to see the number of clicks coming from **Desktop and Mobile**. Analyze the **CTRs** and **Average Positions** here as well. To compare the mobile and desktop traffic, click on **NEW** at the top, select the **Device**, tab **Compare**, and click **Apply**.

Check if Google Image Search Brings Traffic

For some sites **Google Image Search** traffic is important and these sites should adjust their SEO strategy accordingly, and not forget to optimize for **Image Search**. When in **Performance Report**, click **Search** type **Web**, click **Compare**, and hit **Apply**. You can now compare web and image traffic coming to the site.

Analyze Traffic Coming Through Specific Types of Rich Results

When in **Performance Report**, click on **+New**, select **Search Appearance** and select a specific type of rich results (FAQ rich results, for example).

Analyze How Pages with Good Experience Perform

When in **Performance Report**, click on **+New** again, select **Search Appearance**, choose **Good Page Experience** and hit **Apply**.

Check if There are Pages that Google may Consider Low Quality

Google is not obliged to index every page of your site. If a site adds a lot of low-quality web pages, they may sometimes be visible in **Coverage** then **Excluded Under Crawled - Currently Not Indexed** and/or **Discovered - Currently Not Indexed**. If the pages listed here are the normal, or the most important pages of the site. Something is not OK.

Check the Pages That Rank on the Second or Third Pages of Search Results

These pages sometimes lack quality and/or relevance.

- Go to **Performance Report**, and check all four metrics (**Total Clicks**, **Total Impressions**, **Average CTR**, **Average Position**) and scroll down until you see the table.
- Go to the **Pages** tab. Unfold the filter menu and select **Position**. **Choose Greater Than** and type **11**. You will now only see the pages whose average position is above 11.

Analyze the Backlink Profile of the Site

Go to **Links** (in the left sidebar) and select **Top Linked Pages**, **Top Linking Pages**, and **Top Linking Text**.

Check if the Disavow File has Been Submitted

You need to know if a disavow file has been submitted for the site. You can check by using the Disavow tool.

You can check if any links have been disavowed only if you have a URL prefix property.

Social Media

Social media content is essential for multifamily investment groups to attract new investors. In today's world, where technology plays a significant role in our daily lives, it's imperative for businesses to have a strong online presence. This includes having a well-structured and active social media account.

Here's why social media content is important for multifamily investment groups:

1. **Reach a wider audience:** By creating engaging and informative content on social media, multifamily investment groups can reach a large and diverse audience of potential investors who may not have heard of their offerings before.
2. **Build brand recognition:** By consistently creating and sharing high-quality content, multifamily investment groups can establish themselves as thought leaders in the industry and build a strong brand recognition among potential investors.
3. **Connect with potential investors:** Social media provides a platform for multifamily investment groups to engage with potential investors and build relationships. Responding to comments and messages on social media shows that the company is approachable and interested in connecting with its audience.
4. **Showcase portfolio properties:** Social media is a great way to showcase properties within the investment portfolio. High-quality images and videos of properties can help attract potential investors and give them a sense of what the company has to offer.

Here's how multifamily investment groups can implement an effective social media strategy:

1. **Define goals:** Determine what the company hopes to achieve through its social media presence, such as attracting new investors, building brand recognition, or showcasing properties.
2. **Identify target audience:** Determine who the company's target audience is and what type of content they would be interested in seeing on social media.
3. **Choose the right platforms:** Decide which social media platforms the company wants to focus on and create a presence on those platforms. Consider the target audience and what type of content is most effective on each platform.
4. **Create high-quality content:** Create engaging and informative content that aligns with the company's goals and appeals to the target audience.
5. **Consistency is key:** Consistently create and share content to keep the company's social media presence active and engaging.
6. **Engage with followers:** Respond to comments and messages on social media to build relationships with potential investors and show that the company is approachable.

By following these steps, multifamily investment groups can create an effective social media strategy that helps attract new investors and build a strong online presence.

Here's a summary of the demographics of popular social media platforms and why they might be beneficial for clients in the multifamily real estate investment field:

1. **Facebook:** Facebook is the largest social media platform and has a diverse user demographic, with a high percentage of users aged 25 and over. It's a great platform for building brand recognition and connecting with potential investors. The platform also has a robust advertising system that allows multifamily investment groups to target specific audiences.

2. **Instagram:** Instagram has a younger user demographic, with a majority of users aged 18-34. This platform is highly visual and is best for showcasing properties and creating engaging content. Instagram is also a great platform for reaching a larger audience and connecting with potential investors through the use of hashtags and influencer partnerships.

3. **LinkedIn:** LinkedIn is a professional networking platform that has a user demographic of business professionals and decision-makers. This platform is best for networking and building relationships with potential investors, as well as establishing the company as a thought leader in the industry through the creation and sharing of professional content.

4. **Twitter:** Twitter has a fast-paced, news-oriented user demographic, with a high percentage of users aged 18-49. This platform is great for sharing updates and industry news in real-time, as well as connecting with potential investors and industry influencers.

Each social media platform has its unique demographic and best practices, and multifamily real estate investment groups can benefit from having a presence on multiple platforms. By understanding the demographics of each platform and creating content that aligns with their goals and target audience, multifamily investment groups can effectively reach potential investors and build a strong online presence.

Below is a list of **100 topics you can post about on social media** to provide educational value to readers:

1. The benefits of investing in multifamily properties
2. The difference between single-family and multifamily investment properties
3. The current state of the multifamily real estate market
4. The impact of interest rates on multifamily investments
5. How to evaluate potential multifamily investment properties
6. The process of underwriting a multifamily investment property
7. Understanding the potential returns of multifamily investments
8. The benefits of diversifying your investment portfolio with multifamily properties
9. The impact of technology on the multifamily real estate market
10. The role of property management in successful multifamily investments
11. Understanding the importance of location when investing in multifamily properties
12. The benefits of working with a real estate investment group
13. The impact of demographic trends on multifamily investments
14. The importance of conducting thorough due diligence before investing in multifamily properties
15. The role of market analysis in successful multifamily investments
16. Understanding the different types of multifamily properties (apartment buildings, condos, etc.)
17. The importance of considering expenses and operating costs when evaluating multifamily properties
18. The benefits of investing in multifamily properties for passive income

19. The importance of maintaining strong tenant relationships in multifamily investments
20. The benefits of investing in multifamily properties during an economic downturn
21. The impact of government regulations on multifamily investments
22. Understanding the difference between debt and equity investments in multifamily properties
23. The role of financial planning in successful multifamily investments
24. The benefits of investing in affordable housing
25. Understanding the different financing options for multifamily investments
26. The importance of working with experienced professionals when investing in multifamily properties
27. The benefits of investing in undervalued multifamily properties
28. The impact of zoning laws on multifamily investments
29. Understanding the different tax implications of multifamily investments
30. The role of market research in successful multifamily investments
31. The benefits of investing in multifamily properties for long-term growth
32. The importance of considering the local rental market when investing in multifamily properties
33. Understanding the impact of inflation on multifamily investments
34. The benefits of investing in energy-efficient multifamily properties
35. The role of property management in maximizing returns on multifamily investments
36. Understanding the different appraisal methods for multifamily properties
37. The benefits of investing in multifamily properties in growing markets
38. The importance of understanding the local real estate market when investing in multifamily properties
39. Understanding the different types of property ownership (fee simple, leasehold, etc.)
40. The role of real estate market analysis in successful multifamily investments
41. The benefits of investing in multifamily properties for diversification
42. The importance of considering the potential for rent increases when evaluating multifamily properties
43. Understanding the different property management models for multifamily properties
44. The benefits of investing in multifamily properties in high-demand areas
45. The importance of considering the potential for property appreciation when evaluating multifamily properties
46. The role of property renovations in maximizing returns on multifamily investments
47. Understanding the different investment strategies for multifamily properties
48. The benefits of investing in Class A multifamily properties
49. The importance of considering the potential for rental income when evaluating multifamily properties
50. The role of property marketing in maximizing returns on multifamily investments
51. Understanding the different types of real estate investments (REITs, private equity, etc.)
52. The benefits of investing in multifamily properties in up-and-coming areas
53. The importance of considering the local job market when investing in multifamily properties

54. The role of real estate investment groups in successful multifamily investments
55. The impact of environmental sustainability on multifamily investments
56. Understanding the benefits of investing in green multifamily properties
57. The importance of considering the local transportation network when investing in multifamily properties
58. The role of technology in property management for multifamily investments
59. Understanding the different types of financing available for multifamily investments
60. The benefits of investing in multifamily properties with a history of strong occupancy rates
61. The importance of considering the local economy when evaluating multifamily properties
62. The role of property maintenance in maximizing returns on multifamily investments
63. Understanding the different legal considerations when investing in multifamily properties
64. The benefits of investing in well-maintained multifamily properties
65. The importance of considering the local housing market when evaluating multifamily properties
66. The role of property inspections in successful multifamily investments
67. Understanding the different tax benefits of multifamily investments
68. The benefits of investing in multifamily properties with a strong rental demand
69. The importance of considering the local rental market when evaluating multifamily properties
70. The role of technology in property marketing for multifamily investments
71. Understanding the different types of property management systems available for multifamily properties
72. The benefits of investing in properties with a history of stable rent prices
73. The importance of considering the potential for property renovations when evaluating multifamily properties
74. The role of tenant retention in maximizing returns on multifamily investments
75. Understanding the different types of property insurance available for multifamily properties
76. The benefits of investing in properties in areas with strong job growth
77. The importance of considering the local education system when evaluating multifamily properties
78. The role of technology in property maintenance for multifamily investments
79. Understanding the different types of property analysis tools available for multifamily investments
80. The benefits of investing in properties in areas with a strong population growth
81. The importance of considering the local amenities when evaluating multifamily properties
82. The role of property security in maximizing returns on multifamily investments
83. Understanding the different types of property valuation methods available for multifamily properties

84. The benefits of investing in properties in areas with low crime rates
85. The importance of considering the local real estate market trends when evaluating multifamily properties
86. The role of technology in property inspections for multifamily investments
87. Understanding the different types of property leasing options available for multifamily properties
88. The benefits of investing in properties with a strong reputation in the local community
89. The importance of considering the local zoning laws when evaluating multifamily properties
90. The role of property upgrades in maximizing returns on multifamily investments
91. Understanding the different types of property management software available for multifamily properties
92. The benefits of investing in properties in areas with a high quality of life
93. The importance of considering the local housing market trends when evaluating multifamily properties
94. The role of property upgrades in increasing rental demand for multifamily properties
95. Understanding the different types of property tax incentives available for multifamily properties
96. The benefits of investing in properties in areas with a high standard of living
97. The importance of considering the local infrastructure when evaluating multifamily properties
98. The role of property renovations in attracting and retaining tenants for multifamily properties
99. Understanding the different types of property analysis methods for evaluating multifamily investments
100. The benefits of investing in properties with a strong potential for appreciation and rental demand

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CRM - Active Campaign

Active Campaign is a powerful marketing automation tool that can help multifamily investment groups streamline their marketing efforts, build relationships with investors, and grow their business. In this ultimate guide, we'll cover the key features of Active Campaign and how multifamily investment groups can use them to their advantage.

1. **Lead Management:** Active Campaign allows you to collect leads from various sources, including your website, social media, and email campaigns. You can store all of your leads in a central database and categorize them based on their interests, behaviors, and other demographic information.

2. **Email Marketing:** Active Campaign's email marketing capabilities allow you to create personalized, targeted email campaigns that will help you engage with your leads and build relationships with them. You can also use the platform to automate email sequences, such as welcome messages and follow-ups, to help you streamline your marketing efforts.

3. **Marketing Automation:** Active Campaign's marketing automation features allow you to create custom workflows based on the actions of your leads. For example, you can create a workflow that automatically sends a series of emails to a lead who has shown interest in a particular investment property. This helps you save time and ensures that your leads receive relevant information in a timely manner.

4. **Landing Pages:** Active Campaign has a built-in landing page builder that you can use to create professional-looking landing pages to promote your investment properties. You can also use the landing pages to collect lead information, such as email addresses and phone numbers, which can be used for lead nurturing and follow-up.

5. **Integrations:** Active Campaign integrates with a variety of other tools, including social media platforms, CRMs, and payment gateways. This allows you to connect your marketing efforts across multiple platforms and streamline your workflows.

6. **Analytics and Reporting:** Active Campaign provides detailed analytics and reporting, allowing you to track the success of your marketing efforts and make data-driven decisions. You can view metrics such as open rates, click-through rates, and conversion rates, and use this information to optimize your campaigns and improve your results.

Active Campaign is a comprehensive marketing automation platform that can help multifamily investment groups streamline their marketing efforts, build relationships with investors, and grow their business. By utilizing the key features of Active Campaign, you can create targeted and personalized campaigns that will help you achieve your marketing goals.

Planning a Webinar

Webinars are a highly effective way of nurturing possible investor leads. Below is a guide to planning an effective webinar.

1. **Define your goals:** What do you want to achieve through the webinar? Is it to educate your audience about a new product, generate leads, or increase brand awareness? Having clear goals will help you create a targeted, effective webinar.

2. **Choose a subject matter expert:** Find a knowledgeable speaker who can deliver informative and engaging content to your audience. A subject matter expert can add credibility to your webinar and keep the audience engaged.

3. **Determine your target audience:** Who are you trying to reach with your webinar? What are their pain points and what information would they find valuable? Knowing your target audience will help you tailor your content to their specific needs and interests.

4. **Choose a platform:** There are many webinar platforms available, such as Zoom, Webex, and GoToWebinar. Choose one that is reliable, user-friendly, and offers features like screen sharing, video conferencing, and recording capabilities.
5. **Promote your webinar:** Start promoting your webinar at least two weeks in advance. Utilize email, social media, and your website to spread the word and encourage registration.
6. **Prepare your content:** Create a slide deck that is visually appealing, informative, and engaging. Rehearse your presentation to ensure that it flows smoothly and all technical aspects are working correctly.
7. **Interact with your audience:** Encourage your audience to ask questions and participate in the webinar. This can be done through a chat function or a Q&A session. Interaction will keep your audience engaged and help build a relationship with them.
8. **Follow up:** After the webinar, send a follow-up email to your attendees to thank them for their time and provide any additional resources or information they may have missed during the presentation. Consider offering a recording of the webinar for those who were unable to attend live.
9. **Evaluate and measure success:** Use metrics like attendance, engagement, and conversions to evaluate the success of your webinar. Use this information to make improvements for future webinars and better serve your target audience.

Email Newsletter

The email newsletter is another effective way of converting leads to investors. In each email newsletter, we recommend discussing one topic where you can add value to readers, one update, and one call to action. For example an effective newsletter format could look like the following:

1. The impacts of rising interest rates on multifamily acquisitions (provides value)
2. A quick update on our latest acquisition (one update)
3. Invest in our next fund (one call to action)

Here are 50 topic ideas that you can utilize to provide value to listeners:

1. Market trends in multifamily investing
2. The current state of the economy and its impact on real estate
3. Tax benefits of investing in multifamily properties
4. Strategies for sourcing and evaluating potential properties
5. Financing options for multifamily investments
6. Understanding and predicting cash flow in multifamily investments
7. Maximizing returns through effective property management
8. Building a diversified portfolio of properties
9. Understanding and navigating zoning laws and regulations

10. Insights on current and future demand for rental housing
11. Tips for negotiating favorable leases and contracts
12. Best practices for conducting due diligence during the acquisition process
13. Strategies for mitigating risk in multifamily investing
14. The impact of technology on the rental market
15. Understanding and pricing rental units for maximum returns
16. Strategies for marketing and advertising rental properties
17. Best practices for conducting property inspections and maintenance
18. Navigating the eviction process and tenant relations
19. Strategies for attracting and retaining high-quality tenants
20. Understanding and managing insurance and liability issues
21. Best practices for conducting financial analysis and projections
22. The role of technology in property management
23. The importance of maintaining a strong online presence for properties
24. Best practices for utilizing data and analytics in real estate investing
25. Insights into the latest trends and innovations in the real estate industry
26. The impact of demographics and lifestyle changes on the rental market
27. Strategies for exiting a multifamily investment
28. Understanding and managing interest rate risk
29. Strategies for successfully navigating the COVID-19 pandemic and its impact on real estate
30. The importance of building and maintaining a strong network of industry professionals
31. Understanding and managing property renovation and improvement projects
32. The benefits and challenges of investing in different types of multifamily properties
33. Insights into the latest research and analysis of real estate market trends
34. Best practices for evaluating and using market data and research in real estate decision making
35. Strategies for balancing risk and reward in multifamily investing
36. The impact of environmental and sustainability considerations on real estate investing
37. Understanding and managing market cycles in real estate investing
38. The role of technology in streamlining and improving the real estate investment process
39. Strategies for managing and financing large-scale multifamily projects
40. Best practices for mitigating and managing financial and operational risks in real estate investing
41. The impact of government policies and regulations on real estate investing
42. Understanding and managing partnership and joint venture relationships in real estate investing
43. The benefits and challenges of using different types of financing for real estate investments
44. Strategies for building a long-term, successful career in multifamily investing
45. The role of mentorship and continued education in real estate investing
46. Understanding and utilizing real estate investment trusts (REITs)
47. The impact of changing consumer preferences and lifestyle trends on the rental market

48. Best practices for conducting market research and analysis in real estate investing
49. Strategies for building and maintaining a strong personal brand in the real estate industry
50. The benefits and challenges of investing in multifamily properties in different geographic locations.
51. The future of real estate investing and how to stay ahead of the curve
52. Understanding and utilizing syndications for multifamily investing
53. The impact of rising interest rates on real estate investing
54. Best practices for property marketing and tenant screening
55. Strategies for managing and reducing property expenses
56. Understanding and navigating the legal aspects of multifamily investing
57. Best practices for conducting property due diligence
58. Strategies for managing and reducing property vacancies
59. The impact of changing housing policies on the rental market
60. Best practices for utilizing technology in property management
61. Understanding and utilizing tax-advantaged investment vehicles such as 1031 exchanges
62. The benefits and challenges of investing in value-add properties
63. Strategies for building and maintaining a positive relationship with local government and community leaders
64. Understanding and utilizing cost segregation studies for tax benefits
65. The impact of increasing competition on the multifamily market
66. Best practices for managing and resolving disputes with tenants
67. Strategies for managing and reducing property maintenance costs
68. Understanding and utilizing data analytics to make informed investment decisions
69. The benefits and challenges of investing in luxury multifamily properties
70. Best practices for conducting market analysis to identify emerging trends and opportunities
71. Strategies for attracting and retaining high-quality employees for property management
72. Understanding and utilizing ground leases for real estate investing
73. The impact of global economic trends on the real estate market
74. Best practices for managing and reducing property turnover costs
75. Strategies for balancing short-term and long-term goals in real estate investing
76. Understanding and utilizing property management software and platforms
77. The benefits and challenges of investing in green and environmentally friendly properties
78. Best practices for conducting property inspections and maintaining building systems
79. Strategies for managing and reducing property insurance costs
80. Understanding and utilizing private equity and hedge funds for real estate investing
81. The impact of increasing regulation on the real estate market
82. Best practices for conducting property market research to identify rental demand and competition
83. Strategies for managing and reducing property tax costs
84. Understanding and utilizing crowdfunding for real estate investing
85. The benefits and challenges of investing in emerging markets for multifamily properties

86. Best practices for maintaining and improving property curb appeal and aesthetics
87. Strategies for managing and reducing property energy costs
88. Understanding and utilizing hard money loans for real estate investing
89. The impact of demographic and lifestyle changes on the rental market
90. Best practices for conducting property analysis to identify value-add opportunities
91. Strategies for balancing cash flow and equity growth in real estate investing
92. Understanding and utilizing 10-year tax abatement programs for real estate investing
93. The benefits and challenges of investing in large-scale multifamily projects
94. Best practices for conducting property analysis to identify market trends and conditions
95. Strategies for managing and reducing property legal costs
96. Understanding and utilizing bridge loans for real estate investing
97. The impact of changing urban planning policies on the rental market
98. Best practices for conducting property analysis to identify areas of opportunity and risk
99. Strategies for managing and reducing property marketing costs
100. Understanding and utilizing real estate investment funds (REIFs) for real estate investing.
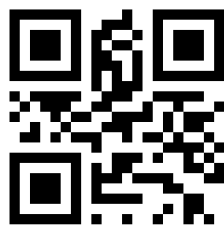
One common issue with emails in the multifamily sector are that they often end up in the spam folder. The percentage of emails that end up in the inbox is what we refer to as 'email deliverability rates'. Thus, email deliverability refers to the successful delivery of an email into the recipient's inbox. Ensuring that your emails reach their intended target is crucial to your business, personal or organizational communication. Here is a comprehensive guide to help you improve your email deliverability and avoid common pitfalls.

1. Authenticate your domain: To increase the chances of your emails landing in the recipient's inbox, it is essential to authenticate your domain. This is done through a process called Domain-based Message Authentication, Reporting & Conformance (DMARC). DMARC helps prevent email spoofing and makes it easier for email service providers to determine if an email is legitimate.

2. Use a professional email service provider: Using a professional email service provider, such as G Suite or Microsoft 365, can improve your email deliverability. These service providers have the necessary infrastructure and expertise to deliver your emails successfully.

3. Maintain a clean email list: It is crucial to maintain a clean email list by regularly removing invalid, inactive, or bounced email addresses. Sending emails to invalid addresses can harm your email deliverability and increase the risk of being marked as spam.

4. Personalize your emails: Personalizing your emails with the recipient's name, location, and other relevant information can help increase engagement and improve deliverability. This can also help you avoid being marked as spam, as personalization is less likely to trigger spam filters.

5. **Use a double opt-in process:** Double opt-in is a process in which a recipient confirms their email address twice. This helps to ensure that the email address is legitimate and reduces the chances of being marked as spam.

6. **Keep your subject line short and descriptive:** The subject line of your email is the first thing that the recipient sees. A short, descriptive subject line can increase the chances of your email being opened and delivered to the inbox. Avoid using all caps, exclamation marks, and keywords that are commonly associated with spam.

7. **Avoid using certain keywords:** There are certain keywords that are commonly associated with spam, such as "earn money fast," "limited time offer," and "double your money." Avoid using these keywords in your subject line and body text to avoid triggering spam filters.

8. **Monitor your sending reputation:** Your sending reputation is a measure of the quality of your email practices, and it is monitored by email service providers. A poor sending reputation can result in a lower email deliverability rate. You can monitor your sending reputation using tools like Sender Score and Return Path.

9. **Test your emails:** Before sending your emails, test them using a spam checker tool to ensure that they are not being marked as spam. You can also send test emails to a small group of recipients to ensure that your emails are being delivered to the inbox.

10. **Keep your email content relevant and valuable:** Finally, it is essential to keep your email content relevant and valuable to the recipient. People are more likely to engage with emails that provide them with useful information, and this can improve your email deliverability over time.

Email deliverability is crucial to your business, personal, or organizational communication. By following the tips outlined in this guide, you can improve your email deliverability and ensure that your emails reach the inbox of your intended recipient.

Ready to take your web and marketing strategy to the next level? Reach out today!

D I G I T A L