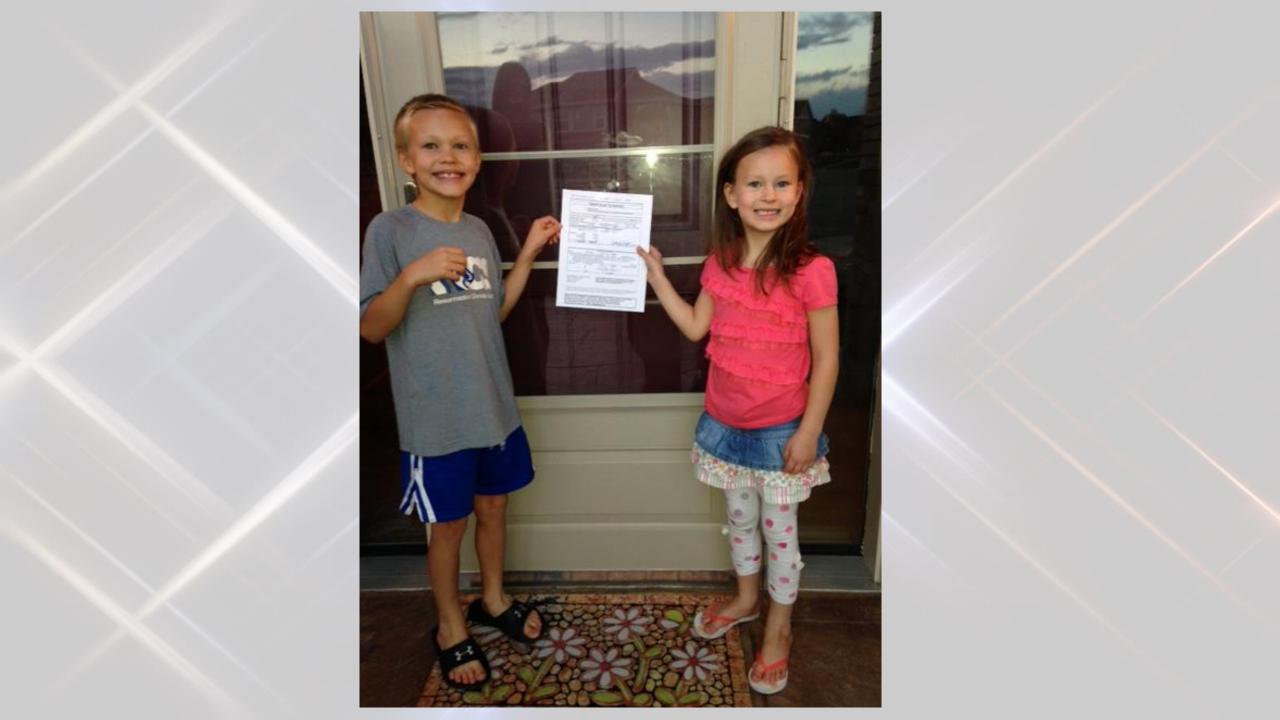
Content Marketing for your PM Business



www.PropertyManagementSystem.org



1 Create your marketing piece

- 1 Create your marketing piece
- 2 Target your audience

- 1 Create your marketing piece
- 2 Target your audience
- 3 Distribute it

- 1) Create your marketing piece
- 2 Target your audience
- 3 Distribute it
- 4 Pay for it

- 1) Create your marketing piece
- (2) Target your audience
- (3) Distribute it
- 4 Pay for it
- (5) Repeat again, and again, and again



- 1) Create your marketing piece
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Internet

What is the number 1 online search engine?



You Tube

By 2019, 80% of content consumed online will be video based content

4 times as many consumers would rather watch a video about a product or service than read about it

EN ∰

Office Products Office Deals School Supplies Office Electronics Printers Ink & Toner Fine Writing Pens & Writing

Office Products > Office Electronics > Presentation Products > Presentation Remotes



You purchased this item on August 16, 2017.

View this order

















Click to play video

Logitech

Wireless Presenter R400

#1 Best Seller in Office Presentation Remotes

Was: \$39.83

Price: \$37.95 **√prime**

You Save: \$1.88 (5%)

i Your cost could be \$27.95: Qualified customers get \$10 in b reload of \$100 or more. Learn more

In Stock.

Want it tomorrow, Aug. 19? Order within 5 hrs 27 mins a Delivery at checkout. Details

Ships from and sold by Amazon.com. Gift-wrap available.

- Presenter Mode, Built-in Class 2 Laser Pointer, Intuitive slideshow control
- Bright red laser pointer easy to see against most back

Copyright 2018 Marc Cunningham foot wireless range for freedom to move arou

Women -

Men -

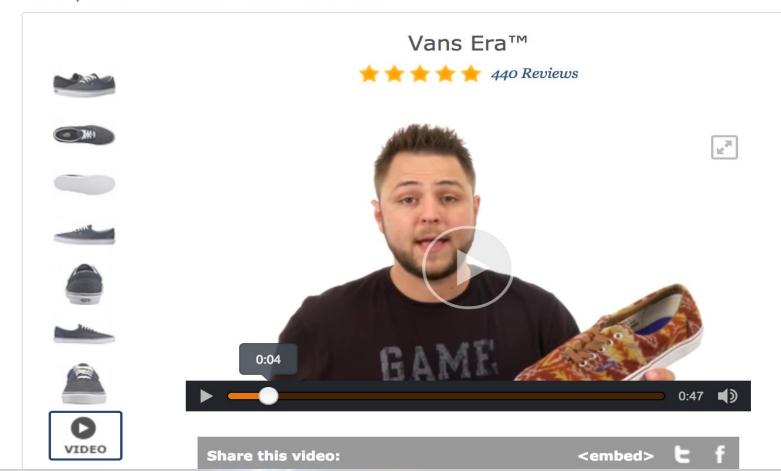
Kids -

Departments

Brands

Sale -

« Back | Shoes > Sneakers & Athletic Shoes > Vans



Video Content Marketing

Answer your customers questions before they ask

Averaged:

1 lead per day

2 new clients per week

Marketing Cost = 1.5% of gross rev

5 steps to creating content marketing videos

1. Get your equipment

2. Start a list of topics & questions

What questions do your customers have about:

1. Pricing

How much does professional property management cost in Las Vegas?

What questions do your customers have about:

Pricing
 Problems

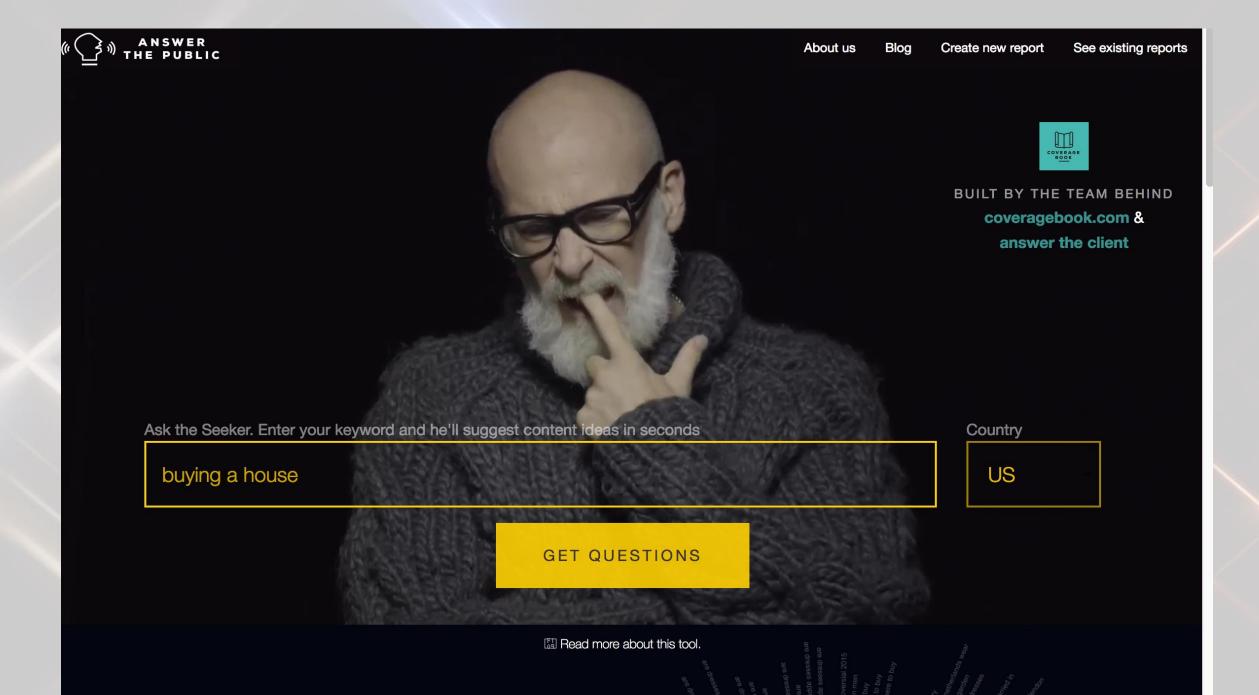
Do NOT hire a Property
Manager in Las Vegas
until you ask them these
4 questions?

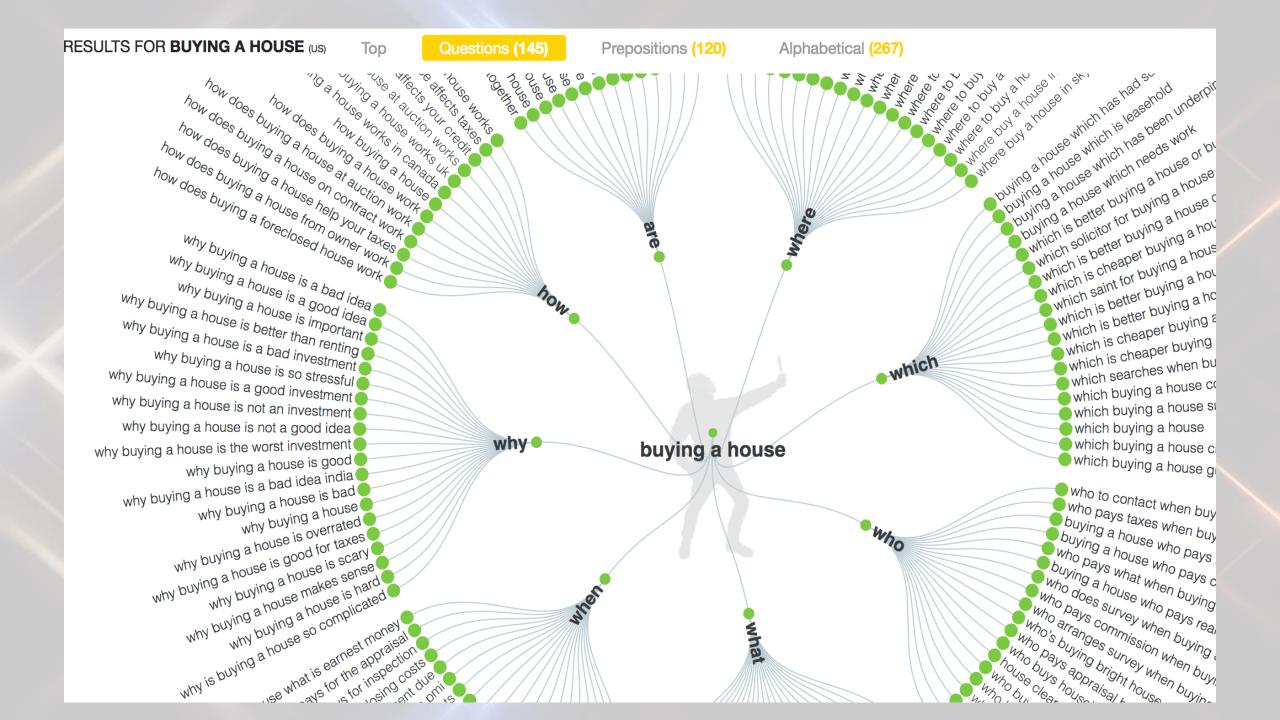
What questions do your customers have about:

1. Pricing2. Problems3. Comparisons

What are the top 5 condo complexes in Reno?

AnswerThePublic.com





5 minutes max per video

- 5 minutes max per video
- Smile and be happy not perfect

- 5 minutes max per video
- Smile and be happy not perfect
- Start with a story or question

4. Upload to YouTube

4. Upload to YouTube

Upload two videos per month – be consistent!

5. Post to a video page on your website

Property Management Educational Videos

How Much Does Professional Property Management Cost?



read the article here

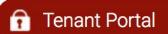
The 4 Most Common Mistakes
Landlords Make When Hiring a
Property Manager



read the article here









Home For Rent For Sale Investors Tenants About

Property Management Educational Videos

"Have a question about property management or real estate investing? I personally chat with you!" Marc Cunningham, President 303-255-1990x1

Free Rental Analysis

Owner Resources

Testimonials

Learning Center

Blog

Have a Question?

303-255-1990

Name*

Should You Own Your Property in an LLC?



Why You Should Never Charge a Pet Deposit

Why You Should Never Char		
Why You Should Never Charge a Pet Depositight 2	18 Marc	Cunningham

Email*

Phone

Inquiry Type

General Inquiry

www.RentGrace.com

10 Reasons to do Video Content Marketing

1. It allows prospective clients to listen to you when THEY want to

2. It sets you up as the expert with the public AND with google

3. It keeps you for answering repetitive questions

4. It keeps bad clients away

5. It builds likability & trust

LIKABILITY TRUST

6. It is like a fast-forward button for your client acquisition process

7. Nobody (almost) is doing it!

8. It is virtually free!

9. It solves the problem of removing the owner from face-to-face marketing when growing.

10. It acts as a training tool for new PM's or New Account Specialist.

Tip 1: Don't let perfection be enemy of action

Tip 2: Distribute through a monthly e-mail to your client list

Tip 3: Safety is the enemy of success

www.PropertyManagementSystem.org

Marc Cunningham

Marc@RentGrace.com

slides

