

YARDI TALKS MARKETING

with Nicole Crosby of Buckingham Companies



Q Please tell us a bit about Buckingham Companies.

A As one of the most active owners and managers of multifamily and mixed-use property, we are known for our dedication to creating properties of value through effective real estate development, construction, and property management.

Q How do you market your properties online?

A We use RENTCafé™ for all of our properties. We use it to market the properties, execute online leasing, and offer resident portals. People today want to do everything online, so it's been great to have property websites where – from start to finish – the customer can search for available units, select a unit, submit their application, get screened, pay any fees, and then sign the lease.

Q Is social media part of your multifamily marketing strategy?

A Yes. By having a variety of social channels, it's easier for people to find us, so we've seen higher traffic coming from our property websites, compared to Internet listing services and other paid sources.

Q What marketing tool are you most excited about at the moment?

A I love the Instagram tool for RENTCafé. It pulls images from Instagram into a dynamic display on our property websites, keeping content fresh for site visitors and search engines.

properties in the best possible light, but today's customers expect more. Instagram offers a way for our residents and onsite teams to capture life at our residences and help prospects connect with our communities, in some cases before

“ Convenient social media marketing tools make it easier for prospective residents to find us. We have seen a 50% increase in organic search traffic. ”

NICOLE CROSBY

Senior Marketing Manager, Buckingham Companies

Q Tell us more about how you incorporate Instagram into property marketing and advertising.

A We use Instagram like any other social media platform; as a way to expose our communities to a wider audience, communicate our brand, and ultimately drive traffic to our property websites. We showcase imagery that paints a picture of everyday life in our communities.

Q How does Instagram help you enhance your brand and attract new tenants?

A As marketers, of course we want to showcase our

they even set foot in our leasing centers. Customers are craving that connection in their apartment search. Integrating our Instagram feed and other social channels into our property marketing websites is a first step in that direction.

Q What advice do you have for other firms that would like to see more engagement from residents and employees on social media?

A Keep it casual and interesting! Don't be tempted to make it overly promotional. Social media is a great tool to communicate with your audience, but it's supposed to be fun, so have fun with it.