Don't make these 5 mistakes that could impact your marketing growth

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MISTAKE #1

ARE YOU ASKING TOO MUCH OF YOUR MARKETING TEAM?

Is there a strategic thinker on your team identifying gaps? Is it you? Are you prioritizing the time and mind space to identify the real gaps in your processes, and seeking solutions?

With the many duties and responsibilities that come along with being on a multifamily marketing team, it is crucial that your team has the capacity to take a step back to think strategically. It's easy for teams to get lost running the day to day operations and tasks of the role and miss the opportunity to identify gaps in processes and implement improvements to run more efficiently.

To free up bandwidth to address what you need to focus on, start by making three lists: what to start, stop, and continue. This will help you prioritize and focus on providing an exceptional prospect, renter, and employee experience. By taking these steps, you can ensure that your marketing team can meet the most pressing priorities and launch new initiatives efficiently and successfully.

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When issues or areas of improvement are identified, digging deeper into diagnostics to understand the root of the problem will be more beneficial long term than taking an issue at face value.

Many operators jump too quickly to layer in bots & AI, automations, and quick fix tools without properly identifying the real gap in the process. Before adding a quick fix, map the full process from start to finish and identify all touchpoints from the renter and employee perspective to make sure your new tools are indeed smoothing the process and not adding friction. While this initial analysis may take longer up front, it will likely save time and prevent subsequent issues down the road.
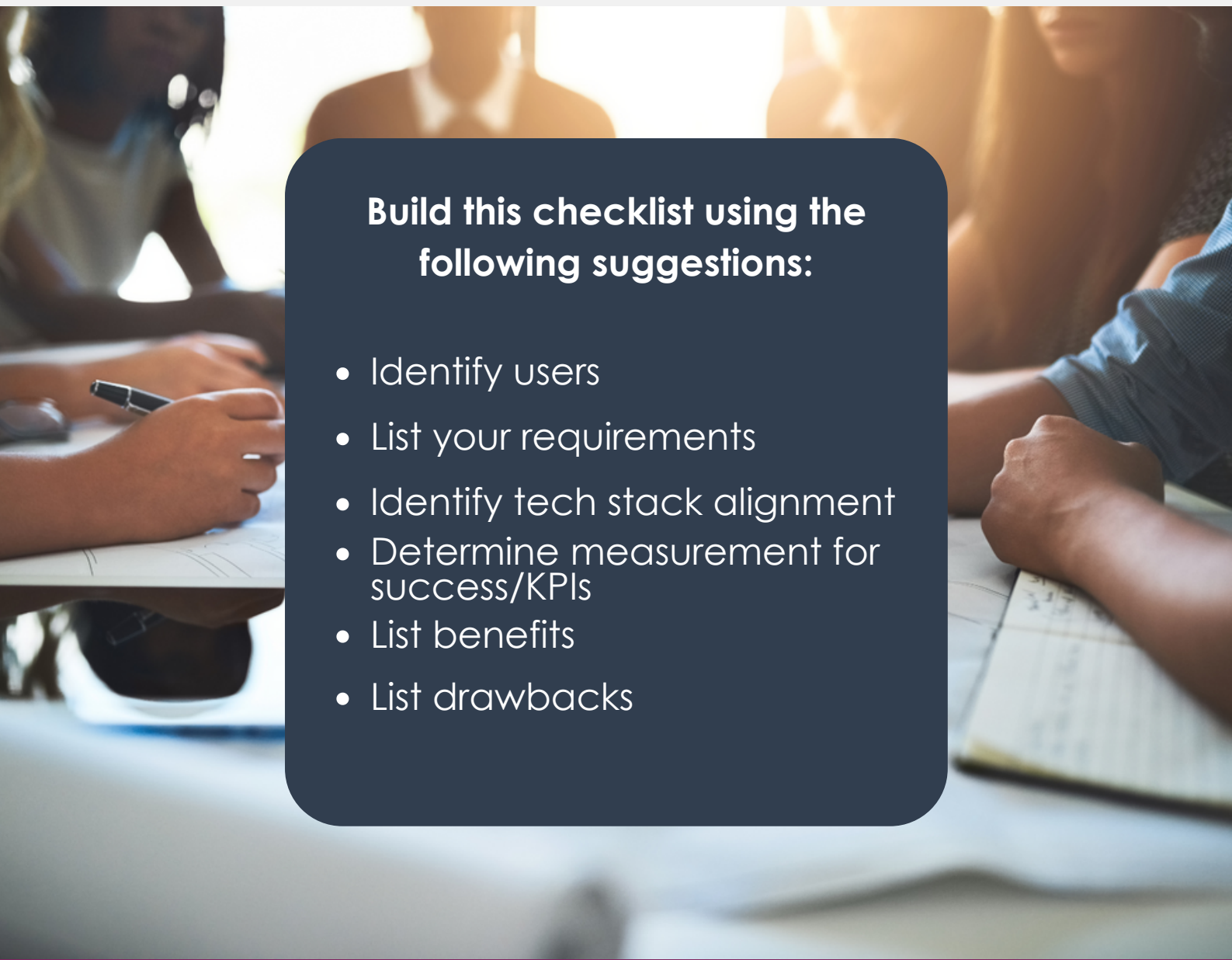
MISTAKE #3

NOT PROPERLY VETTING RESOURCES

When exploring new resources or tools, are you using a thorough vetting process with the right users involved in the conversation?

Prepping for a long run requires a focus on more than just the running. Efficient runners list the variables that could impact their run; nutrition, sleep, gear, coaching, etc. Similarly, a thorough checklist of your identified needs and expectations of the product is critical when vetting a new tool or resource, and will help you audit and identify the full list of benefits and drawbacks as they relate to your specific property or initiative.

Build this checklist using the following suggestions:

- Identify users

- List your requirements

- Identify tech stack alignment

- Determine measurement for success/KPIs

- List benefits

- List drawbacks

MISTAKE #4

TREATING A NEW INITIATIVE AS A SPRINT INSTEAD OF A MARATHON

Are you sprinting to get new initiatives across the finish line just to start another and another and another? Launching any new initiative, small or large, requires a marathon mindset.

Be sure to schedule enough time to properly plan, to test/train, and to launch and support long term. Here are questions to get you started:

- What is your planning lead time?
- How are you communicating up, down and across?
- Who is responsible for testing and how?
- What is your plan for training today's users and tomorrow's?
- How are you supporting users?
- How are you measuring success?
- What's your end goal 3 months in and one year from now?

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MISTAKE #5

FALL VICTIM TO LAUNCH IT & LEAVE-IT SYNDROME

Many operators fall victim to launch and leave-it syndrome when implementing new tools or initiatives, and thus feel that software or new processes never quite reach full potential.

The launch date is just the mid-way point. Ongoing training, measuring, and optimizing is critical to guiding your teams to long term success.

Here are tips for launching new initiatives to ensure your team avoids Launch It & Leave-It Syndrome!

- Fully support users
  - Don't train once, train monthly
  - Gain buy in
  - Identify feedback opportunities
  - Identify super users
- Fine tune the experience
  - Measure the friction factor from both the renter and employee experience
  - Implement ongoing user reporting to work your way to maximum absorption
- Continue to maximize the tools and reach your goals
  - Push beyond basic user level
  - Build best practice models by utilizing super users and networks
  - Use your resources; account managers, etc.

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ABOUT CADENCE MARKETING SOLUTIONS

PACING STRATEGIES TO HELP MULTIFAMILY OWNERS, OPERATORS, AND DEVELOPERS ACHIEVE CONTINUED MARKETING GROWTH

In running, cadence is often defined as the total number of steps you take per minute and one of the factors which make up a runner's speed. As runners find their optimal cadence, they are able to run at the same speed with less effort. Efficiency at it's finest.

Cadence Marketing Solutions was created to level the marketing playing field for small teams in mid-size multifamily organizations with smart and sustainable marketing and operations strategies. Our team understands the struggle to keep the pace of research and development while managing day-to-day operations. We know what it's like to sprint towards new technologies and trends, only to find that there's not enough bandwidth to maintain them effectively.

At Cadence, we truly understand the fast paced landscape of the multifamily industry and the unique challenges of trying to keep pace with companies that have larger marketing teams. We can help turn chaos into collaboration and obstacles into occupancy.

Let's Connect!

To learn more and to get in touch with the Cadence Crew, visit www.cadencems.com