



## ApartmentFinder

Category: Internet Listing Services

### We live in a multi-channel, multi-connected world.

**Marcia Bollinger, President**  
Apartment Finder/ApartmentFinder.com

**The new search happens everywhere.**

We find sites and join online social networks and conversations advertised on TV, radio or in magazines. We trust our friends, fans and followers to recommend brands and services and we blog passionately about our favorites.

We surf not only the Google web, but also the social web.

We scan codes in a print ad or retail end cap to visit a mobile site or download a coupon. We use location based apps to find restaurants, shopping or apartment communities immediately around us. We communicate with our bank and our friends via text.

Everywhere we turn, information is abundant and we interact with brands on multiple levels and in multiple ways. The new “search” doesn’t just happen on Google, Yahoo, MSN or Bing.

**An integrated media approach to a content marketing strategy intersects in a relevant way with future residents and creates a sense of community and engagement with current residents.**

There are 4 types of media in an integrated strategy.

**1. Owned media**—Your own website and custom built portals.

This is your place on the Google web—information about you from you. Your website is your leasing office on the web—assuming consumers find it.

**2. Paid media**—Advertising you use to drive traffic and engagement to your owned media, your brand, your community, your leasing agents, etc.

When consumers conduct a Google search, they find you. When you advertise, you find them. Prospect focused distribution of your paid advertising interrupts and intersects with your target audience in places where they live, work, shop, surf, & play.

This could be a strategically distributed print ad, your community on a highly trafficked ILS like the award-winning ApartmentFinder.com, a banner ad on a local site, or other display advertising.

**3. Social media**—Facebook, Twitter, your local blog site.

Millions of consumers are having billions of conversations all over social networks every day. Becom-

reviews, recommendations and voluntary viral distribution through networks of influencers generate the highest quality lead for a new resident and help you retain current residents.

Using all the tools in your media arsenal effectively takes skill. Measuring and tracking for accountability is vital.

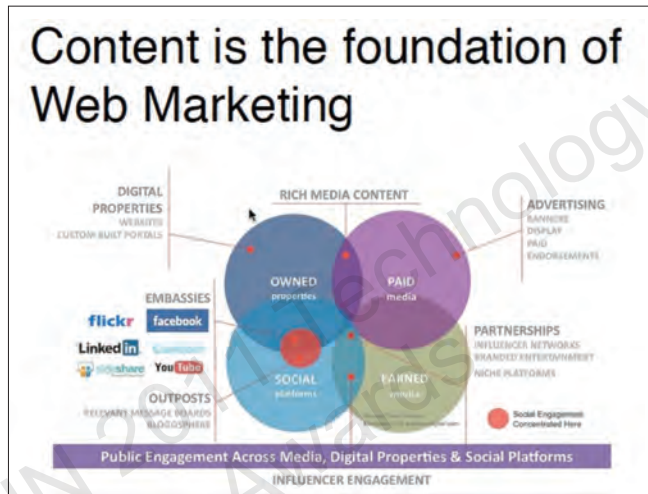
**Apartment Finder has spent the last 30 years studying consumer habits in the multi-family industry.**

- We understand today’s consumer.
- We understand the tools you need to connect with them.
- We create those connections.

Based on this deep understanding, everything we do is designed to create a connection between you and a consumer at the place and time when they are ready to connect—

- When they want to search a database for an apartment on their phone or on the web,
- When they want to speak to someone in person,
- When they want to visit an apartment community website,
- When they want to learn about the area in which they’d like to live,
- Or when they want to connect with the people who live around them.

We help leading apartment communities navigate today’s marketing complexities with the most complete, sophisticated and easy-to-use marketing solution available in the industry today.



ing a part of relevant conversations not only builds brand awareness, loyalty, and engagement, but also drives traffic to your owned media and creates earned media.

**4. Earned media**—Unsolicited and unbiased endorsements.

Consumer love and loyalty for your communities and your brand is the stuff you can’t buy. Positive



We understand today's  
apartment shoppers and  
the tools you need  
to connect with them.

**Apartment  
Finder™**  
ApartmentFinder.com



**REAL. UNIQUE. ENGAGED. TARGETED.**



Join the conversation at [blog.apartmentfinder.com](http://blog.apartmentfinder.com)

**GET CONNECTED TO CONSUMERS  
WHENEVER & WHEREVER THEY ARE READY**

For more information, contact your Local Apartment Finder Representative  
or contact us at [1.800.822.4300](tel:18008224300) or [sales@apartmentfinder.com](mailto:sales@apartmentfinder.com)