



Understanding Personalization

How the multifamily industry
can deliver a personalized
experience to its prospects

Why all the fuss about personalization?

When you think about personalized marketing, what springs to mind?

Expensive watches? Sports cars? Amazon?

Until recently, it was mainly B2B and luxury brands that understood and applied personalization. But lately, marketers across many more sectors have been getting in on the act. They have recognized the importance of putting the customer first and making their website user experience (UX) a differentiator.

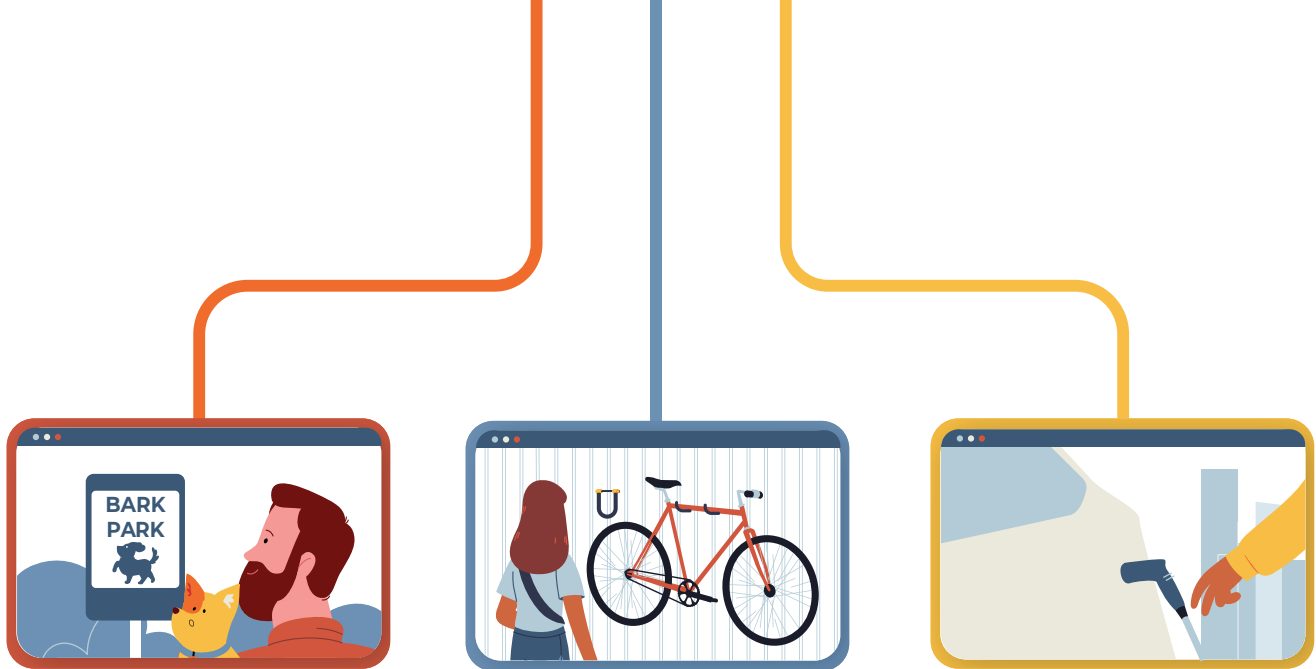
Marketers used to have little choice but to market to their local geographic area or people in their specific industry. Then, mass marketing came along, facilitated by television, and the goal became market domination. Generic ads and broadly targeted campaigns appealed to everyone and no-one at the same time.

Today, driven by the next wave of technology – the internet – we’re experiencing a return to **focused marketing**. This time, the target audience is often psychographic – what those people need, want, hope for, or believe.

Why has this happened? Because the availability of website visitor data has been skyrocketing and so has our ability to use that data to personalize the customer experience. Our challenge is to find the right groups of people who will benefit from the product, and then to engage and delight them with relevant content.

The time has come for the multifamily industry to step up its personalization game. Read on to discover how to make prospects feel special and drive up conversion rates.





What exactly do we mean by personalization?

Personalization means promoting and highlighting relevant content to a user based on something we know about them.

Our goal is to capitalize on prospect-specific needs and accelerate the sales journey with personalized imagery, calls-to-action, and messaging - both on the website and in email and text messages.

Most apartment websites are not lacking in marketing material. In fact, many apartment websites have too much content. When the average time on page is around 2 minutes, but the website has at least 4 minutes of content and media to consume, users could be missing the key marketing message that ultimately leads to a conversion.

When it comes to the multifamily industry, personalization is not about creating unique web pages targeting all the various audiences. It's about mapping each individual piece of content to a persona and promoting that content on your website and in your communications.

The benefits of giving your audiences an experience that is relevant to them are numerous. In addition to increased website engagement and conversion, apartments that employ this type of personalization technique report better communication with prospects during the sales process.

Personalization isn't limited to the web experience, either. It's also applicable to email, ads, and follow up phone calls.

Who are we personalizing for?

Content can be personalized for any type of website audience or persona. It's our job to identify those groups and provide the relevant content to them.

You already have many different personas visiting your website today. When getting started with personalization, think about who those personas are and what content you want to promote to them. For multifamily marketing, think apartment size, pet owner, electric car owner, enjoys the gym, residents who work from home, someone relocating to a different city, etc.

Do the right thing

- Property marketers must be careful to avoid discriminating against anyone based on race, color, national origin, religion, sex, family status, or disability.
- The Fair Housing Act protects people from such discrimination when they are renting, buying, or engaged in other housing-related activities.

For personalization, you should target those personas based on behavioral data – in other words, how they interact with your site.

This includes actions like viewing certain floorplans, clicking on a certain amenity, viewing an FAQ or browsing a specific neighborhood category (like bike trails).

You can also include **contextual** information about where the visitor came from (known as the referral source), what type of device and browser they're using to surf the web, and whether they are a new visitor or repeat visitor.

If a prospect came in the leasing office for a 2nd visit, would the leasing team treat them the same? Your website shouldn't either.



Where is this personalization happening?

For apartment websites, personalization begins with drawing the visitor's attention to headings, amenities and photos we think they will appreciate.

Armed with a few relevant data points about your visitor, you can automatically assign them to a persona and promote relevant content to them accordingly.

There are many places where this personalized content can appear, including headlines, body copy, images, calls to action, banners, forms, and workflows.

There are four main types of content personalization:



Attention-grabbing content enhances the UX by displaying information that's immediately relevant and useful to them. It could be time-sensitive information or something new that they might not have heard about before.



Enabling content makes their visit easier, helping them to find or do whatever it was they came for. This might include prioritizing some content while deprioritizing the rest or highlighting links to information or features.



Added value content isn't essential for the visitor to accomplish their task but adds to their overall perception of your brand by being highly relevant to their interests. This includes articles, blog posts, links to social media, and links to curated third-party content.



Sales content is the stuff that convinces the prospect to convert once they're ready, such as direct invitations to lease, special offers, links to schedule a tour, and information about new amenities.



Who's doing the personalizing?

Personalization sounds easy, but a successful outcome depends on tapping into the skills and experience of your team.

When it makes sense, involve team members who have the most knowledge about the prospects you're trying to target. This will typically be people from your sales and operations teams, who routinely use their unique insights about your properties and the locations they occupy to lease units.

While your marketing leader or team might have some of the necessary skills, it's often helpful to bring in a design-savvy expert to help them think through the personalized website experience. You should also work with website experts to implement the customizations and set up the background AI that does the work of assigning a persona to each prospect and then personalizing their UX.

Finally, don't forget to measure the impact! You should use website analytics and data science tools to track key metrics - especially conversions! This will help you figure out which personalization tactics are working well, and which ones aren't. That way, you can optimize your audiences and approaches to drive even higher return on your marketing investment.

What next?

Lineups makes personalization straightforward and effective for multifamily property marketers.

If that's your thing, let us show you what we can do to separate your properties from the pack, delight your prospects, and turbocharge the flow of marketing qualified leads to your sales team.



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