

SOCIAL MEDIA BRAND ROLLOUT AND DEVELOPMENT STRATEGIC PLAN

Resident Interface

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This document has been designed to serve as a strategic plan for the Resident Interface announcement and social media rollout campaign. The scope of this document is to provide a roadmap for the initial announcement of your new brand (and segments), and will include such consultation as expanding your audience with new “followers,” application of effective hashtags, and creating auspicious content relevant to current news and events. With this document, Cindy/Resident Interface will employ the social media assets (post copy and image assets) in conjunction with content created and provided by them, to be deployed by Cindy/Resident Interface over a 3-month period.

The document is structured to provide a rationale based on best practices, an explanation of the assets provided by SURFACE 51, and a strategy for maximizing results based on the objectives described.

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OBJECTIVES

This social rollout campaign has 3 goals: establishing a presence with the announcement of Resident Interface and platform of services, building brand awareness and equity, and increasing website traffic.

The content created by SURFACE 51 for the social media rollout campaign has been designed to strategically position Resident Interface as thought leaders in their industry. The choices made with regards to copy and visuals will provide a framing of authority, credibility, integrity, and excellence.

For the purposes of this strategic document, we have treated the B2C public/consumer-facing media (Facebook, Instagram, Twitter) and the B2B medium, LinkedIn, separately. The voice and tone differs between the types of platforms, as well as the strategic content calendar.

B2C Best Practices

The bulk of social users engage in multiple platforms. Automated publishing tools, such as Hootsuite, certainly make scheduling and publishing content easier, but can be less effective when used to share the same content simultaneously across all social channels. Consider the audience that follows your company on Facebook and Instagram. It is likely that they will scroll both platforms within a given time. If they encounter the same content, they are unlikely to engage with both.

This has detrimental effects:

- Your audience could perceive a lack of interest, ingenuity, or sincerity on your part impairing the efforts toward building trust and relationships.
- Missing maximum reach metrics as only half of the shared platform audience engages with your posts (“Why would I like the Facebook post after I already liked it on Instagram?”).

It should also be noted that social platforms do not follow the same rules or norms.

For example:

- Each platform has specific image sizes ([see image sizes on page 9](#)).
- Twitter maintains a maximum character count of 260 for text.
- Hashtags are not a Facebook norm.
- Instagram does not allow hyperlinks in a post, and links must be provided in the bio.
- @tagging rarely translates across platforms successfully.
- Videos on Instagram cannot be longer than 1:00 to run without interruption.

As such, businesses should approach Facebook, Twitter, LinkedIn, and Instagram with distinct intentions in order to maximize results.

ACCOUNTS SURFACE 51 Insights

Understanding the concerns that consumer-facing social media may provide opportunity for negative feedback and critical discourse, SURFACE 51 maintains our recommendation for engaging on the platforms discussed. Social media provides a free and/or inexpensive medium to speak to the public and potential clients. Given the minimum risk and cost, we see it as a positive effort to have your materials in front of as many consumers and/or potential clients as possible. SURFACE 51 has offered insights within this document regarding voice in order to appropriately and strategically address concerns (see “establishing voice” on page 5). B2C social media channels contribute to credibility as well as reinforce message and values. There’s also the numbers. Look at Facebook: 223 million US Facebook users, each averaging 130 “friends.” When a follower engages with your post, that information is available to their friends/followers via newsfeed, growing organic reach. SURFACE 51 recommends one account (Resident Interface) for all of the social media platforms. Not only does maintaining one account aid in the efficiency and ease of social marketing, but it will also contribute to the consistency and effectiveness of brand and messaging. We also recommend updating the current Hunter Warfield social handles to Resident Interface (Hunter Warfield) and encourage ClickNotices followers to follow the Resident Interface account.

PAID ADS

Ad sales on each social platforms are based on auctions and targeting options, and there are a number of constantly moving factors that determine exactly what an ad will cost you. To give you a sense, here are a few of the variables that can raise or lower the price of your ads on B2C and B2B social platforms:

- The season
- The day of the week
- Number of targeted users
- Locations you’re targeting
- Demographics you’re targeting
- Your industry

So for example, paid ads in a financial field have a higher cost per click on Facebook than if you’re selling clothes because the value of a click is higher to brands advertising loans than to brands selling T-shirts.

Prices and methods for paid advertising varies across the social media channels, but the concepts are largely the same. Depending on your objective, you’ll either pay on a Cost Per Click (CPC) or a Cost Per 1,000 impressions (CPM) basis.

With ad campaign objectives like increasing traffic to your website, you would typically pay per click, while for objectives like brand awareness you would pay per thousand impressions.

Each social network counts clicks and impressions a little bit differently, which can affect how CPC and CPM are calculated. These differences likely explain some of the differences in average CPC and CPM across Facebook, Instagram, Twitter, and LinkedIn.

Facebook and Instagram are the same company, and paid advertising is run the same way. Viewable impressions only count if your ad enters the screen of the user, so they're a lot more valuable than "impressions" that users never see. For example, if 100 people see your ad and 10 of them click on your link, then your CTR on Facebook would be $(10 \text{ link clicks} / 100 \text{ impressions}) \times 100\%$, or a 10% click-through rate

Twitter, however, calculates an impression as any time your ad is shown to users, implying a fairly broad definition. Cost per click on Twitter refers specifically to link clicks, so you know that each click you're paying for takes a user to your desired URL.

LinkedIn calculates CPC and CPM its own way. Impressions on LinkedIn are counted when an ad is visible for at least 300 milliseconds with at least 50% in view on a member's device screen or browser window. Meanwhile, if you're paying on a CPC basis, LinkedIn will charge for clicks on your ad content, your company name, or your company logo. LinkedIn actually has a much higher CPC than any of the other three networks. However, this doesn't mean that LinkedIn's ads are overpriced. Rather, it shows how highly clicks are valued on such a B2B platform with a highly educated, professional user base.

B2C social media ads for financial-related products and/or having to do with rent/housing can be difficult to target due to platform restrictions. We recommend focusing majority of ad spending in the B2B (LinkedIn) arena to achieve a more effective ROI and to avoid time and effort wasted by rejected ads.

SURFACE 51 Insights

Facebook

Cap your bids and lower your maximum CPC or CPM bid and Facebook will attempt to find cheaper clicks and impressions for you so it can keep delivering your ad.

Instagram

Set a lifetime budget instead of a daily budget for your ad campaign. This will let Instagram's ad engine find the cheapest times and days to show your ads, lowering your CPC/CPM.

Twitter

Set a manual bid. If you choose automatic bidding, Twitter will help you win ad auctions, but potentially at a higher price than you'd like to pay. Try starting with a low maximum bid then raise it gradually if your ads aren't being delivered.

LinkedIn

Use Matched Audiences. This feature lets you target users who are in your contact lists, have visited your website, or work for a specific company. Targeting with Matched Audiences raises CPC compared to standard targeting (and thus makes your ads more cost-efficient).

COPY

Establishing voice B2C Social

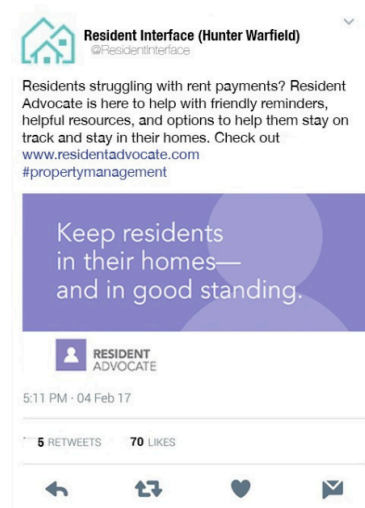
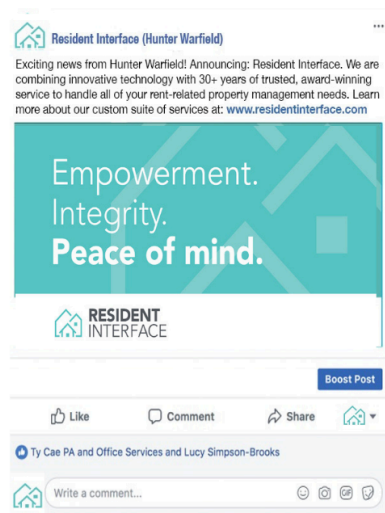
SURFACE 51 Insights

Given the current news climate as well as the restrictions for targeted credit/financial-related ads, we recommend that the public/consumer-facing social media employ a tone that is positive and compassionate while applying broad themes, avoiding industry-specific rhetoric. Certain words or phrases can be rejected for boosts and may generate negative feedback in comments or shared content. As a solution, the copy we have created leans toward the message of advocacy and empowerment for clients and their consumers, efficiency, and customized service.

The voice and tone we have established with this rollout is straightforward but personable and values-driven. Resident Interface (Hunter Warfield) is a company that regularly engages in service to their community, as well as service to their clients, integrity in the industry, and is rated a top place of employment. These values are not only appropriate for the consumer-facing mediums, but are also effective for messaging to potential clients. The personality created is savvy, professional, friendly, and easily sustainable.

To meet the objective of increasing traffic to the Resident Interface website, each post includes a clear call to action, inviting the audience to “click to learn more.” To ensure a readily visible link, copy does not exceed allowed character count or necessitate a “read more” option.

The posts we have created highlight all 4 primary services as well as the entire Resident Interface suite. We provided one static graphic as well as a short animation for each service, and 3 static graphics and an animation for the umbrella organization. The copy we created for B2C mediums was written to correspond with associated image assets ([see content calendar on page 13](#)); however, each post was also written to mix-and-match for future use. You will find a folder for the B2C post copy in your social media rollout package.



IMAGES

Social platforms maintain different requirements regarding file sizes and not all images are compatible across all channels (see “image sizes” on page 9). It should also be noted that not all social media platforms have the same best practices when it comes to successful visuals.

Facebook

Statistically, images on Facebook earn 2.3 times more engagement than text. To promote your longer-form content on social, piggyback it with an image that attracts attention on social media. Create an image post that relates to your blog content and cite that content in the text field to extend your reach further than simply sharing the text. Social media images should be easily consumable, conveying an emotionally impactful and simple message quickly. Images heavily liked on Facebook tended to display four qualities:

- Brightness
- Clarity
- Liveliness
- Ingenuity

From a technical perspective, your brand image posts should be well lit and easy to interpret. They also should feature something playful and creative. Stock product images should be carefully selected and illustrate the relationship between your company and excellent service you provide your clients.

Instagram

Images that do well on Instagram differ from the types of images that do well on Facebook. Successful images on Instagram have the following properties:

- Brighter images
- Images with a lot of white space or background space
- Colors toward the blue end of the spectrum
- Single dominant color
- Low saturation images, with relatively gray, faded, or pastel colors
- Images with a lot of texture

SURFACE 51 Insights

The image assets developed by SURFACE 51 follow the principles outlined in the best practices rationale, above. They are visually captivating with the use of color and simple, appealing design. The images maintain the current social platform guidelines regarding in-image text, while delivering a clear, driven message. Resident Interface and suite of services brands are promoted and reinforced through the consistent use of icons and brand color schemes. The photos we have selected illustrate the personal and professional benefits of engaging with the Resident Interface service. The stock photos are high-quality, positive images that convey our message without obvious or canned sheen.

Everything
rent-related.

Efficiently.
Consistently.
Transparently.



Innovative tech.
30+ years of service.
**For property owners
and managers.**



Keep residents
in their homes—
and in good standing.



B2B Copy Establishing voice

Unlike the consumer-facing social media, LinkedIn provides businesses with an opportunity to engage with other businesses and establish a voice that is savvy with industry-specific language and content. Additionally, there are no restrictions for Resident Interface's content and targeted ads.

SURFACE 51 Insights

We recommend that LinkedIn is a space you utilize for relationship-building and brand equity, as well as presence and brand awareness. While LinkedIn is a social platform, it is intended and mostly used for professional networking and education. The tone and voice we have established in the copy we have supplied will position your company as thought leaders within the industry and beyond. The tone relies less on personality and more on professionalism, credible authority on the subject matter, and excellence.

The copy supplied by SURFACE 51 will serve to define who you are and what you offer right out of the gate. While values are still important to convey, the tone in expressing them takes a slight shift toward the values and pragmatic needs of the potential clients. For instance, you will note a heavier reliance on clear language such as "eviction" and "collections" than is used in the B2C social platforms.

The image assets we provided in the social assets folder were designed to work appropriately with this copy strategy. The images will serve to reinforce the brand and services through the use of icons, color schemes, photos, and text. (see image sizes on page 9)

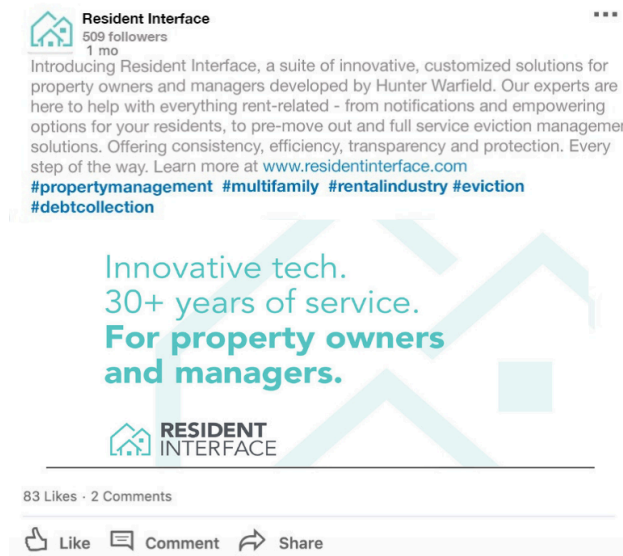


Image sizes

2020 platforms guide

Facebook Profile Photo: 180x180 pixels Cover Photos: 820x312 pixels Shared Image: 1200x630 pixels Shared Link: 1200x628 pixels Highlighted Image: 1200x717 pixels Event Image: 1920x1080 pixels	LinkedIn Company Profile Photo: 300x300 pixels Company Cover Image: 1,536x768 pixels Shared Image or Link: 1,200x627 pixels Hero Image: 1,128x376 pixels Square Logo: 60x60 pixels Business Banner Image: 646x220 pixels
Instagram Profile Picture: 110x110 pixels Photo Thumbnails: 161x161 pixels Photo Size: 1,080x1,080 pixels Instagram Stories: 1,080x1,920 pixels	Twitter Profile Photo: 400x400 pixels Header Photo: 1,500x500 pixels In-Stream Photo: 440x220 pixels

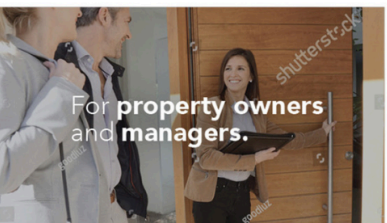
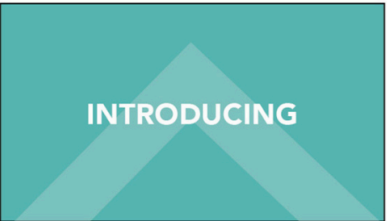
VIDEOS AND ANIMATION

Videos and animation can be very impactful content on social media platforms, as they can capture attention with moving images. Videos of a recognizable individual speaking directly to the viewer are also notably effective at building a relationship of trust with your audience. However, because social media is consumed on a device, the bulk of your B2C platform audience will discover your content muted. To encourage the steps of volume and playback, the content should be attractive with high-quality video that is colorful and well-lit, and suggestive of appealing or useful information.

The general rule of thumb is that you can depend on a captive audience for approximately 15 seconds. To maintain interest beyond that attention span, video content should be captivating with color and sound, and should rarely exceed one full minute. For these reasons, short animations can be particularly impactful as they are moving images that capture the viewer's attention, and they are able to convey more and complex information than the copy portion of the post will allow.

SURFACE 51 Insights

SURFACE 51 has developed 5 graphic animations (one for each service and one for Resident Interface), designed to be eye-catching, moving images. These are distinct from videos mostly because of the length, and content within. A video would go further to illustrate and explain, but the animated graphics are meant to be attractive, attention-grabbers for the post content. We also designed these animations to be versatile with a range of copy and prolonged use.



As shown in the sample frames provided on the previous page the animation opens immediately to a colorful, engaging slide. This will also serve as the thumbnail or freeze-frame image when the video is not playing. The animation follows the same best practices principles as static graphics, in that it is bright, colorful, and simple to follow while conveying a driven, impactful message. Each frame is an ideal stand-alone graphic, and when animated together, will be a captivating moving image that is sure to grab the attention of the viewer. The video is short enough to meet social video time requirements, as well as hold the viewer's attention through to the end.

Hashtags

A hashtag (#) is a tool used for indexing keywords or topics. Tagging a post with a hashtag enables cross-referencing of content sharing a subject or theme. Hashtags are searchable and are widely used to find or follow content on a topic of interest. For B2B social marketing purposes, the selection and employment of hashtags does not follow the same norms as B2C social marketing.

SURFACE 51 Insights

For Resident Interface social media, we recommend that the most effective strategy is following and deploying hashtags that your potential clients would be interested in. For instance, ideally, property owners and managers would discover your content while they are researching or engaging with content that is of particular interest to them. Likely, they are interested in topics relating to property management and issues they are currently struggling with. By tagging your content with hashtags pertaining to those interests, your content and promotion will appear on their feed.

Below are the recommended hashtags that are relevant to your potential client base and are currently trending within the property management industry. We recommend employing 2-5 hashtags when posting on Twitter, Instagram, and LinkedIn. Here are the current most popular hashtags in the property management and debt collection industries:

**#propertymanagement #multifamily #eviction #evictionattorney
#debtcollection #rentalindustry #revenuerecovery**

B2C Social Media Content Strategy

SURFACE 51 Insights

SURFACE 51 has provided a folder titled “social media assets” that will be effective choices for social posts and are compatible across all platforms. Based on the provided rationale and best practices outlined in the previous pages, the following are our guidelines for recommended use:

Post 2-3 a week on each platform to meet objective goals and maintain appropriate presence ([see “objectives” on page 2](#)).

SURFACE 51 has supplied copy and visual content for 12 posts, or one post per week for 3 months. We recommend you post additional content — incorporating current news items, press releases (linked in your website’s News and Events pages), blog posts, and your own culture-specific content — to maintain presence and brand awareness, and to grow engagement. ([See content calendar on page 13.](#)) We encourage Resident Interface to develop content to maintain the suggested number of posts per week. For instance, your current “Testimonial Tuesdays” are a great opportunity to maintain presence with low maintenance and positive content.

Utilize 2-5 content-appropriate hashtags from the supplied hashtag library when creating posts for Twitter and Instagram.

B2B Social Media Content Strategy

SURFACE 51 Insights

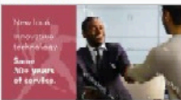
SURFACE 51 has provided a folder titled “social media assets” that will be effective choices for social posts and are compatible across all platforms. Based on the provided rationale and best practices, the following are our guidelines for recommended use:

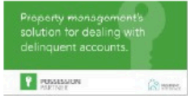
Post 1-2 times a week on LinkedIn to meet objective goals and maintain appropriate presence ([see “social media objectives” on page 2](#)).

SURFACE 51 has supplied copy for 7 posts, and visual content to choose from. We recommend you post additional content — incorporating current news items, press releases (linked in your website’s News and Events pages), blog posts, and your own culture-specific content — to maintain presence and brand awareness, and to grow engagement. ([See content calendar page 13.](#)) You will note that the suggested content calendar showcases your blogs to maximize efforts toward credible authority.

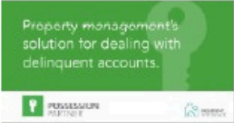
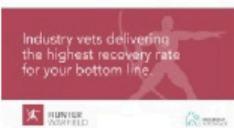
Utilize 2-5 content-appropriate hashtags.

B2C Suggested Content Calendar

Week 1	Link to press release	Announcement copy, link to www.residentinterface.com/news (press release))	#newbusiness #propertymanagement #pressrelease
	MOTION GRAPHIC 	Exciting news from Hunter Warfield! Announcing: Resident Interface. We are combining innovative technology with 30+ years of trusted, award-winning service to handle all of your rent-related property management needs. Offering 4 innovative new services to help you and your residents from move-in to post-move out, and an easy to use platform to keep track every step of the way. Ease your workload. Empower your residents. Elevate your revenue. Learn more at www.residentinterface.com	#propertymanagement #multifamily #rentalindustry
Week 2	MOTION GRAPHIC 	Resident Interface introduces Possession Partner: your full-service property management solution for dealing with delinquent accounts. No forms. No trips to court. We handle your paperwork and filings swiftly and accurately. Learn more about our simple platform and case tracking at: www.residentinterface.com/possessionpartner	#multifamily #propertymanagement #revenuerecovery
	Testimonial	Copy highlighting testimonials	#testimonialtuesday
	Blog post (Resident Interface)	Copy highlighting poignant quote from blog post and link to blog	
Week 3		Moving is a big undertaking, and sometimes details fall through the cracks. Resident PreCollect - a service offered by Resident Interface's suite of solutions - is here to inform, educate, and offer help. Our trained, empathetic customer service professionals will work WITH your former resident to get the account resolved quickly, without affecting their credit. Protecting your brand and asset value. Learn how we can help you and your former resident at www.residentinterface.com/residentprecollect	#revenuerecovery #propertymanagement #renters #multifamily
	Testimonial	Copy highlighting testimonials	#testimonialtuesday
	Culture image	Copy re: mission statement/philosophy	
Week 4		Help your residents stay on track and empower them with financial options. Ease your workload with pre and post-move out processes. Get the peace of mind that you, your brand and your revenue are protected with the expertise and integrity that comes with 30+ years of award-winning expertise. Learn how Resident Interface is here for you, every step of the way at www.residentinterface.com	#propertymanagement #multifamily #rentalindustry
	Testimonial	Copy highlighting testimonials	#testimonialtuesday
	Awards	Copy re: award-won, link to award	
Week 5	MOTION GRAPHIC 	Hunter Warfield has a new look! Now a service in our new Resident Interface suite of solutions, we have innovative new technology to help landlords and their residents with everything rent-related, and it's all backed by the 30+ years of award winning service you know and trust. Superior results. Decades of expertise. Check out what we can do for your bottom line at www.residentinterface.com/hunterwarfield	#propertymanagement #multifamily #rentalindustry #revenuerecovery
	Testimonial	Copy highlighting testimonials	#testimonialtuesday
	Blog post	Copy summarizing blog findings and link to blog	
Week 6		Introducing Resident Advocate, one of the new primary services at Resident Interface. Our digital notification system helps landlords and residents remember upcoming rent payments and our expert onsite staff is ready to help with payments that fall behind. Keeping residents in their homes and in good standing. Learn more about Resident Advocate and the whole suite of solutions at www.residentinterface.com/residentadvocate	#propertymanagement #multifamily #revenue recovery #rentalindustry
	Testimonial	Copy highlighting testimonials	#testimonialtuesday
	News item	Copy re: current news item and Resident Interface solutions	

Week 7		Are you a property owner or manager with legal questions? Possession Partner - a service in the new Resident Interface suite of solutions - can help with our network of qualified landlord attorneys. We'll even handle all your paperwork, e-filings, and communications, keeping you on time and informed every step of the way. Learn more at www.residentinterface.com/possessionpartner	#propertymanagement #revenuerecovery
	Testimonial	Copy highlighting testimonials	#testimonialtuesday
	Culture image	Copy re: mission statement/philosophy	
Week 8		Introducing Resident Interface, a suite of innovative, customized solutions for property owners and managers developed by Hunter Warfield. From move-in to post-move out—we handle everything rent-related with compassion, compliance, and results. Protecting you, helping your residents, and increasing your revenue. Learn more at www.residentinterface.com	#propertymanagement #multifamily #rentalindustry
	Testimonial	Copy highlighting testimonials	#testimonialtuesday
	Blog post	Copy giving brief summary of blog post, link to blog post	
Week 9		At Hunter Warfield, we know property management. Kaizen is a philosophy of constant improvement, and one of the core values we are living up to as a service in the Resident Interface suite of solutions. We leverage innovative technology, expertise, and award-winning service to minimize impact and maximize results. Effectively and efficiently. Learn more at www.residentinterface.com/hunterwarfield	#propertymanagement #multifamily #rentalindustry #revenuerecovery
	Testimonial	Copy highlighting testimonials	#testimonialtuesday
	Employee picture	(Employee highlight text)	
Week 10		Everyone was hit hard by COVID, and Resident Interface is ready to help landlords and their former residents get back on track. With Resident PreCollect—one service in the Resident Interface suite of solutions—our friendly experts bring compassion and human-touch solutions, working WITH former residents to resolve their accounts without affecting their credit. Learn more at www.residentinterface.com/residentprecollect	#revenuerecovery #propertymanagement #renters #multifamily
	Testimonial	Copy highlighting testimonials	#testimonialtuesday
	Link to Current news	Copy relating to current news item, link to current news item	
Week 11		Never forget a rent payment again with Resident Advocate—a service in the Resident Interface suite of solutions. With friendly digital reminders about upcoming and past-due rent, Resident Advocate goes the extra mile with helpful on-site experts offering solutions to help residents get back on track if they fall behind. Check out our comprehensive suite of services at www.residentinterface.com/residentadvocate	#propertymanagement #multifamily #revenue recovery #rentalindustry
	Testimonial	Copy highlighting testimonials	
	Blog post	Copy giving brief summary of blog post, link to blog post	#testimonialtuesday
Week 12		Empower your residents and elevate your revenue with Resident Interface—a comprehensive suite of services developed by Hunter Warfield. Our experts are here to help with everything rent-related—from notifications and empowering options for your residents, to pre- and post-move out solutions. Offering consistency, efficiency, transparency and protection. Every step of the way. Learn more at www.residentinterface.com	#propertymanagement #multifamily #rentalindustry
	Testimonial	Copy highlighting testimonials	
	Testimonial	"Sign up for our newsletter" copy	#testimonialtuesday

B2B Suggested Content Calendar

Week 1	Link to press release	(Announcement text) link to www.residentinterface.com/news (press release))	#newbusiness #propertymanagement
	MOTION GRAPHIC 	Exciting news for landlords from Hunter Warfield! Announcing: Resident Interface. We are combining innovative technology with 30+ years of trusted, award-winning service to handle all of your rent-related property management needs. Offering 4 innovative new services to help you and your residents from move-in to post-move out, and an easy-to-use platform to keep track every step of the way. Ease your workload. Empower your residents. Elevate your revenue. Learn more at: www.residentinterface.com	#propertymanagement #multifamily #rentalindustry #eviction #debtcollection
Week 2		Resident Interface introduces Possession Partner: your full-service eviction management solution for dealing with delinquent accounts. No forms. No trips to court. We work with expert landlord attorneys to ensure your paperwork and e-filing are completed swiftly and accurately. Due diligence. Done. Learn more about our simple interface and case tracking at: www.residentinterface.com/possessionpartner	#multifamily #propertymanagement #revenuerecovery #eviction #evictionattorney
	Blog post	Copy highlighting poignant quote from blog post and link to blog	
Week 3	MOTION GRAPHIC 	What happens when a resident moves out with a balance due? Let Resident PreCollect step in before handing it over to a third-party collection agency. As one of the services offered in a comprehensive suite of rent-related solutions by Resident Interface, our professionals provide post move-out collections on your company's behalf, freeing your staff from making collection calls, and ensuring consistent and timely follow-up by experienced collectors. For more information, check out: www.residentinterface.com/residentprecollect	#revenuerecovery #propertymanagement #renters #multifamily #debtcollection
	Culture image	Copy re: mission statement/philosophy	
Week 4		Empower your residents and elevate your revenue with Resident Interface - a comprehensive suite of services developed by Hunter Warfield. Our experts are here to help with everything rent-related - with digital notifications for your residents, to your full service eviction management solution, and our experienced revenue recovery collectors. Offering consistency, efficiency, transparency and protection. Every step of the way. Learn more at: www.residentinterface.com	#propertymanagement #multifamily #rentalindustry #eviction #debtcollection
		(Copy re: award-won) link to award	
Week 5		Hunter Warfield has a new look! Now a service in our new Resident Interface suite of solutions, we are introducing innovative new technology to help landlords and their residents with everything rent-related, and it's all backed by the 30+ years of award winning service you know and trust. Our collectors are trained experts in property management debt collection, ready to protect your brand and your assets from lost revenue. Effectively and efficiently. See what's new at www.residentinterface.com/hunterwarfield	#propertymanagement #multifamily #rentalindustry #revenuerecovery #debtcollection
	Blog post	(Copy summarizing blog findings) and link to blog	
Week 6		We understand some renter's financial difficulties, especially now. But we also know you can't lose revenue. As one of the services offered in the Resident Interface suite of rent-related solutions, Resident Advocate provides your late-paying residents the education and insight they need to make informed financial decisions. From payment solutions to complaint resolution, Resident Advocate helps renters stay in their homes and helps you extend your average length of residence. Learn more about Resident Advocate at: www.residentinterface.com/residentadvocate	#propertymanagement #multifamily #revenuerecovery #rentalindustry
	News item	Copy re: current news item and Resident interface solutions	
Week 7		Exciting news for landlords from Hunter Warfield! Announcing: Resident Interface. We are combining innovative technology with 30+ years of trusted, award-winning service to handle all of your rent-related property management needs. Offering 4 innovative new services to help you and your residents from move-in to post-move out, and an easy-to-use platform to keep track every step of the way. Ease your workload. Empower your residents. Elevate your revenue. Learn more at: www.residentinterface.com	#multifamily #propertymanagement #revenuerecovery #debtcollection
	Culture image	Copy re: mission statement/philosophy	

CULTIVATE AN ORGANIC FOLLOWING

Using an organic approach to grow your social media audience results in authentic engagement and true consumer loyalty. Of course, it is possible to buy followers and fake engagement. However, when starting fresh or re-branding, an organic approach lays the groundwork for vast social media engagement and allows you to build your base of loyal online followers who are organically attracted to your brand.

SURFACE 51 Insights

Create relevant content

Producing relevant and relatable content not only increases your chances of engagement but also increases the chances of your content being shared. Having your followers share your content with their followers is the most effective way of growing your social media audience. Viral content is often content that is hyper-relevant and relatable to the masses.

Make the ask

It is not remotely untoward to ask your audience to follow you. When organically growing your social media audience simply asking your Twitter followers to like your Facebook page and your Facebook fans to follow you on Twitter is an organic and easy way to grow your social media audience.

Reciprocity

It is not enough to rely solely on your content to grow your following. Engagement with others' content is a very effective way to grow quickly. When used effectively, reciprocity can result in returned engagement and increased visibility. Instagram is notorious for its high ROI as it relates to reciprocity. The chances of someone following you or liking your posts after you follow or like their post are extremely high.

Newsjacking

Newsjacking is all about inserting your voice into trending social media topics. There are brands that have amassed a huge social media following, simply by newsjacking trending topics. Sharing relevant current news items and sharing your poignant thoughts on the matter carry a high probability of getting shared with your insights attached.

Cross-promote and cross-share

Working with another business or individual to cross-promote content is a mutually beneficial and effective way to share in one another's audience. By that token, all social media outlets should come with a bio section, giving you an opportunity to list your other social media handles. This allows your social media followers to find and follow you on other social media platforms. Screenshotting and sharing content from your other social media platforms is a great organic way of multiplying your social media followers.

Employee Advocacy SURFACE 51 Insights

We separate employee advocacy from the options for organic following due to the complicated aspects it entails. Encouraging employees to engage and even promote the company's social media messaging could certainly have positive impacts on the organic reach of your posts and following. However, such an ask may have unforeseen corporate culture implications and expectations. For instance, when asked to list Resident Interface as their employer and to engage, employees may assume their personal social media is related to their job performance and is therefore reviewed. This may or may not already be the case, given current societal trends that result in many companies instituting social media policies. Such policies can be effective in curbing potential public relations pitfalls, but may also have complicated impacts on employee job satisfaction. SURFACE 51 does not make any specific recommendation with regards to encouraging employee advocacy, as addressing corporate culture of Resident Interface would require intimate analysis and review. However, we will point out that while such an initiative could have great positive impact, it does come with the caveat of the lack of control. All employees at every level act as ambassadors of your brand during work hours as well as in their non-work-related interactions. We cannot speak to the mindset, affiliations, or personalities of your culture. We do, however, suggest you be mindful that you may or may not find advantage with the association of your company with the content available on the personal social media of your employees.

BLOGS (INSIGHTS)

Blogs are essential parts of most social media programs and still often the hubs of content marketing strategies. By writing a blog weekly or even monthly, it gives your business a voice and an opportunity to inform people about your latest news and business happenings. Due to their personal history and natures, blogs long have been considered for accurate online information— this because the consumer is being given information straight from the company. Blogging gives your business the chance to create a personality online and gives people the opportunity to learn about your company.

By sharing your blog on social media sites you are not only creating relevant content but you are also directing traffic towards your website— perfect for marketing reasons. It will also help improve your business's SEO. Blogging provides you with a way of keeping in contact with existing clients and gives you an opportunity to create new ones.

We also recommend encouraging other businesses to read your blog as a great way to inform them about new business events or notifying them about ventures that interested them. It is also a great way to demonstrate knowledge about your business sector, as well as displaying your interest in other areas. B2B social media platforms such as LinkedIn provide a welcome audience and professional space to share your insights as well as encourage regular engagement.

SURFACE 51 Insights

SURFACE 51 recommends creating regular content on a weekly or bi-weekly basis. We suggest maintaining consistency with regularity in order to project dependable and updated content that will cultivate a following and make positive impacts towards your SEO efforts. Over time, consistent content will alert Google and other search engines to expect new links and material, improving your organic results.

When creating content, look at your customers, brand, people, narrative, and focus. Consider your mission and values, and how you help your clients. Focus on questions your prospective customers and other people might ask before even considering to engage with you.

Topics we recommend for your content:

- Commentary on relevant news items and trends.
- Highlighting employees and culture successes.
- Announcement and discussion of upcoming events.
- Hypothetical client situations and the Resident Interface solution.
- (Re)explanation and outline of services.
- Community engagement.

We also recommend actively engaging with potential guest bloggers. Other industry professionals may be seeking opportunities for their own SEO efforts and outreach opportunities, providing the potential for mutual cross-marketing success. By inviting a guest blogger to offer insights, you would be filling content space, as well as promoting your engagement within the professional realm. Guest blogging is also effective at getting your content/website more exposure through mutual sharing (backlinks), adding valuable indexing potential for your SEO efforts.

The voice and tone we have initiated is friendly, professional, and sustainable. That is to say, we do not lean on a particular personality, such a humor, that would be difficult to replicate or maintain. The word count (approximately 300 words) and structure may serve as a reliable template for future posts and is easy to read and absorb.

We recommend stock photography that matches the images portrayed on the website to maintain visual and brand consistency for the site. Simple infographics can also provide an effective and instantly understandable aid to further engage your audience, likely to be shared and further promoted by your audience.

For the purposes of the Resident Interface rollout, SURFACE 51 has developed content for each of the primary service blogs as well as the umbrella Resident Interface blog. This initial content will provide an explanation of the services your company offers, giving Resident Interface shareable content for social media posts for a number of weeks and may be referred to again in the future.

MARKETING EMAILS

Marketing newsletters are an undeniably positive tool for marketing efforts, as the implication for receiving is the requirement of signing up to do so. This means that your audience is already interested in either continuing engagement, staying up-to-date with news and events, or learning more about your company as they consider becoming a client.

The key to email marketing is consistency, as it is a must. If you promise to send monthly newsletters, then it is imperative that you do so on the same date of every month without fail. This establishes reliability in your brand and promises kept. Therefore, it is important to select a regularity that is sustainable for your content creators.

SURFACE 51 Insights

We recommend sending marketing newsletters once a month to be effective. We find that monthly updates provide ample space for updates and content, while not inundating your audience with emails they will lose interest in and stop following.

We also recommend providing links on your website, blogs, social media, etc. to sign up to receive the monthly updates. With every new recipient, you are cultivating a list of current and potential clients who are actively inviting you into their inbox, and granting you the time and interest that follows which is an opportunity marketers rarely pass up.

The content in a marketing email can vary much like your blog posts, and in fact, when content is needed, simply taking news from your company blogs is a perfectly acceptable strategy, given that the information is relevant and designed to be engaging. Every email should include links to relevant pages on your website for further information, as well as encourage “following” on your social media platforms.

When creating original content for emails, we recommend that the material be clear, easy, and fast read that does not require significant investment from your audience. This is because the engagement is reversed in this scenario— you are going to them, as opposed to the other way around. Much like a sales pitch, you want to read the room and be aware of the ask on the attention of your audience.

SURFACE 51 is developing an initial email marketing campaign for the Resident Interface rollout that is engaging and informative as you announce your new brand and services. The tone we have created is professional, but simple to absorb and provides a template for content and structure to drive your future efforts.

The initial topics will be the announcement of Resident Interface, an explanation of the primary services, how content is relevant to your client base, and how your services will be beneficial to them. Each email also includes links to more information which will drive traffic to your website, as well as encourage social media followers and provide information on how to engage. Each subsequent email should follow that structure to maintain consistency with regards to the content your audience can expect, as well as make available every opportunity to receive your messaging.