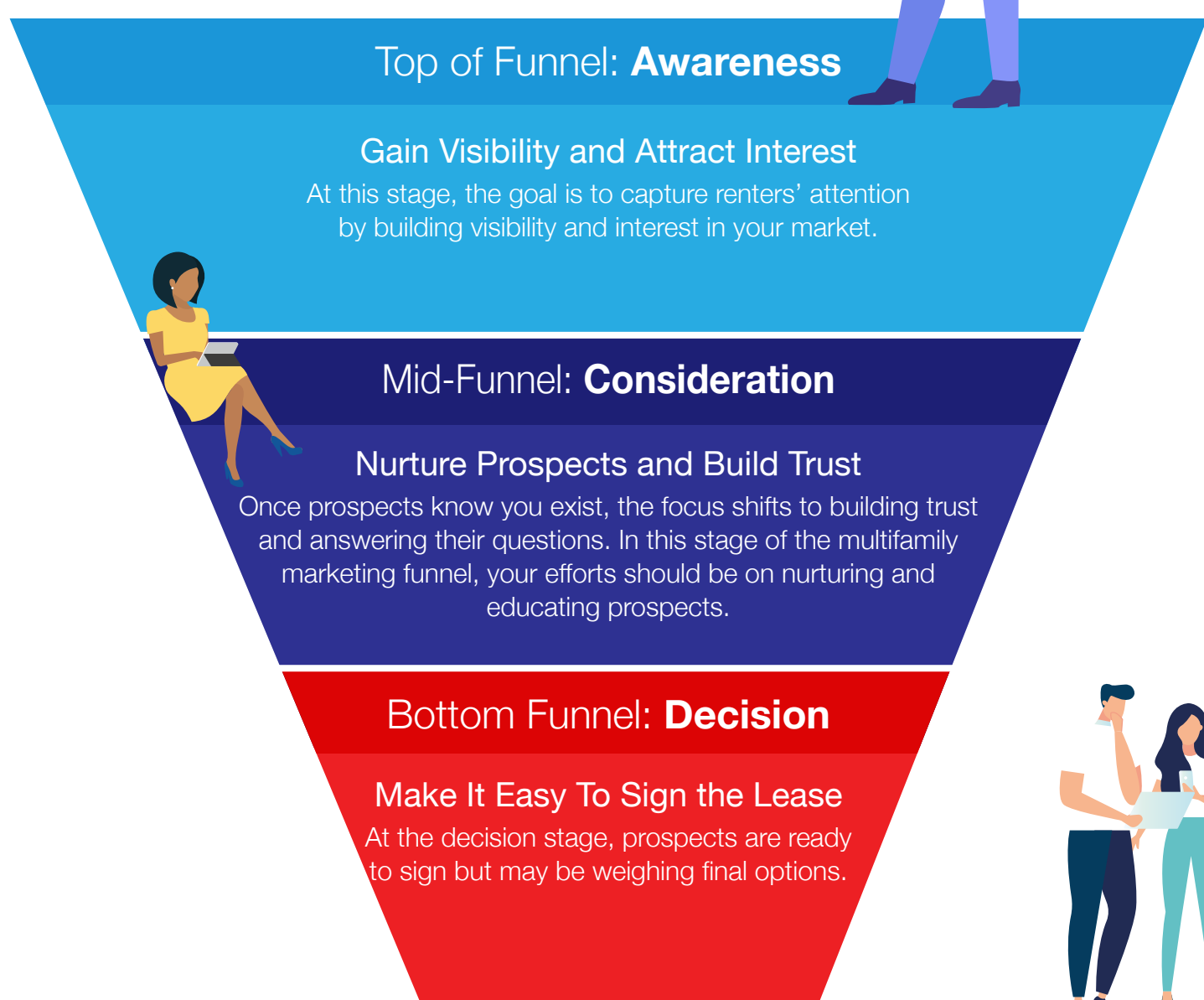




The Multifamily Marketing Funnel

From Awareness to Signed Lease



Top of Funnel Strategies

SEO & Local Search: Optimize for “apartments near me” and neighborhood keywords.

Digital Ads: Google, Facebook, Instagram, TikTok, and retargeting campaigns.

Social Media: Showcase lifestyle, amenities, resident stories, and community events.

Content Marketing: Neighborhood guides, short videos, and blog posts that highlight your local area.

GOAL: GET ON PROSPECTIVE RENTERS' RADAR.

Mid-Funnel Strategies

Virtual Tours & Video Walk-Throughs: Give prospects the flexibility to experience your community at their convenience.

Email Nurture Campaigns: Automated follow-ups with tailored floor plans and amenity highlights that match your prospects' interests.

Reputation Management: Actively monitor and respond to reviews on Google, Yelp, and [Apartments.com](https://www.apartments.com). Renters often compare reviews closely at this stage, so don't overlook this step.

Personalized Outreach: Leasing agents should personally follow up to answer specific questions and offer clear, transparent information about pricing, availability, amenities, and neighborhood benefits. Help prospects see themselves living in your community.

GOAL: POSITION YOUR COMMUNITY AS THE TOP CHOICE.

Bottom Funnel Strategies

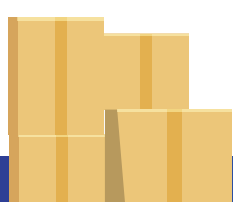
Social Proof: Highlighting social proof, like resident testimonials and success stories, can provide that final push toward a signed lease.

Streamlined Leasing Experience: Digital leasing tools that allow for online applications, e-signatures, and deposit payments reduce friction.

Proactive Leasing Team Communication: A strong, responsive leasing staff that communicates effectively, both in person and virtually, helps prospects feel valued and confident.

Targeted Incentives: Limited-time promotions, move-in specials, or flexible lease terms can tip the scale in specific, targeted circumstances.

GOAL: GIVE RENTERS CONFIDENCE TO SIGN THE LEASE NOW.



Ready to fill your funnel with qualified leads?
See how Grace Hill can help you attract, nurture, and convert leases faster.