

Sequoia's Tri-annual Marketing Strategies & Campaign Plan (Training Guide)

Purpose

This training guide will assist you in developing a marketing strategies and campaign plan tri-annually that supports the work you began with your 2008 annual marketing plan.

Supporting Template

The template that accompanies this training guide should be filled out completely and submitted as your Tri-annual Marketing Strategies & Campaign Plan.

Identifying Goals

To complete each of your tri-annual plans, you will need to identify the goals that you want to achieve through effective marketing and leasing. Goals such as:

- Economic Occupancy
- Actual Apartment Income
- OSR Leasing Goals
- Remaining Under Advertising Budget Limits

Since market conditions frequently change, you may find that in order to accomplish the goals listed above; you will need to create strategies to help you accomplish these goals.

Strategies & Campaigns

A **strategy** is "a carefully devised plan of action to achieve a goal". Some examples of types of strategies include:

- Increasing Qualified Traffic
- Retaining Residents
- Effective Resident Renewals
- Increasing Resident Referrals

A **campaign** is "a planned and **organized series** of actions intended to achieve a specific goal, such as raising people's awareness of something". Strategies and Campaigns are very similar; however, a campaign groups a series of actions under one theme (a specific campaign). It may be helpful to think of a campaign as an **umbrella** under which specific actions are planned to achieve certain goals.

The theme or campaign is generally related showcasing a particular competitive advantage that your community offers such as **welcoming large pets, service, renovations or upgrades**. Some ideas for a theme or campaign are below:

- The season or holidays
- Popular themes (Back to school, Hollywood, Community Heroes, Etc)
- Your location or proximity to an important neighborhood landmark
- Services (concierge, spa, resort or club)