

MARKETING YOUR MANAGEMENT COMPANY

THE ULTIMATE GUIDE



PART 2:

Brand ATTRACTION

CINC
systems

**“Quit counting fans, followers,
and blog subscribers like
bottle caps. Think instead
about what you’re hoping to
achieve with and through the
community that actually cares
about what you’re doing.”**

Amber Naslund

Principal Content Consultant @ LinkedIn

In Part 1 of our series - Brand Affinity - we discussed your overall brand story. Now, we need to move on to the laws of attraction in your association management company. In this E-book, we'll get down to some of the basics behind lead generation and digital marketing tactics to excite homeowners and future HOA clients. We'll dive deep into the fundamentals of search, hyper-local digital marketing, online reviews, and social media.

Content

4. Keywords are the New Black

12. Everything Is Local

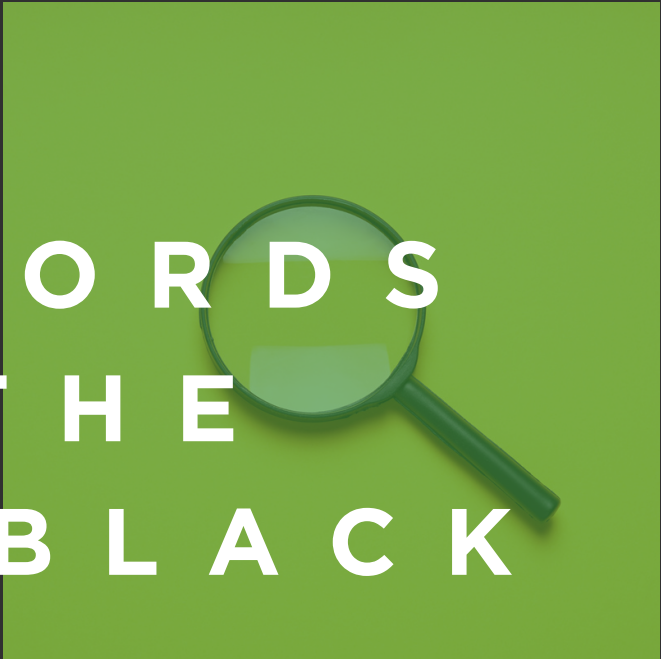
18. Social Listening

23. Digital on a Dime

27. The Millennial Dilemma



01/05



KEYWORDS
ARE THE
NEW BLACK

COMMUNITY ASSOCIATION
BOARD MEMBERS COME FROM
ALL WALKS OF LIFE.

They may be a housewife or a business owner, a professor or a mechanic. However, board members rarely start their term knowing anything about the community association industry. According to CAI, between 30 and 40 percent of the over 360,000 community associations in the United States are self-managed.

Often, these community association boards are not 'plugged-in' to the industry in the same way that managed associations are. These board members have probably never heard of CAI, received board training, or attended an industry trade show.

THAT MEANS, IF THEY WANT TO
GET THEIR BUSINESS,
YOU NEED TO FIND THEM FIRST.

What Are Keywords?

Keywords are one of the strongest tools in your arsenal to put yourself in front of your dream client. Keywords are the questions, phrases and topics that describe your content.

You may be most familiar with keywords in relation to Google Ads, which are the sponsored results that display at the top and bottom of the google search results page. But keywords are useful for a LOT more than just paid advertising. In modern digital marketing, keywords support every aspect of the marketing process. They are on social media as hashtags, in your copywriting on your website, in your blog posts or articles, and in your email subjects and preview text. Most importantly, keywords are how your dream client can find you when they are searching the Internet. (And it costs you nothing but time!)

For most people today, Google Search is the fastest gateway to answer questions, look up information, and resolve disputes. But more often, your first search doesn't give you the answer you were looking for - not because the answer isn't out there, but because you asked the wrong question. You may have to try several different questions until you land on the right wording (or search phrase) to find the answer you need. Keyword mismatching is why there is often a disconnect between management companies looking for clients and board members looking for help.

The process of optimizing your keywords to match what people search for is called SEO, or Search Engine Optimization. Good SEO starts with keyword research. Keyword research helps you identify the keywords that people are searching for so that you can make sure your website or blog or social media post gets found when a board member goes looking for help.

CREATING YOUR KEYWORD MARKETING LIST

There are entire careers made out of doing keyword research and optimizing content to match the right keywords. However, you don't need to go that deep to get started on SEO for your brand.

Your first step is to figure out what keywords people may be searching for. There are some free tools that can help with this - we have listed some at the end of this chapter. But because the search volume in our industry is often lower than the minimum threshold for many keyword research tools, they often return few to no results. For our industry, the best solution is generally to build your keyword list yourself, or find an industry-specific marketing agency to do the work for you.

There are a number of different types of keywords that you can identify to find the right keywords for you. Start by going through each of these keyword types and listing 5-10 of each type for your business. At the end of going through this exercise, you should have a list of 50 or more phrases covering all of the above categories. Now you are ready to prioritize them and build your keyword strategy.

STRATEGY

TYPES OF KEYWORDS

Intent-Based

Signals an intent to buy, such as "monthly cost for HOA management company"

Answer-Based

Questions that inspire a response such as "What does an HOA management company do?"

Problem-Based

Speaks to a pain point, such as "rebuild your reserve fund"

Location-Based

Includes neighborhoods, boroughs, districts, towns, and more

Customer-Based

Relates to the way the customer would speak as opposed to the industry, such as "planned community" or "POA"

Service-Based

Detailed, specific services such as "deed enforcement"

Branded Keywords

Focuses on your company's name. Go easy on these, as it assumes the searcher already knows you (and they probably don't!)

WORKSHEET

Your Keyword Builder Tool

[Click here](#) to use our Keyword Builder Tool. By replacing the content in Column B, you'll receive a series of keywords designed specifically for your company. Below is an example of what you'll receive. This exercise shouldn't take longer than 10 minutes, but will provide you countless results in new leads!

Your Pond, Your Pole, Your Fish										
Keyword Phrases										
Location Base	Tampa Bay	Tampa Bay Property Management Community Association	Tampa Bay Property Management Condo	Tampa Bay Property Management HOA	Tampa Bay Property Management Co-Op	Tampa Bay Property Management Townhome	Tampa Bay Property Management Mobile Home	Tampa Bay Property Management Owners Association	Tampa Bay Property Management POA	Tampa Bay Deed Enforcement Community Association
	Pinellas Country									
	St Petersburg									
	North Tampa	Pinellas Country Deed Enforcement Community Association	Pinellas Country Deed Enforcement Condo	Pinellas Country Deed Enforcement HOA	Pinellas Country Deed Enforcement Co-Op	Pinellas Country Deed Enforcement Townhome	Pinellas Country Deed Enforcement Mobile Home	Pinellas Country Deed Enforcement Owners Association	Pinellas Country Deed Enforcement POA	Pinellas Country Deed Enforcement Community Association
	Orlando									
	Downtown Disney									
	Oakland Park									
	South Miami	St Petersburg CC&R Enforcement Community Association	St Petersburg CC&R Enforcement Condo	St Petersburg CC&R Enforcement HOA	St Petersburg CC&R Enforcement Co-Op	St Petersburg CC&R Enforcement Townhome	St Petersburg CC&R Enforcement Mobile Home	St Petersburg CC&R Enforcement Owners Association	St Petersburg CC&R Enforcement POA	St Petersburg Deed Enforcement Community Association
	Property Mangement									
	Deed Enforcement									
Services	CC&R Enforcement	North Tampa Inspections Community Association	North Tampa Inspections Condo	North Tampa Inspections Co-Op	North Tampa Inspections Townhome	North Tampa Inspections Mobile Home	North Tampa Inspections Owners Association	North Tampa Inspections Owners Association	North Tampa Inspections POA	North Tampa Deed Enforcement Community Association
	Inspections									
	Accounting									
	Financials	Orlando Accounting Community Association	Orlando Accounting Condo	Orlando Accounting HOA	Orlando Accounting Co-Op	Orlando Accounting Townhome	Orlando Accounting Mobile Home	Orlando Accounting Owners Association	Orlando Accounting POA	Orlando Deed Enforcement Community Association
	Community Management									
	Management Company									
	Community Association	Downtown Disney Financials Community Association	Downtown Disney Financials Condo	Downtown Disney Financials HOA	Downtown Disney Financials Co-Op	Downtown Disney Financials Townhome	Downtown Disney Financials Mobile Home	Downtown Disney Financials Owners Association	Downtown Disney Financials POA	Downtown Disney Deed Enforcement Community Association
	Condo									
	HOA									
	Co-Op	Oakland Park Community Management Community Association	Oakland Park Community Management Condo	Oakland Park Community Management HOA	Oakland Park Community Management Co-Op	Oakland Park Community Management Townhome	Oakland Park Community Management Mobile Home	Oakland Park Community Management Owners Association	Oakland Park Community Management POA	Oakland Park Deed Enforcement Community Association
Target Audience	Townhome									
	Mobile Home									
	Owners Association	South Miami Management Company Community Association	South Miami Management Company Condo	South Miami Management Company HOA	South Miami Management Company Co-Op	South Miami Management Company Townhome	South Miami Management Company Mobile Home	South Miami Management Company Owners Association	South Miami Management Company POA	South Miami Deed Enforcement Community Association
	POA									



KEYWORDS SHOULD...

BRING VOLUME
EASILY RANK HIGH
BE HYPER-TARGETED

The trick, once you have your list, is to combine them into longer phrases. These are called Long Tail Keywords, and they're very valuable because it's a lot easier to rank on page one of the search results with a longer phrase than it is with a short phrase. "HOA management" is pretty generic, but "Charlotte NC best condo management company" is extremely specific.

Think about the last time you went to page two or page three of the search results when you searched in Google. It's pretty rare, right? The difference in traffic between a page one search result and a page two search result is HUGE, and the difference between position 1 on page one and position 8 on page one is significant as well. The goal is to be at the top of the search results page when the board member types in their search query.

The more traffic a keyword gets, the more competitive the keyword becomes and the harder it is to rank on page one. Identify keywords that will get at least some traffic that you can direct to your site. Even an extra 20 visits a day could result in a few solid leads every month. For many management companies, that's a significant increase in their leads.



TEST YOUR KEYWORDS

Now that you have your list of long-tail keywords, you need to test them to see which ones are a good fit for you. There are some pretty pricey tools that the big boys use to do this, but you really don't need them. You can get a pretty good idea of what keywords are a good fit by giving them this free 'sniff test.'

THE SNIFF TEST

Open a private/incognito tab in your browser. This will turn off all the cookies so you can look at your results as a blank slate instead of using all the info Google's algorithm already knows about you. Next, go to Google.com and in the search bar, type in the keyword you want to test.

IS IT RELEVANT?

When you look at the search results, you want to evaluate what's showing up. Are you seeing any other sites/companies that are similar to yours? If so, that is good - it means that people searching for this keyword are already finding results that are relevant to your site.

IS IT NON-SPECIFIC?

Next, you want to look at the titles of the pages that appear in the search results for this keyword. The further away the results are from the exact phrase you searched for, the more likely you are to be able to take top billing in this keyword just by using the exact phrase in your content.



IMPLEMENTING YOUR STRATEGY

Now that you have your keyword strategy, the hard work is done! All that's left to do is to implement your keywords into your content. Remember that keywords aren't limited to ads or articles. You can (and should) optimize your primary website pages around keywords as well.

Google's algorithm is a complex and many layered thing. One of the things that Google prioritizes very highly when it comes to ranking a page in the results is context. When you add your keyword to your page, you never just plop it in. Type your keyword phrase as a heading, then in the copy under that heading, write a paragraph in natural language. It needs to look like a human wrote it.

You can get penalized for keyword stuffing; instead of using the same keyword more than once, think of a few other ways you can say the same keyword phrase, and use several of them in your copy. By mixing up the keyword phrase and using it with other content that Google identifies as relevant to the keyword phrase, the content will get a high contextual score.

Once you have a few keywords under your belt, it's easy to pick a page or two a week and optimize them with your keywords. As you go down the list of keywords, your site will become more and more optimized, and you will start to see the results - more traffic from actual board members ready to make a decision.

4 KEYWORD MISTAKES TO AVOID

01 GENERIC KEYWORDS

Generic keywords may help you get a lot of visitors to your site, but they are the wrong visitors. For example, if your keyword is “HOA Services” you are competing on that keyword with every other management company, bank, lawn care service and accounting firm in the searcher’s area. The likelihood that your result shows up on page one of the results is slim to none.

03 STUFFING KEYWORDS

Beware of putting the same keyword too many times on a page, or listing keywords in white text on a white background, or listing a keyword several times in a row. These ‘black hat’ behaviors will cause your site to disappear from the rankings altogether.

02 MATCHING KEYWORDS

Let’s say your management company’s name is Tampa Bay Cares Management. If you attempt to rank for Tampa Bay Cares, you are going to be competing with BayCare in Tampa, a much larger company with a whole lot more budget and site authority than you do. Your search results will wind up buried on page 3 or 4, and what traffic you do get, may leave as soon as they realize your site is not related to their search.

04 CANNIBALIZING KEYWORDS

If you have 3 or 4 pages all ranking for the same keyword, it means Google is splitting your context score for that keyword among all those pages. Pick one page and make it the best representation of that keyword as you can.

02/⁰⁵

EVERYTHING IS LOCAL



HOW HYPER-LOCALIZING CONTENT CAN HELP YOUR MANAGEMENT COMPANY SUCCEED

In our last chapter, we talked about how keywords are a critically important aspect of your marketing strategy. They help guide the right prospects to your website and therefore generate the kind of engagement companies need to turn those prospects into clients. But keywords aren't the only way to drive good traffic to your website. Generating content that zeroes in on your specific location is one of the most effective ways to get on the radar of nearby community associations, and is called hyperlocal marketing.

What Is Hyperlocal Marketing?

Think about the last time you traveled somewhere unfamiliar. At some point, you probably had to find a place to eat or grab a coffee. Unless you're someone who likes to drive around aimlessly hoping they stumble across a hidden gem, you probably pulled up Google and searched, "(insert area here) coffee shops" or "restaurants near (insert area here)," right? Hyperlocal marketing is how every business on that first page of search results got there.

When users type a phrase into Google Search, the Google algorithm prioritizes results that are local to the user, based on their GPS positioning data. This means that different people see different Google results pages based on where they are in the world. But the winner is the small, local business. You may not have enough clout to rank on page one for a nationwide search, but Google's algorithm makes sure that you can still rank in your neck of the woods.

With hyperlocal marketing, you can take what Google is already doing and take it a step further. Hyperlocal marketing is a tactic often employed by brick and mortar retail locations and restaurants. It's especially effective for them because their business hinges on customers finding them, not the other way around. The goal is to use language that specifically talks about the area being served.

Hyperlocal marketing works great for management companies because your service area is typically fixed to a geographic location. With hyperlocal marketing you can zero in on specific towns, districts, neighborhoods, or even single communities within your service area who you want to bring on as your client.

GOOGLE MY BUSINESS

The first step that you absolutely need to take is getting your Google My Business page set up. This is how results are aggregated for any “near me” searches. Your GMB profile also shows up in the info panel on the right of the browser window when people search for your business by name. This is a nice large profile that includes your logo and profile information, so it’s a good advertisement for the company.

If you already have one, then you’re ahead of the curve! If not, you’re almost guaranteed to see a massive boost in website traffic once your Google My Business profile is claimed.

To get your Business Profile started, [click here](#) and follow the instructions Google provides on signing in to claim and manage your company. To verify your address is actually local, Google will send you a postcard via US Mail. It generally takes around 2-3 weeks to arrive after you claim your business. The card will have a code for you to input on the site so you can get started managing your account.

GOOGLE MY BUSINESS

Once you're set up, you can start optimizing your Business Profile to reflect the area you serve and the services you provide.

Start with the basics:

- **Company information like physical address, phone number, and operating hours**
- **Select the category / categories that best represent your services, then list out the services you provide underneath (eg. Full-service management, accounting, or consulting)**
- **Add a description of the business (this is a good opportunity to use a few of your keywords!)**

One quick way to increase engagement is to add posts in your business profile. The latest post will display in your profile in the Google Search Results, as well as when someone clicks on your profile from the map. Because this is all about building up local business, locally focused content is a great choice to include here.

Adding quality photos should also be on your list. (Start with your logo and a banner for the profile page!) Photos help validate your prospects and give your Business Profile a professional look and feel.



HYPERLOCAL CONTENT

While you shouldn't localize all of the language on your website to talk specifically about your area, you should be generating different types of content that have hyperlocal phrases and information to help rank on searches for your area. Here's how you can do that:

- Create unlisted landing pages for specific cities, counties, boroughs, or other localized areas that you serve. Let's say your management company is based in Tampa, Florida. That particular area is fondly called "Tampa Bay" even though that name isn't the actual name of the area, so you'd want to generate a page that uses both Tampa and Tampa Bay interchangeably to get hit for either search query. That area also includes surrounding cities, like St. Petersburg and Clearwater, so you would also benefit from a page that names Clearwater and a page that names St. Petersburg. You'll also want to take all of those a step further--mention local hot spots for an added boost, like the Dali Museum and Rays Baseball Stadium in St. Pete, or the Buccaneers Stadium in Tampa. And don't feel like you need to write completely new stuff for each of these pages. Write one generic landing page that explains your skills and services as your base, and then add in the local area names and information in places it would fit organically.
- Content Marketing campaigns targeted to each specific area. In a similar vein, you should set up localized marketing campaigns to help boost your visibility to locals in your area. These should include:
 - Blog articles talking about area-specific concerns
 - Campaign-specific landing pages that include localized information
 - Customer success stories



HYPERLOCAL CONTENT

- Optimize your social media audience using Facebook. If you aren't using Facebook, you should be. And if you're using Facebook but you haven't touched your suite of business tools, you're losing out on locals seeing your page. Using the business tools to specify what kind of audience you want to advertise to is a huge part of hyper-localization. It allows you to set parameters such as age, income and more - all of which help you appeal to exactly the right people, giving you stronger prospective clients.
- You can also take things a step further and better appeal to those who have already found you using Facebook Audience Insights. These metrics show you specifics like who's clicked through to your website, engaged with your posts, and the kind of engagement they've done. It can even get as specific as how much of a video someone stuck around to watch. You can specify that your ideal audience is those who have visited your website, as well as those who have watched 50% or more of the latest video you posted.

Hyper Localization gives your management company an edge in finding your dream clients, by allowing you to speak directly to them where they are. If you are not currently using hyper localization as part of your marketing strategy, consider taking the steps above to see your local engagement soar!

03/⁰⁵

S O C I A L L I S T E N I N G

As you've built out your company's profile on Google My Business, you may notice some reviews. Perhaps they are just a few days old, or perhaps they are a few years old. You may think that it isn't important to respond to these reviews and questions.

IN FACT, SOCIAL LISTENING IS ONE OF THE MOST IMPORTANT ASPECTS TO BUILDING YOUR ONLINE BRAND PRESENCE.

What Is Social Listening?

Imagine that your Community Manager is working their way through a neighborhood when they hear fellow homeowners discuss your HOA to a family who is considering purchasing a house.

"The pool amenities here are great," they hear the homeowners say. "Services are regularly updated and it's easy to get in."

"That's great, but we heard that it's hard to pay HOA fees online," they hear those prospective homeowners say. "We've been burned by HOAs for bad payment systems before, and we don't want to deal with that again." Your Community Manager may be wondering, does everyone feel this way? Does our payment system hinder our homeowners' experience, and does it in turn hinder our ability to add new HOAs to our portfolio? Should we be worried about this?

Perhaps - because of this information - your Community Manager begins to ask around.

They want to see if this is a one-time complaint or consistent issue.

After discussing with homeowners, they realize that there is indeed a payment issue, and your company decides to improve payment capabilities. Suddenly your homeowners are more satisfied, and you realize that your team is focusing more on building up communities and less on answering payment questions over the phone.

This is exactly what social listening is, and it can be done in person or virtually. Social listening gives brands the ability to track, analyze, and respond to conversations about them on social channels - from social media outlets such as Facebook to hyper local outlets such as Google My Business.

IT'S YOUR BRAND'S REPUTATION



Let's say you're planning an exquisite date night for your significant other, and you want to pick a new, five-star restaurant for the evening. You want a fantastic experience and you plan to spend more than the average fast food meal, so how do you pick the restaurant? Of course, you are probably going to look at reviews on Google or Yelp. In fact, when was the last time you purchased something without reading a peer review?

It's the same concept for HOA/COA boards who are choosing an association management company. They are going to look for reviews of your company on Google, Nextdoor, or your own social media accounts. A negative review can be harmful, sure, but a non-response or poor response from you can be detrimental. It's very hard to know how to break up your daily routine when you're running a business. As we've heard from some of the most successful owners of community association management companies, we know that adding 10-15 minutes on the schedule each day to complete tasks that could be easily forgotten can go a long way. Taking 10-15 minutes each day to sift through new reviews of your company can go a long way in upholding your brand's reputation, and in the long run, help you acquire more clients.



WHERE ARE PEOPLE TALKING?

GOOGLE

Google is the most popular review site for services. Once you claim your Google My Business, you can also claim your reviews! Be sure to take time to answer reviews and questions and connect with your board members and homeowners on Google - after all, it is how most potential clients will find you.

NEXTDOR

One in four homeowners are using Nextdoor to stay connected with their neighbors, and we can all but guarantee that they are talking about you! Creating or claiming your Nextdoor Group and ensuring your Community or Property Manager is an admin will help you stay connected with homeowners, improve engagement and communication, and quickly answer questions (especially urgent ones!)

SOCIAL MEDIA

64% of customers would rather message than call a business, and this is especially true of younger homeowners. If they can't remember how to get to their homeowner website or have a question about a violation, chances are that they will send you a tweet or Facebook DM before picking up the phone. Facebook also scores you based on your response time for messages, so it's important to respond in a timely manner.

HOW TO DRIVE CUSTOMER SATISFACTION ONLINE

01 ASK FOR REVIEWS

If you have a board member who is glowing about your service, don't be afraid to ask them to write a review for you on Google. 77% of users would write a review if asked, and more online reviews for your company means a stronger brand reputation.

02 BE REAL

It may be tempting to write out some positive quotes you've heard over the past several years from your customers to boost your review quantity and score. People are quick to sniff out inauthenticity, though - 95% of consumers believe reviews are fake if they are overwhelmingly positive.

03 RESPOND TO EVERYTHING

86% of consumers read company responses, so showcasing your commitment to service can go a long way.

04 SHOW EMPATHY

Did you get a bad review? Hey - it happens to the best of us! Apologize for the experience, offer a neutral explanation, and provide contact information (even if you know they know how to contact you) to further resolve the issue. Showing that you're willing to connect with the upset customer will show your prospective clients that you are willing to listen and communicate.

05 KNOW YOUR LIMITS

While it's important to service the customer, we all know that there are times when people online just go too far. Most of us didn't grow up in a world of social online interaction, therefore we don't know much about the definition of cyberbullying. If hateful cyberbullying happens to you or your employees, it should not be tolerated. Delete, report, and move on.

04/⁰⁵

DIGITAL A DIMENSION



SOCIAL MEDIA IS AN ESSENTIAL ASPECT TO YOUR BUSINESS, AND IT'S EXPECTED BY YOUR CUSTOMERS TO HAVE A CONTINUOUS STREAM OF CONTENT ON YOUR SOCIAL CHANNELS.

Here's how to implement a quick and painless social media content experience that will take you less than 10 minutes to manage a week.

FIRST, THE TOOLS



SOCIAL MEDIA SCHEDULER

Pick one tool that can schedule your social media for you so you won't have to think about it again. Hootsuite has a free account for up to three platforms. Other platforms include Sprout Social, Loomly, etc.



CONTENT CREATOR

You don't need to be a photographer or graphic designer to create content. Canva is only \$12 a month for its premium version and offers a huge arsenal of content (PSST - this E-book was built in Canva!)



WORK FLOW AUTOMATION

If you want to streamline social conversations and content across channels, you can use a tool like Zapier to do so.

BEST DIMENSIONS FOR YOUR SOCIAL MEDIA POSTS

Facebook Posts
1200 x 1200

Instagram Posts
1080 x 1080

Instagram and Facebook Stories
1080 x 1920

LinkedIn Posts
1080 x 1080 or 1200 x 627 works. 1080 x 1080 looks better on mobile, so if your clients are more likely to view you on mobile, stick with the 1080 x 1080

Profile Pictures
320 x 320 on Instagram
170 x 170 on Facebook
400 x 400 on Twitter
400 x 400 on LinkedIn

Cover Photos
851 x 315 on Facebook
1500 x 1500 on Twitter
1128 x 191 on LinkedIn

WHAT TO KEEP IN MIND AS YOU DEVELOP POSTS

- This isn't a sales pitch. Stay away from mentioning core features and benefits of your company and focus more on value-added content, such as how to record a violation or build up your reserves fund.
- This isn't a job interview. It's okay, and good, to be playful with your content. Don't be afraid to share a meme, showcase behind-the-scenes activities from your employees, and showcase raw photos that aren't picture perfect. People value raw authenticity over polished executives - that's why TikTok stars are making so much money right now!
- This isn't a full time job. There's no reason why you need to post more than three times a week. Organic social content is good, but it's not the most important thing you will do to win new business today. We're marketers, and even we can say that!

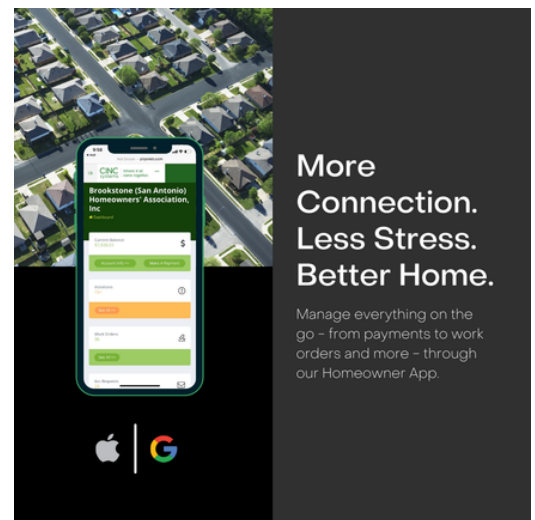
WORKSHEET

Building Your Social Content

We've created two social posts that you can use as grab-and-go content. You can update the content in Canva to include your logo, Homeowner app screenshots, and any color customizations you'd like to include.

01

Have you tried our Homeowner App? It's your one-stop-shop to make payments, manage work orders, and do anything else you need to do to make a better home for you and your family. Download for Apple at _____ and for Android at _____"



[Click here to download and edit this image](#)

02

At [Company Name], we know that nothing else matters if our homeowners aren't satisfied with their experience. Whether it's our Community Managers going door-to-door or quick updates via email and text, we are here to ensure that we stay connected and keep you in-the-know of all things home-related. Connect with us if you have any questions about our communication tools: _____"



[Click here to download and edit this image](#)



05/⁰⁵

THE MILLENNIAL DILEMMA

MILLENNIALS ARE MIDDLE-AGED. GEN X IS NEARING RETIREMENT. GEN Z IS OLD ENOUGH TO RENT A CAR.

Feeling old yet? We're about to experience a dramatic shift in the expectations of our HOA board members and homeowners, in large part due to the generational lifestyle shift that is about to occur.

At CINC, we'll be diving deep into this topic through other content pieces. However we wanted to touch on this topic as we conclude brand attraction, because you need to understand the digital expectations of your future board members and homeowners in order to create a solid digital marketing strategy for your company.

The Largest Share of Homebuyers.

That title belongs to...? You guessed it - Millennials. The generation of participation trophies and avocado toast now comprises of the key decision makers in our industry - and the generation that will make up the bulk of decision-making board members. To stay competitive within the community association management industry, and to keep your brand's presence attractive to your largest crop of homebuyers, it's important to understand the Millennial mindset.

First thing to keep in mind - Millennials are actually pretty sad. They on average earn 20% less than baby boomers did at the same stage in life. They meagerly entered the workforce during the Great Recession, are still scrambling to pay off student loans, and are burning out fast from long work-from-home hours. It's no wonder that this generation is facing a surge in depression and other mental health issues.

Building community through technology is a powerful way to keep Millennials connected and engaged within an association, and this in turn will grow your company's competitive edge. Ensuring that your HOAs/COAs are utilizing the events and reservations section of their websites while offering community-driven events are great ways to promote much-needed camaraderie. Showcasing real people on social media will also drive community awareness.

Another way to build community with Millennials is through cause marketing initiatives. 76% of Millennials regard business as a force for positive social impact - meaning, they have an expectation for companies to care about social causes.

MILLENNIAL BOARD MEMBERS

Millennials were born from 1981 - 2000, so the oldest Millennial is in their 40s. This means they will be your next elected members of your HOA/COA boards, and their opinions matter more than ever. Here are a few things to take into consideration:

DIGITAL IMMIGRANTS

Millennials weren't born with the Internet, but they certainly took advantage of the digital revolution. As the creators of social media, they expect mobile-friendly experiences within their day-to-day matters - this includes anything related to their HOA/COA.

CONSERVATIVE HABITS

This may come as a surprise, but Millennials are very conservative in many of their habits - especially when it comes to spending. Afraid of the next big disaster, they are much more likely to keep the purse strings tight and will want to keep a close eye on the budget, expecting regular updates as well.

INSPIRED BY GEN Z

Honestly, Millennials haven't done much to inspire social change within the world. But they see their Gen Z counterparts doing just that, and they live for it. Inspired by Gen Z, they will expect progressive approaches to Diversity, Equity, and Inclusion.



ATTRACTING MILLENNIAL BOARD MEMBERS TO YOUR BRAND

01 PROMOTE MOBILE-FIRST

A mobile-first approach to day-to-day management and communication will strongly appeal to Millennial board members looking for a new association management company. Broadcast texting, homeowner apps, and online payments are all technological features that should be heavily promoted and utilized.

02 SHOWCASE OUTREACH

Use your social media to showcase the ways in which your company makes a positive impact in your local communities. Posting about outreach activities completed by your clients and your own employees are great ways to highlight cause marketing initiatives in an authentic manner.

03 BE RESPONSIVE

By now, you know the importance of responding to your online reviews. Millennials are especially sensitive to online communication, so be sure you are regularly keeping an eye out for online reviews on Google and Nextdoor and respond accordingly. If you really want to grab attention fast, like and comment on posts from your prospective HOA/COA boards, too.

04 BE A HUMAN

Good news - the days of fancy young influencers with brilliant photography skills as the most influential aspect of digital marketing are behind us. Millennials prefer raw, genuine emotion over media that's clearly fake and overdone. Share your company's story and your own personal triumphs in a humble, empathetic matter to garner attention.

Brand Attraction



Digital
marketing is
ever-changing,
except for one fact: it is here to stay.

By developing a concrete strategy with respects to your keyword development, hyperlocal marketing initiatives, online review management, and social media content - all while taking into consideration the generational expectations of your boards and homeowners - can make your brand appear far more attractive than the rest of the competition!

MARKETING YOUR MANAGEMENT COMPANY

THE ULTIMATE GUIDE

CINC Systems has joined forces with community association marketing agency, Frontage Marketing Group, to bring you the ultimate guide to marketing your management company.

We will be presenting this guide in 4 installments, each designed to teach you how to market your management company, and what steps you can take to build up your brand. The installments include:

- 1 Brand Affinity
- 2 Brand Attraction
- 3 Brand Acquisition
- 4 Brand Adoption

CINC Systems is the largest provider of SaaS solutions for the community association industry. Founded in 2005, CINC Systems became the industry's first Internet-based integrated accounting and property management system. CINC Systems is backed by founder Bill Blanton, a third-generation banker, and Spectrum Equity. The company serves more than 16,000 homeowners associations and 2 million homes. Learn more at www.cincsystems.com.



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