



Two Bedroom Campaign

Campaign Overview

You Can Never Have TOO Much Space

Having trouble leasing your two bedroom's? We're here to help you with our two-bedroom marketing "PowerPoint" of tricks. We've included emails targeting both prospects and residents along with fun promotions to catch people's attention and get your two bedrooms leased up. What's inside this campaign guide?

You Can Never Have Too Much Space

- Prospect Email
- Feature Floor Plan
- Social Media Integration

Suggested Incentives

- 8 Ideas for Incentives

Pet Friendly

- Email
- Incentive Ideas

Roommate Living

- Roommate Up eBlast
- Incentive Ideas
- Social Media Integration

Two For You & Two For Me (Prospects)

- One-Up Your Apartment Open House email

- What to Serve
- Social Media Integration

Event Inspiration

- Food/Drink Ideas

TWOfer Event (Propsects/Residents)

- TWOfer TWOsday eBlast
- Integration for Residents
- Integration for Prospects

How – To Instructions

- Directions for requesting eBlast

Available on the Bozzuto Store

- Resident Event Flyer Template
- Resident Referral Template



You Can Never Have Too Much Space

Prospect eBlast

You Can Never Have Too Much Space Spread Out In Your Two Bedroom



Work from home in your personal office. Host your friends in your spacious guest room. Find your flow in your tranquil yoga studio. We know that there are plenty of reasons why you may need more space, and at The Esplanade our two bedroom apartments offer just that!

This weekend, when you lease one of our spacious, two bedroom apartments, we'll give you too much savings to turn down – lease and receive a **free \$250 gift card to Crate & Barrel** towards decorating your space.*

See Our Two Bedrooms In Person



Give your prospects a reason to want more space and upgrade to a two bedroom. Showcase a feature floor plan so they can see the layout.

Subject Line Suggestions:

- TWO Much Savings to Turn Down at [Insert Property Name]
- Spread Out at [Insert Property Name]

Social Media Integration:

- Ask people that lease a two bedroom what they are doing with the space and post a photo on Instagram, Twitter or Facebook. Offer incentives.
- Hashtag Ideas:

#BozzutoSpace

#DefineYourBozzutoSpace

#BozzutoTwoBedrooms



TWO Much Savings

Incentive Ideas, TWO Good To Turn Down!

- TWO months of maid service because you'll have so much space, you won't want to clean all of it
- TWO months free
- \$200 for you. \$200 for me.
- TWO nights in our guest suite
- TWO free amenity rentals
- Dinner for TWO at a local restaurant/bar
- \$250 gift card to decorate your space
- TWO months free parking



Spread Out In Your Two Bedroom

Pet Friendly



See It In Person

Ever feel like your pet doesn't have enough space to rollover or chase their own tail? Now your pets can have their own space in your two bedroom apartment at The Esplanade. Fido will have his tail waggin' when he sees how much space he has and can stop worrying about someone stepping in his water bowl.

Lease now & receive PAW-some savings: **Waived Pet Deposit and Free Pet Rent For Two Months.** Now that's something to bark about!



Get Fido's tail waggin' when he sees how much space he has your new two bedroom. Prospects (even the furry ones) will love their new two bedroom and the savings along with it.

PAW-some Incentives:

- \$200 for you & \$200 for your pet
- Bark & Park Free Parking for TWO months
- Bark Box Subscription
- Free Pet Rent/Pet Deposit for TWO months
- "Pets Eat Free for TWO months" Pet Store Gift Card

Subject Line Suggestions:

- I Ruff My TWO Bedroom Apartment
- PAW-some Space In Your Two Bedroom



TWOsome Apartment Living

Roommate Up eBlast



We know you go together like peas and carrots, so why not roommate up and live together? Our two bedroom floor plans are great for you and a friend because you get the space you need at the price you want. They say two is better than one and at The Esplanade you can reap all the benefits, especially when you have two splitting your rent. Lease & you both receive \$500 Visa gift cards.*



Some people may want the extra space, but need a roommate to afford the extra costs. Give prospects a reason to “Roommate-Up” in a two bedroom.

Subject Line Suggestions:

- Roommate-Up In A Two Bedroom
- TWO For You & TWO For Me
- Split The Rent in Your Two Bedroom
- TWOsome Apartment Living

Incentive Ideas:

- Two \$200 Visa Gift Cards. Two For Your & Two For Me
- Two Months Free Parking For Two
- TWOsday Happy Hour For Your & Your Friends (\$500 Value)

Social Media Integration:

- People pick their roommates for many reasons so ask people that lease a two bedroom to post photos of them and their roommate in their two bedroom and explain why.
- Hashtag ideas: [#RoommateUpAtBozzuto](#)
[#BozzutoTWOsomeLiving](#), [#BozzutoTwoBedrooms](#)



Two For You & Two For Me

Refer A Friend eBlast

TWO For You & TWO For Me

Incentivize your residents with rewards that not only get their friends in the building, but get extra cash in both their pockets.

Subject Line Suggestions:

- TWOfer Rewards
- Two For You & Two For Me
- Two Times The Cash For Two Bedrooms
- You & A Friend Both Get Rewarded

Incentive Ideas:

- \$200 Visa Gift Card For Both
- Two Months Free Parking For Both Of You
- TWOsday Night Happy Hour For Both +10 Guests Each

Having close friends is already rewarding. But it's even more rewarding when those friends help you earn extra cash. Refer one of your friends and when they **lease a TWO bedroom apartment you both will receive a \$200 Visa gift card**. Incentives that are TWO good to be true.

Forward To A Friend

*Restrictions may apply.

THE ESPLANADE AT
NATIONAL HARBOR



CONTACT US

The Esplanade at National Harbor | 877.853.4246
EsplanadeNationalHarbor.com
250 American Way | National Harbor MD 20745



Two Are Better Than One

Prospect Event

Two Are Better Than One Event

You Can Never Have TOO Much Space in a TWO Bedroom



At The Esplanade, you're going to think you're seeing double because you get double the space and double the incentives at our Two Is Better Than One Open House. Join us **May 16th + 17th from 10AM – 5PM** for a tour of our spacious two bedroom apartments while enjoying double-decker fudge brownies, double-stuffed Oreo cupcakes and double-chocolate martinis. Lease & receive double the bonus including two months free parking and two \$500 Visa gift cards.*

See Our Two
Bedrooms In Person

*Restrictions may apply.

In marketing your two bedrooms, you prospects are going to be seeing double. Double the space, double the incentives and double the delights!

Referral Incentive Ideas:

- Offer an exclusive bonus for referring a friend to a one bedroom apartment
- Tiered bonus. The more friends you refer, the more money you receive
- \$1,000 Visa Gift Card
- Free Clubhouse rental – so they invite their friends to be neighbors, not their roommate

Subject Line:

- Two Are Better Than One
- Friends With Better Benefits at [Insert Property Name]
- You Are Seeing Double – In Savings & Space

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Event Inspiration

Seeing Double? Yes, please! Food. Drinks. Indulge.

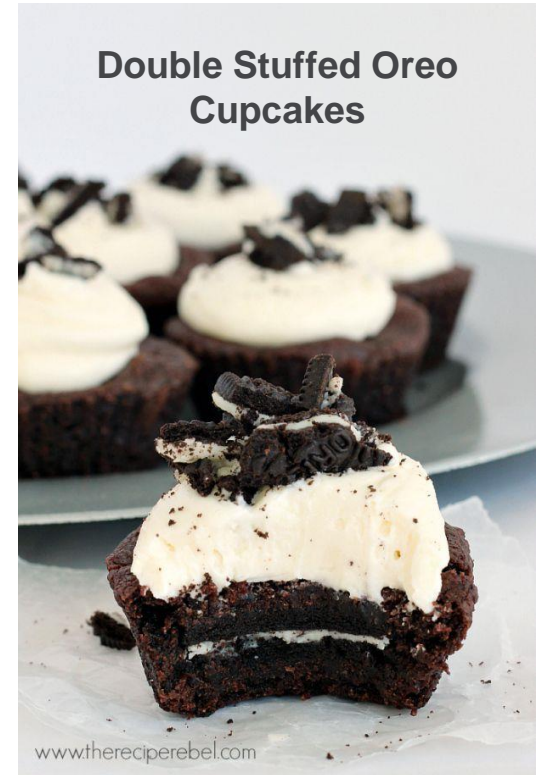
**Double Chocolate
Martini**



**Double-Fisting Ice Cream Cones
For The Kids OR Champagne
For The Adults**



**Double Stuffed Oreo
Cupcakes**



The TWOfer Event

Prospect or Resident Event

The TWOfer Event

Count Me In

Taco TWOsday June 9th 5-7PM

Are you looking for an apartment with more space? Look no further. Join us on **Tuesday, June 9th for The TWOfer Event at The Esplanade from 5 – 7PM.** Lease one of our spacious two bedroom apartments and receive two months free rent*. It's Taco TWOsday so come celebrate the savings and indulge in delicious tacos and margaritas. Heck, don't just have one, have two or more tacos at the TWOfer event because everything that day, comes in twos. Have two splitting your rent? Lease & you both receive \$500 Visa gift cards.

*Restrictions may apply.

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NATIONAL HARBOR**



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Everyone love a two for one deal, so throw a TWOfer event for your prospects or residents and give them the extra cash/savings they want. Serve up delicious eats such as tacos or refreshing brews to celebrate our specials on two bedrooms.

Referral Incentive Ideas:

- Two times the bonus at The TWOfer event
- Two free nights in the Guest Suite

Prospect Incentive Ideas:

- Dinner For TWO On Us
- Two Months Free Rent
- \$200 Visa Gift Card

Subject Lines:

- The TWOfer Event
This TWOsday
- TWOfer You in Your
Two Bedroom



Getting Started

eBlasts & Bozzuto Store

Prospect eBlast Instructions

1. Create a request via BozzutoLink
2. Label Your Request “Two Bedroom Campaign” and clearly designate which campaign you are requesting.
 - a. Ex. “Two Bedroom – TWOfer Event”
3. Fill in the blanks with your own property information and leasing incentives, or use any of the suggested incentives.
4. Submit your request and wait for a test!

On The Bozzuto Store

1. TWOfer Event Flyer
2. Refer a Friend Flyer
3. Campaign Guide

