



Lead Generation Campaign Guide

Campaign Overview

Get Ready For Your Phones To Start Ringing

We can't avoid the inevitable, but heck, we can plan for it! The weather gets cooler, the days get shorter and magically people slowly, but surely stop coming through the door. Rather than wait for it to happen, let's start planning on how we're going to prevent the "slow season" from getting the best of us and keep our occupancy up. With this campaign guide, we're giving you ideas to get new, fresh prospects through the door.

Leads. Leads. Leads.

- What Does The Engaged Explorer Want?

Travel Campaign

- Email Templates
- Incentive Ideas
- Event Ideas

Uber Service

- Email Template
- Incentive Ideas
- Event Ideas

Monthly Subscriptions as Lead Incentives

- Runnerbox
- HelloFresh

- Other Monthly Subscription Ideas

Keeping Up With The Times

- Amazon Dash - Annual Subscription
- Riide Electric Bikes

Lead Options

- General Lead Lists
- Region Specific Lead Lists
- Mobile Retargeting

Image Bank

- Find stock photography from this campaign



What Does The Engaged Explorer Want?

Marketing has conducted a ton of research so we know our prospects and what they want. In the next few pages you will see various ideas and campaigns to attract your Engaged Explorer and help generate the leads you need.



We All Need A Vacation

So Why Not Give One Away?

Live The Esplanade. Travel Now.
Turn Your Dream Vacation Into Reality.



Don't just sit there and dream about all the places you want to go. Do it! At The Esplanade, we're helping make it possible. Lease one of our luxury apartments and receive up to \$2,500 towards your dream vacation*. No shoes. No shirts. No worries. Just lease, pick your vacation destination and make your reservation.

So whether you want to feel the sand between your toes or hit the slopes, \$2,500 will get you closer to relaxing on your terms.

**Book Your
Apartment Now**

*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



Our prospects love traveling so capture their attention with inspiring destinations and an incentive they can't refuse. With our travel campaign, you're encouraging prospects to break away from their busy schedules and enjoy a little vaca compliments of leasing their new apartment.

- **Incentive Ideas** – Pick a dollar amount that fits within your budget. Your incentive can be \$250 or \$2,500 – every little bit helps in getting your prospects to their dream vacation.
- **Amp it Up** – partner with a local retailer and integrate their product into your travel campaign. For example, REI to get gear for their trip.



Travel Campaign

Food, Drinks & Get Social

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You can host an open house and offer light bites from your favorite destinations and integrate that into your blog and social media, giving your team a personality. For example: “My dream vacation is to Japan so we’re serving sushi and sake to celebrate”

Food/Drink Ideas:

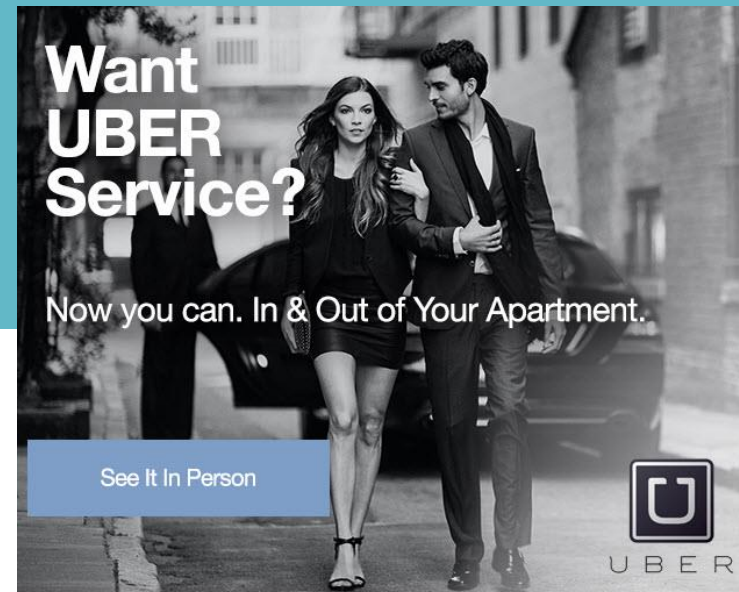
- Sushi & Sake Bar (or Mochi Ice Cream Bar)
 - Tziki, Hummus & Wine
 - Cannoli's & Lemoncello
 - Pad Thai & Mai Thai's
 - Chicago Style Pizza & Goose Island Beers
 - UTZ Chips, Berger Cookies & Natty Bohs
 - Fried chicken, Sweet Tea & Bourbon
-
- **Social Media** – ask people to post photos of their favorite vacation or dream vaca and post on the properties Instagram or Facebook page and offer an extra incentive.



Uber Service

Give residents and prospects the service they want and deserve. And don't let your service stop at the front door – extend it to your doorstep by offering complimentary Uber service as a leasing incentive.

- **Incentive Ideas** – Pick a dollar amount that fits within your budget. Your incentive can be \$250 or \$2,500. You could also do a tour and receive a \$10 Uber gift card.
- **Event Ideas** – Serve something decadent for example, chocolate covered strawberries and champagne. Give them the white glove treatment.
- **Amp It Up** – at the event, feature a raffle for a night out, including Uber service and dinner for two at a local hot spot.



\$1,500 in Free UBER Service

From your complimentary coffee in the AM to your package delivery in the PM. At The Esplanade we give you the first class service you want and deserve. And our service doesn't just stop at your apartment. We're extending our services to your life outside of The Esplanade. Whether it's a night on the town or a ride to the airport, we've got you covered. For a limited time, lease and receive \$1,500 in free UBER service* right at your doorstep so you can keep moving, on your schedule.



Monthly Subscriptions

RUNNERBOX & More

ACTIVate Now

Runnerbox - 6 Month's Free at The Esplanade



Start your day right at The Esplanade apartments in National Harbor. Whether it's going for a run on a local path or in our premium fitness center. We want to make sure you have what you need to continue your active lifestyle. Lease at The Esplanade and receive **6 months of your personal Runnerbox subscription** where you get the best accessories including athletic gear, shakes, energy boosters, healthy snacks, nutrition bars and so much more. All delivered to you each month.

The Esplanade also offers complimentary yoga classes, running clubs and referrals for personal trainers to work with your schedule.

ACTIVate Now

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Incentivize prospects with the gift that keeps on giving, a monthly subscription to brands that will resonate with our Engaged Explorer. We know they love being active and a healthy lifestyle so let's help them maintain it!

- **Incentive Ideas – Runnerbox** is a subscription based box full of products and discounts which have been hand-picked to enhance your active lifestyle. Give people a 3, 6 or 12+ month subscription. One box costs approximately \$30/month so pick what fits your budget.
- **Amp It Up –** Have your prospects download the app, [Charity Miles](#) and when they run for charity, enter them into a raffle to win a year's subscription to Runnerbox.



Monthly Subscriptions

HelloFresh

[View In Browser](#) | [Unsubscribe](#)

Let's Get Fresh

6 Month's of Free HelloFresh Food Delivery



Living at The Esplanade we'll give you the tools to have an exceptional culinary experience, in your new apartment. The first ingredient is your gourmet kitchen with all the space you need to cook and entertain. Then add a dash of pre-portioned, fresh ingredients from your monthly HelloFresh package and voila, you have the perfect dining experience.

Lease at The Esplanade and receive all the ingredients to luxury apartment living – a free 6 month subscription of HelloFresh, chef-designed recipes and ingredients, at your doorstep.

And for the nights you don't want to do the cooking, you have all of the vibrant restaurants in our neighborhood to meet your needs. Convenient and balanced living is at The Esplanade.

[See it in Person](#)

[Reserve Floor Plan](#)

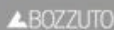
*Restrictions may apply. Gift card provided upon move-in.

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HelloFresh is a weekly food delivery service. They create recipes and plan meals, and then send you all of the ingredients with free delivery.



- **Event Ideas** – Host an event and feature a dish from [HelloFresh](#). The team can prepare the meal or hire a chef to come in and demonstrate. Host in your demo kitchen or in your model apartment. Invite prospects to taste the dishes that they will receive when they lease an apartment home with you.
- **Incentive Ideas** – When a tour leases the day of your event provide them with a gift card to Hello Fresh, or a 6 month subscription. Cost: Around \$10 per meal.



More Inspiration

Need more ideas for Monthly Subscriptions? Here you go.

Other Subscriptions to Consider:

- BarkBox (Pets)
- StitchFix (Women's Clothing)
- Geek Fuel (Tech-Friendly)
- Turntable Kitchen (Food + Music)
- Birch Box (Beauty Products for Women & Men)
- Fabletics (Women's Fitness Clothing)
- Dollar Shave Club (Men's Shaving Box)
- Nice Laundry (Monthly Sock Delivery)
- Blue Apron (Food/Recipe Delivery)
- Plated (Food/Recipe Delivery)
- Citrus Lane (Kids)



BIRCHBOX®



STITCH FIX™



DOLLAR SHAVE CLUB
SHAVE TIME. SHAVE MONEY.



BarkBox



Amazon Package

Amazon, Prime, Dash & Cash

amazon **dash**
BUTTON

Place it. Press it. Get it.

Prime customers can place Dash Button in their home and use it to reorder frequently used household items. Just press and never run out.

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An Extra DASH of Convenience

Receive The Prime Package Now



We know convenience is a hot button and want to make sure you have everything you need, right at your fingertips. Literally. Lease an apartment at The Esplanade and receive our Prime Package featuring an annual subscription to Amazon Prime, [Amazon Dash buttons](#) of your choice and \$500 in Amazon gift cards. You'll have so many exciting, new packages, you'll be BFF's with our virtual concierge.

[Dash Over & Tour](#)

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Provide your residents with rewards that make their lives easier on a daily basis. With this incentive residents can have their most used household items replaced with the push of a button, plus the convenience of free shipping from Free Amazon Prime.

- **Incentive Ideas** – Lease and receive our Prime Package featuring an annual subscription to Amazon Prime, Amazon Dash buttons of your choice, and \$500 in Amazon Gift Cards.
- **Event Ideas** – Have a Dash Party and raffle off services for residents/prospects. For example, free maid service or free pet walking.
- **Amp In Up** – Enhance the package by offering the new Amazon echo, a hands-free, voice-activated device for your home so life can be even more convenient. Cost: \$180



Looking for a Ride or Die Renter?

Riide Electric Bikes

[View in browser](#) | [Unsubscribe](#)

Are Your A Ruff Riider?

Test Riide Event.



We know your top dog, leading the way and seizing what's new. Riide is the new electric bike that can get you around town at 20 MPH without even pedaling. How cool is that?

At The Esplanade, our apartments are full throttle and leasing now. Ride on up to our Test Riide Event, Saturday, July 25th from 12 – 4PM and get a chance to check out the new electric bike and our new apartments. We'll be serving Vitamix Smoothies and an Energy Bar featuring a variety of healthy, delicious snacks.

Lease & receive a Riide Electric Bike (a \$1,700 value). Now getting from A – Z just got a whole lot faster.

Break & Stop In

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Looking for something different to create buzz? Check out [Riide](#) a new way to get around town. With this new, electric bike, you can pedal, twist the throttle, or do both at once. Move around 20 mph without pedaling.

- **Event Idea** – Host a test Riide event at your community for prospects. Invite all ruff riders to come and bring their pup too. Have coupons for local bike shops and have pet treats too.
- Contact at Riide: amber@riide.com
- **Incentive Idea** – Enter anyone who tours at your test Riide event into a raffle to win their very own Riide Electric Bike. Cost: \$1,799.
- **Amp It Up** – Offer anyone who leases a Free Riide Electric Bike. And possibly some cool bike gear from a local retailer like The Bicycle Shop or City Bikes in DC.



Lead Mail Opportunities

Need Fresh, New Leads? Buy Em'!

- **Washington Post (DC)**, Minimum of 20,000 emails for \$800 (\$40 per 1,000 additional). You can target based off of 3 attributes. Example: zip, radius, age, city, etc.
- **ApartmentGuide.com**, target renters in you market based on zip code.
 - 2,500 email addresses - \$499
 - 5,000 email addresses - \$750
 - 10,000 email addresses - \$999
- **CBS**, target leads based on 3 attributes for \$1,800.
- **InfoUSA**, you can create a custom list of renters based on age, income, geographic radius, etc. <http://www.infousa.com/> - no minimum order
- **Register Marketing**, target renters/homeowners/brokers/active seniors nationwide, contact Randy Bartow
 - 20,000 for \$285
 - 50,000 for \$510
 - 100,000 for \$760



Market Specific Lead Lists

- **Alexandria Times (NoVa)**, \$50 per 1,000 e-mails. Ex. 18,000 e-mails for \$900. Target based on zip code.
- **OnTap (DC)**, target a list of over 30,000 DC/NoVa based leads that may not be apartment focused, but meet the demographic of most of our apartment buildings in that market. (\$500)
- **ARLnow.com (NoVa)**, this Arlington-focused source offers access to their email list for \$675.
- **Arlington Magazine (NoVa)**, \$600 for lead mail to 9,000 registrants in the area.
- **Bethesda Magazine (DC-Metro)**, Print advertiser: \$875, Non-print advertiser: \$925, targeting 17,500+ people (no attributes).



Mobile Geo-Retargeting

- **CBS New Mobile Platform**, target consumers based on geo, device, demographics and historical retargeting – minimum spend, \$2,000
- **Lease Labs**, target consumers based on geo, behavior, demographics, and historical retargeting – minimum spend, \$699 per month, 6 month minimum + one month set up fee.



Image Bank

Access all of the images for this campaign [here](#).

