



# Fall In Love With Bozzuto



# Campaign Overview

## Fall In Love With Bozzuto

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## Fall In Love

This Autumn Season we want our prospects and current residents to “Fall” in love with Bozzuto by igniting positive emotions through hosting events that they relate to happiness. Incorporate the traditional fall themes, and add a Bozzuto twist. Here are some ideas to get you started.

# Fall Event Ideas

You Are The Apple of My Eye

## Host a Fall Apple themed event

**Who:** Current/Future Residents, or Prospects

**What:** Join us for.... (Pick as many of these ideas as you'd like)

Bobbing for apples, Candy Carmel Apple Decorating bar, Specialty Apple Cocktails, a game of Apples to Apples, Red's Apple Ale, Hot Apple Cider, Apple Pie baking contest

**Where:** Clubroom, Lobby, Courtyard, Outdoor Fire Pit

**Social:** Post your favorite Apple Pie recipe to your Facebook Page, Make sure to include pics! Post photos of your event to your FB, Instagram, Twitter accounts with a small recap of the event.

## Incentives: [An Apple A Day](#)

Offer your prospects their choice of MAC Book, Apple TV, Apple Watch, IPAD Air 2, or simply an Apple Gift Card.



## Amp It Up:

Reach out to your local [Williams-Sonoma Store](#) and invite their rep to provide a demo of their apple related products for your prospects or residents at your event. Everyone will love getting to taste the products right at home.





# Email Blast Templates

It's Your Choice



You Know What They Say, An Apple A Day...

Fall is almost here so join <Community Name> as we host our own Fall Harvest on <date/time>. Bob for apples, decorate your own candy apple, have some Red's Apple Cider, and then take a tour of one of our spacious one, or two bedroom apartment homes. Lease at our event, and receive your very own APPLE Mac Book.\* Schedule your tour today by clicking the red button above.

\*Restrictions may apply. See leasing office for more details.

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Fall in Love with <Community Name>

Fall is almost here so join <Community Name> as we host our own Fall Harvest on <date/time>. Bob for apples, decorate your own candy apple, have some Red's Apple Cider, and then take a tour of one of our spacious one, or two bedroom apartment homes. Lease at our event, and receive your very own APPLE Mac Book.\* We are making it easy for you to fall in love with us. Click the button above to get started.

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We think we've found your match at  
<Property Name>

Change is in the air as we transition into Autumn. We want to help you find your match at <property name> as prices fall. Join us <date/time> for some hot cider, and apple pie and a tour of one of our cozy one or two bedroom apartment homes. We'll be giving out an apple a day during the month of October. Lease and receive your choice of an Apple Watch, MAC Book, or iPad Air.\* Get started with your love story by clicking the red button above.

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# Trick Or Treat Bozzuto Does Halloween



## Halloween Event Ideas:

- Costume contest for kids, adults, or pets
- Pick from the Patch – pumpkin decorating contest
- Trick Or Treat – Partner with local merchants and participate in neighborhood Halloween events, or keep the office open until 7PM and encourage trick-or-treaters to stop by.
- Halloween Party – Serve witches' brew with dry ice, and have sweet treats available for your residents.
- Social Media – Post ideas for Halloween costumes, then have your residents submit photos of the finished product.
- Show a scary movie in your clubroom or theatre room and provide snacks and beverages.
- Roast s'mores by the community fire pit.

## *INCENTIVES:*

Double Double Toil & Trouble – Double Your Savings this October

# Spooky Email Blasts



## Double Double Toil & Trouble Receive Double the Savings this October

Find your new apartment home at <Community Name> just in time for the holiday season. This weekend take a personalized tour of the community, while enjoying a variety of tasty treats and champagne. Plus, take advantage of spectacular leasing specials including: waived application and amenity fees.\*

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## Join us for Spirits & Some Hocus Pocus on Date/Time

Join <Community Name> for a frightening good time! This October 31st from 7 PM to 11 PM we will be having a Halloween costume party! Put on your most BOO-iful costume and join your neighbors for a night of festive fun! Enjoy light fare and drinks as well as lively entertainment! Please RSVP by clicking the button above.†

Friends are welcome and remember we will reward you with a \$250 treat for each friend, family member, or co-worker that you refer to <community name> this October.

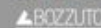
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# Outreach Ideas





# #FallInLoveWithBozzuto

This fall, make it your personal goal to reach out to at least 3 local businesses in your neighborhood per week. This could be a simple phone call, liking a business on Facebook or Twitter, a personal visit, or email. Keep a log of the contacts that you make, and follow up 2 weeks after your first contact. Look at how their business could benefit your residents, or prospects and offer suggestions on how to get them involved with your apartment community. Do you have a local spa nearby? Invite them to host an open house and give free ten minute massages to your residents at your next event. In return, they get the opportunity to market to your residents. Have a local realtor office nearby? Make a personal visit prepared with some brochures, and pricing as well as knowledge of your current broker incentive. Remember, to always get a business card at each visit. This will allow you to follow back up. Need ideas on what to bring with you to complete your outreach and cross marketing? Check out the Bozzuto store and get inspired with Bozzuto and property branded items available to order.





# Social Bank

Use any of the photos in the social bank for flyers, emails, and social media posts. All the photos are fall-inspired and picked to highlight the season. [Click here](#) to download.





# Fall Store

Let's go shopping! Simply go to <https://bozzuto.worksmartsuite.com> to order.



## Chalkboard Treat Jar

Fill up one of these and leave at your local pet adoption center, or dog store. Leave a business card on the bottom so the store can call you when the canister is empty for a refill. This helps build a relationship with your local neighborhood.



Who can forget a Bozzuto branded stainless steel water bottle? These make wonderful outreach gifts for realtors during the upcoming colder months.



## 2" Round Stickers

Stickers are a great purchase because you can slap them on just about anything and have instant marketing collateral. This month, trick-or-treat for business cards at local neighborhood hot spots. Deliver candy door to door with your logo sticker.



Take this Bozzuto bag apple picking or trick-or-treating. This handle bag features an additional draw string pocket to easily slip in any bag and take it on the go.



Coffee always tastes better out of a real mug, and office buildings are always in need of more. These are a perfect outreach item to deliver to one of your PEP's or to any large office building. Pair it with a side of donuts. They will remember you and your community forever.



Coffee Cup Sleeves can prove to be very useful especially when they provide your property website URL, name, and phone number. Deliver these to a local coffee shop for their customers.

