

Our Mission

We build economic value and inspire loyalty in the Bozzuto brand.

The Definition of Marketing

Fundamentally, Marketing is the process of teaching consumers why they should choose our product over the competitors. The key is finding the right marketing method and defining the right marketing message to use to educate and influence consumers.

Marketing isn't just "one" thing, but is everything that the consumer encounters when it comes to our properties/brand, from advertising, to what they hear, to the customer service that they receive, to the follow-up care that we provide. It includes creating the product/service concept, identifying who is likely to "purchase" it, promoting it and moving customers through the proper sales channels. The site teams play a key role in this effort in collaboration with Bozzuto Marketing.

Over time, our expectation is to continue to evolve our focus to lead the design of extraordinary customer experiences, and define and design moments-of-truth for prospects and residents.

Key Marketing Deliverables

- Brand development
- Strategic marketing planning and activation, including a customized marketing plan (for lease ups) that is intended to deliver the necessary qualified leads to meet absorption goals
 - *A qualified lead is a call, email lead or walk-in customer that has expressed interest in leasing at the community and whom the site can reach to have a conversation with about leasing interest. Unaffordability does not immediately disqualify a lead.*
- Project management of key initiatives (see outline below)
- Digital activation and strategic support
- Stakeholder relationship management

Focus Areas	Marketing Team	Other	Activation Lead
Agency selection	Marketing develops RFP and recommended list of agencies to solicit, evaluates proposals and provides recommendation on ultimate selection; Marketing manages the agency through brand development initiatives		Mktg
Budgeting	Marketing creates marketing & branding annual and start-up budgets		Mktg
Creative development	Marketing identifies creative resources (i.e. agency or freelancer), leads creative briefing process, manages the overall projects, leads creative feedback and recaps stakeholder input, ensures communication of Bozzuto standards, gains alignment of stakeholders, and activates final designs	<p>External design resource develops design/copy writing</p> <p>Key stakeholders provide input and final approval per a pre-established RACI chart</p>	<p>Briefing/alignment - Mktg</p> <p>Design - External design resource</p>

Focus Areas	Marketing Team	Other	Activation Lead
Customer experience	Marketing leads packaging and communication of relevant customer experience related standards, working with a cross-functional team to craft, vet and approve.	Operations leads determining operational standards, activates on site and ensures compliance	Strategy/standards – Ops Pkg/roll-out - Mktg Activation - Ops
Email	Marketing leads the development and activation of prospect eblasts once order has been initiated by the site team, and provides basic reporting on key metrics	Site team places the request via Bozzuto Link for prospect eblasts, and reviews test eblasts for accuracy of offer, etc.	Request – Site Activation - Mktg
Events	Marketing provides strategy and proactive recommendations for resident and prospect events; provides event planner recommendations for various types of events (i.e. influencer, grand openings, and more); works with event planner to provide strategic guidance for major events (i.e. who, what, where, when); provides suggestions on gifts/promo items; leads any creative development for signage, invitations, eblast, etc.	Event planner and property lead onsite activation efforts (i.e. ordering catering, entertainment, gifts/promo items, local partnership participation, etc.)	Strategy – Mktg Activation - Agency/Site
Marketing systems and digital activation	Marketing to order and activate the following systems/tools: <ul style="list-style-type: none"> - Lead tracking software - Tour scheduling tool - Call center - Social and Reputation sites - Local online directories 	Site teams should audit for content changes	Mktg
Media strategy	Marketing provides recommended media plan, works with agency to create ads, places the media, tracks performance, and reports on results	Site team monitors and manages their overall media budget, consulting marketing to make needed changes	Planning/Activation – Mktg Monitoring budget - Site
Meetings/Calls	Stabilized: only as needed (i.e. watch list, rebranding, takeovers, budget review) Lease ups: weekly call as required, initially. Reduce to bi-weekly as property hits key milestones (i.e. xx% leased); Mktg joins needed calls and contributes to agenda content as a consultant to share expertise, report on what is working, what isn't, recommended changes and status of key open items; Budget meetings – Mktg lead meets with PM/Regional to review budget and provides revisions via email; mktg will work to ensure all questions are addressed so that PM is able to present the budget to ownership	PM creates agenda and runs ownership call; PM should include and report on leads and basic GA data for stabilized properties; Mktg to provide for lease ups PM represents marketing budget during owner budget meetings	Operations/Mktg

Focus Areas	Marketing Team	Other	Activation Lead
Opening/launch strategy	Marketing develops and presents for approval	PM/Regional contribute on key tactics (i.e. outreach, events, leasing goals, etc.)	Mktg
Outreach	Marketing collaborates with site team on types of businesses in the area to target, specific offers to communicate, grassroots ideas, development of preferred employer program; supports efforts via various communication channels, and provides materials and suggestions for promo items to support outreach efforts	Site team develops the list of area businesses to contact, deploys staff accordingly, and reports on outreach efforts.	Strategy & Materials - Mktg Activation - Site
Partnership	Marketing has primary responsibility for negotiating and managing global partnerships, developing communication materials, and providing implementation guides for site activation; Marketing supports local efforts with strategic input on types of partnerships, recommendations on how to communicate, and by developing program materials as needed	Property has primary responsibility for negotiating and activating local partnerships and communicating with residents	Strategy – Mktg Activation - Site
Promo Items	Marketing provides suggestions to align with property/brand strategy; ensures property has correct version of logo/colors	Site team to order	Strategy – Mktg Activation - Site
PR strategy and oversight	Marketing works closely with property team on messaging document, media training, review of media pitches and releases, and developing the PR strategy; manages the PR agency	PR agency leads activation on approved plan	Strategy – Mktg Activation - Agency
Reporting	Marketing ensures reporting is available (as needed) on the following: <ul style="list-style-type: none"> - CPLLead and CPLease (ROI) - Marketing expenses/unit - Web Analytics (Google Analytics)* - Lead tracking and conversion by source (L2L, Popcard, Rent Café)* - Custom reports as needed - Missed calls - Reputation 	Mktg prepares and reviews analytics reporting for lease up meetings. PM should provide/review lead reporting and Google analytics as needed for stabilized properties. Regional lead is responsible for reviewing reports and ensuring team compliance with standards (i.e. lead management, social postings, replying to all reviews, etc.)	Marketing/Operations
Reputation Management	Marketing ensures regional leads and PM know how to use the tools/reporting, provides tips on responding to reviews and growing number of reviews; sets automated program to send customer surveys; manages Bozzuto Listens platform and provides communication materials	Site team is responsible for property's reputation, requesting reviews from customers and responding to each reviews; Regional monitors ORA and Reputation.com reports; Property can access reporting from dashboard	Tools/Strategy - Mktg Activation - Site

Focus Areas	Marketing Team	Other	Activation Lead
Retail	Marketing develops retail website standards in collaboration with Retail leadership and ensures needed revisions are made to the websites; Marketing leads the creative development of exterior retail leasing signage; Marketing works with site team on standards for activation during retail events and provides feedback on event promotional materials/messaging	Retail team ensures communication with marketing for retailer changes and collaborates on signage needs; Retail Ops to project manage the specifications and installation of signage projects; Activation of large mixed use public space is handled via a separate agreement with retail marketing team	
SEO	Marketing places SEO order, briefs the agency, ensures implementation of final recommendations, monitors/optimizes website performance	Agency researches and prepares SEO report; developer implements recommended content on the website	Strategy – Mktg Activation - Agency
Signage (permanent)	Marketing provides input on design and materials for monument signs and interior sign packages (for brand and design consistency)	Operations leads permitting process, monument sign development and coordination with vendor for installation	Operations
Signage (promotional)	Marketing leads design and placement strategy for promotional signage/banners	Site/vendor leads permitting process and coordination for installation	Mktg
Social Media (Advertising)	Marketing develops the plan working with agency, leads briefing on creative development, provides feedback and gains stakeholder alignment, establishes proper tracking, and success metrics.	Agency/designer develops ads, places media and provides performance reporting	Strategy – Mktg Activation - Agency
Social Media (Content)	Marketing recommends agencies to consider; creates RFP; recommends the social strategy; provides overall guidance on what and how to post; manages process of aligning stakeholders to a final social plan; manages agency through activation of the plan	Social agency and/or site team are responsible for posting (and accuracy) and should collaborate on topics to ensure use of local content. Regional lead should be monitoring whether sites are posting, and ensure compliance with standards, posting content, etc.	Strategy –Mktg Activation - Agency/Site
Visual content (photography, video, renderings, 360 tours)	Marketing provides photographer recommendations and pricing; briefs photographers on creative direction, provides standards, connects with site team for scheduling, consults on shot list and preparation for the site team, makes photo selection for use in marketing, ensure implementation of photos on line; adds assets to the DAM	Site team collaborates on the shot list and ensures the property is staged and prepped for the shoot. Team coordinates with photographer for day of activities	Planning – Mktg Day of – Site/Photographer
Website development	Marketing manages external vendors through website development ensuring adherence to Bozzuto standards; maintains stakeholder alignment	Site/Operations/Client provide input to QA before launching	Mktg

Note

Properties with solid trends of 95% and above will receive minimal day-to-day marketing support

* Site teams should have been provided with instructions on which L2L reports to pull to see leads by source (with conversion data) and set up to receive auto generated Google Analytics reports. Contact your marketing manager if you have not received this information.