

Matthew Kilmurry



- Director of Interactive Marketing, The Bozzuto Group
- Provides strategic interactive marketing direction for Bozzuto's seven companies: Acquisitions, Construction, Development, Homebuilding, Land Development, Property Management and SalesMark
- More than 10 years of interactive marketing experience



Social Media Strategy

Secure Your Brand – Brand Management

The first step of a successful social media plan is to grab your brand everywhere you can, regardless of whether or not you plan to use it. It's important that you have control of your identity on the web.

If you've not already done so, set up accounts for your communities and corporate brand on Facebook, Twitter, Linked In, Four Square, Flickr, YouTube and more.



Set Your Metrics - Goals

1. Brand management - building buzz and conversation around your brand & communities
2. Better overall brand awareness - new knowledge about your customers and how they view your brand
3. Increase resident retention
4. Embrace technology
5. Generate leads - more traffic to websites, increased phone calls/visits, referrals



Bozzuto Social Media Initiative

Property's Social Media



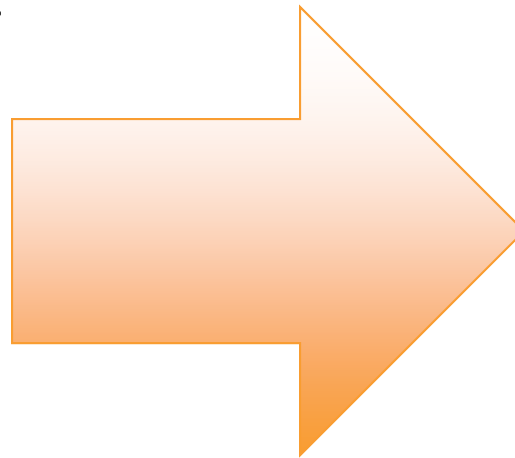
Residents & Prospects!





Property Fan Pages

- Online communities
- Communicate with staff and other residents
- What's happening on and around property
- Creates “buzz” about the property




Residents & Prospects!






Replicate our Successes


Resident Appreciation – Identify brand evangelists



220 Twentieth Street Hey 220 Residents- I hope you remember that today is 220 Twentieth Street Residents Appreciation Day! Stop by Noodles and Company for your free dinner tonight!!!
March 29 at 1:49pm · Comment · Like

👍 Catie Buffington and Rochelle Bohaty like this.

 **Suzanne Pleau Kinnison** Thanks for dinner! I had to work late and didn't want to cook!
March 29 at 6:45pm

 **Mike Keck** How did I manage to miss out on this one!
April 1 at 1:55pm





Replicate our Successes

Residents Make Their Own Events



Ysabella Chen Dear Riverhouse neighbours:

I am a resident at Ashley building. Several friends and I who live in Riverhouse are planning to have a "Good Neighbour" Happy Hour on Friday, April 23. We cordially invite you to join us. We hope the Happy Hour will bring us opportunities to get to know each other, build up friendship and sh...

[See More](#)

April 21 at 8:39pm · [Comment](#) · [Like](#) · [Flag](#)





Replicate our Successes

Fabulous Property Events!



West End 25 Apartments <http://www.facebook.com/album.php?aid=177348&id=138673616699>



Art Soiree @ WestEnd25 Grand Opening
By: Art Soiree
Photos: 89

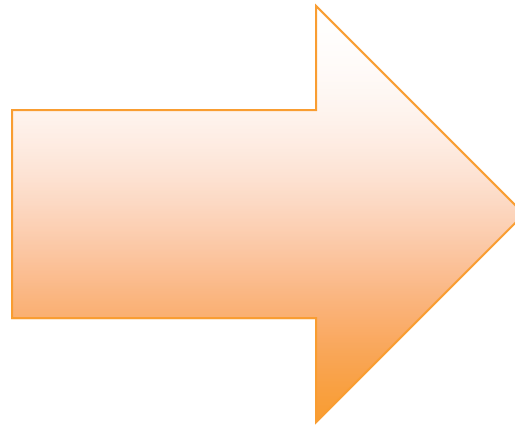
 May 7 at 12:05pm • Comment • Like





Property Twitter Profiles

- Separate channel from Facebook
- Easy for property to connect with people, groups & businesses
- Generating new leads and spreading a property's brand name



Residents & Prospects!



140 Characters

One Hundred & Forty Characters

Twitter Basics: Getting the Lingo



RT

Following

Lists

Tweet

#

Follower

Retweet

@

Be REAL

**“It’s 140 characters ...
If you need a ghostwriter
for that, I feel sorry for you.”**

@The_Real_Shaq, New York Times, March 26, 2009

When Stars Twitter, a Ghost May Be Lurking

34

O'NEAL

By Bolota



Leverage Open Conversation

Sweepstakes Brings New Friends!



/9a1Pms

7:09 AM Mar 8th via Facebook

@NY_Sports_Rich we'll keep our fingers crossed! The #DMV definitely has a lot to offer.

12:20 PM Feb 19th via HootSuite in reply to NY_Sports_Rich

@NY_Sports_Rich thank you for the #FF recommendation, and thanks for entering our sweepstakes! Congratulations.

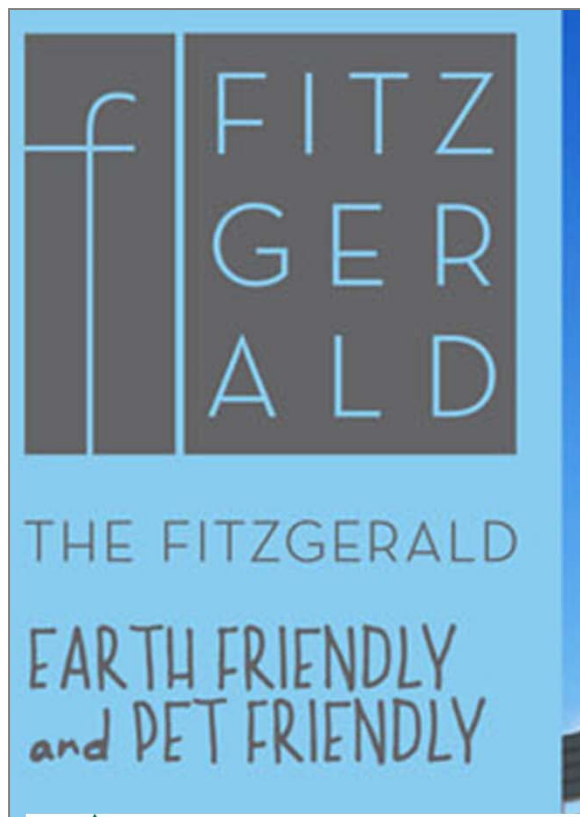
12:04 PM Feb 19th via HootSuite in reply to NY_Sports_Rich





Leverage Open Conversation

Local Events & Property Updates



RT @marylandzoo: Retweet this to win 2 free "Brew at the Zoo" tickets. We will pick 1 random RT at 4pm today 5-26-10 <http://ow.ly/1QbVh>

9:28 AM May 26th via HootSuite

Totally impressed by these 'Strategic Plan' posters from Baltimore Print Studios (@baltimoreprints)! <http://bit.ly/bWcyvn> #locallove

10:54 AM May 25th via HootSuite

RT @matthewpugh @downtowndiane: Lo Bosworth will be partying at @MOSAICbaltimore this Sat <http://tinyurl.com/24tmzxt> #Baltimore #thehills

12:04 PM May 24th via HootSuite

Such a fun museum & a steal of a deal! RT @GrouponBWI \$7 Admission to the @TheAVAM Plus 10% Off at the Gift Shop <http://bit.ly/bjwYGc>

11:31 AM May 24th via web

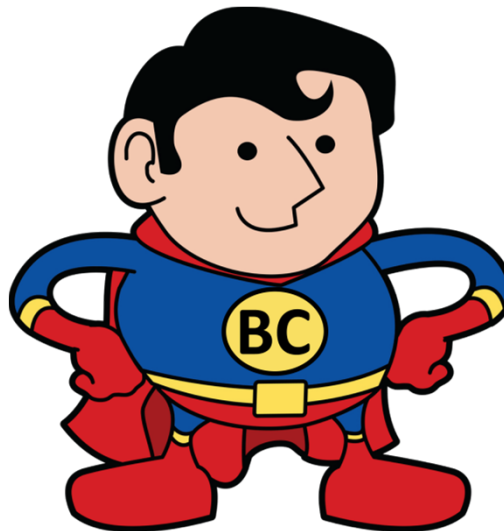


The Link Between Social Media & Sales!

Property's Social Media



Brand
Champion



New Residents!



Brand Champion Responsibilities



Daily Responsibilities

BC = Day-to-day profile management & tweets



PM = Monitoring



Training

Brand Champion - Don'ts

Focusing on quantity of fans and followers, not quality...

I have 10,000
followers



Not useful

I have only 150, but
I have interacted
with *all* of them



Useful



Posted by: Anonymous | Time: 9:32 AM Thursday, April 15, 2010

Call centers are horrible. Less than 1 percent of the time do I reach the actual resident services office at my current apartment community, managed deplorably by Bozzuto. The rest of the time, my calls are answered by call center employees who can provide no help to me -- and I'm a current resident! Aren't I part of the population the community should be focusing on first? I'm leaving as soon as my lease is up -- if not sooner.

[Report this as offensive](#)

COMMENTS (3 TOTAL)

Posted by: lmcDonald | Time: 4:22 PM Thursday, April 15, 2010

Dear Anonymous, We are troubled to hear that you have had anything less than stellar experiences at one of our communities. We take your comments seriously and would like to do everything we can to make things right. I would love the opportunity to hear about your specific concerns so that we may address them as soon as possible. Please contact me at lmcDonald@bozzuto.com or 301-623-1579. I look forward to hearing from you. Thank you for your honest and candid feedback. Lauren McDonald Manager, Corporate Communications & PR Bozzuto

[Report this as offensive](#)

MEDIA/SOCIAL MEDIA MONITORING



WHY MONITOR?

- Monitor you brand so that you can better control it
- Monitoring helps us understand the consumer perception of our brand and, if necessary, make changes to our communications efforts

Tools

Brand Champion



Hootsuite

1. Evaluated 25+ social media management tools
2. Web based – can access from any computer
3. Adopted by major brands



Tools

HootSuite

Setup search columns for key terms

The screenshot displays the HootSuite dashboard with three search columns. The top navigation bar includes tabs for 'LiveFitzgerald', 'Featured', '220TwentySt', 'HouseApts', 'WestEnd25', and 'Facebook'. Below the navigation bar, the 'Last update: 11:55AM | Edit Tab' status is shown. The three search columns are:

- @LiveFitzgerald/happening-b**: Contains tweets from 'baltimoresun', 'CenterdinBmore', 'BaltimorePlaces', 'BaltimoreSocial', and 'CenterdinBmore'.
- #baltimore (Search)**: Contains tweets from 'baseballws', 'BaltimoreFans', 'topix_md', 'jayluvv', 'LiveFitzgerald', and 'coloneiltamar'.
- "baltimore pride" (Search)**: Contains tweets from 'SaraMcTea', 'MzJenniSolida', 'BaltActivists', 'UshutChoMouf', 'WillTweet4Pumps', and 'kdawg131'.

Two orange arrows point from the text 'Setup search columns for key terms' to the search columns for '#baltimore' and '"baltimore pride'".

Tools

HootSuite

View clicks for individual messages



WestEnd25



WestEnd25

Follow

Lists



Join us for a charity event on
Thursday, April 8th from 6pm-8:30pm
in our Lucent Lounge. Zipcar and
WAMU 88.5 have...

<http://fb.me/uULXwocF>

2:58 PM Apr 7th via Facebook

Join us for a charity event on Thursday, April 8th from 6pm-8:30pm
in our Lucent Lounge. @Zipcar and @WAMU 88.5...

<http://fb.me/vvHVq1eV>

1:57 PM Apr 7th via Facebook

@Zipcar® <http://fb.me/vw0yE1gh>

1:47 PM Apr 7th via Facebook

Join us for a charity event on Thursday, April 8th from 6pm-8:30pm
in our Lucent Lounge. @Zipcar and @WAMU 88.5...

<http://fb.me/utgrWbOs>

1:46 PM Apr 7th via Facebook

Join us for a charity event on Thursday, April 8th from 6pm-8:30pm
in our Lucent Lounge. @Zipcar and @WAMU 88.5...

Name West End 25

Location Washington DC,
20037

Web <http://www.westen...>

Bio Live in the new luxury West
End 25 Apartments, where
splendor & convenience
merge to create a fresh, one-of
-a-kind experience. Located at
1255 25th St NW in DC.

135 following 104 followers 6 listed

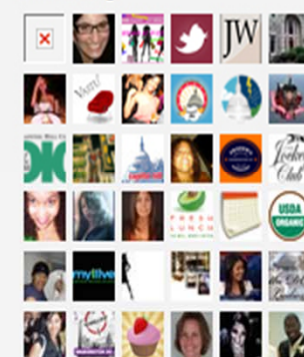
Tweets 163

Favorites

Actions

[block WestEnd25](#)
[report for spam](#)

Following



View all...

RSS feed of WestEnd25's
tweets

Foursquare Nearby Tips

WestEnd 25

1255 25th St. NW
M St.
Washington, DC



CHECKINS HERE

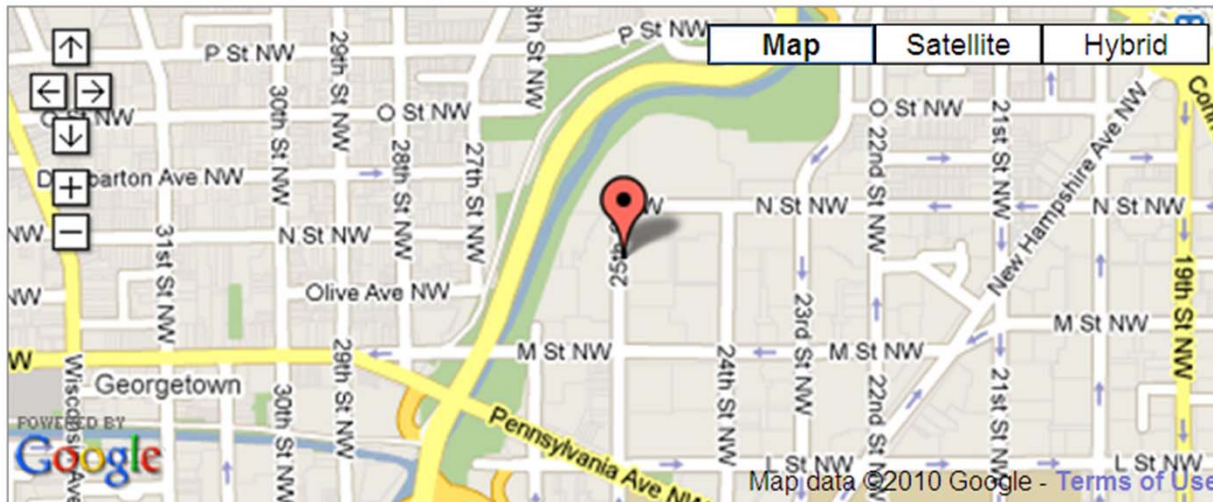
17

UNIQUE VISITORS

9

YOUR VISITS

0



WHO'S BEEN HERE



CATEGORIES

Add categories below or on your [history page](#)

TAGS

Use tags to let people know what they can expect

- + apartment
- + lease
- + real estate
- + rent

Add a tag:

FROM THE TOP 12 LISTS



Christina T. did this...

Call (877) 465-0950 for amazing move-in specials! (2 weeks ago) [\[Link\]](#)

☐ I've done this!

☐ Add as To Do

[ignore](#)

[Add Tip](#) / [Add To Do](#)

APARTMENT RATINGS.COM



**We need an
expert opinion.
Yours.**

Help other renters make
well-informed decisions.

 **BOZZUTO
MANAGEMENT**



**We would greatly appreciate an honest review of
your experiences living at our community on
ApartmentRatings.com, a rating and
review website for rental housing.**

Your review can accurately convey to prospective
residents what it's like to live in our community.

 **BOZZUTO
MANAGEMENT**

Thank you for making our community a great place to call home.

Instructions

1. Visit www.apartmentratings.com
2. Click "join" to create a new account.
3. Type your community name into the search box
(double check the geographical location).
4. Click the "Write a Review" button and follow the instructions.
5. Thank you!

DISCLAIMER: With the exception of our gratitude, no goods, services
or discounts will be provided in exchange for your review.

[Get Directions](#) [My Maps](#)✓ [Owner-verified listing](#)

West End 25 - New Luxury Apartment Residences

1255 25th Street Northwest, Washington, DC 20037

(202) 775-9325

westend25apts.com[Directions](#) [Search nearby](#) [more](#) ▼+ **Category:** Apartment Building, ...+ **Hours:** Today 9am – 6pm**Transit:** [Penn. Av. NW And 25th St. NW](#) (0.3 mi) Union Station - Georgetown

WestEnd25

From the owner

Live in the West End apartments, just minutes from Dupont Circle in Washington DC. Rent apartments at West End 25 & live a healthier, greener lifestyle with luxury LEED Certified apartment rentals. - [From the owner](#)

Details

Services: rent apartments, rental apartment, rent apartment, rental apartments, luxury apartment renta...**Amenities:** 24 hour emergency service, valet dry cleaning, complimentary gift wrapping service, 24 hour...**Payment Accepted:** Check, American Express, Discover, MasterCard, VisaBusiness owner, insiderpages.com[More details »](#)**Neighborhood:** West End, Georgetown, Dupont Circle, Foggy Bottom**Email:** westend25@bozzuto.com

Photos & Videos



From the owner



From the owner



insiderpages.com



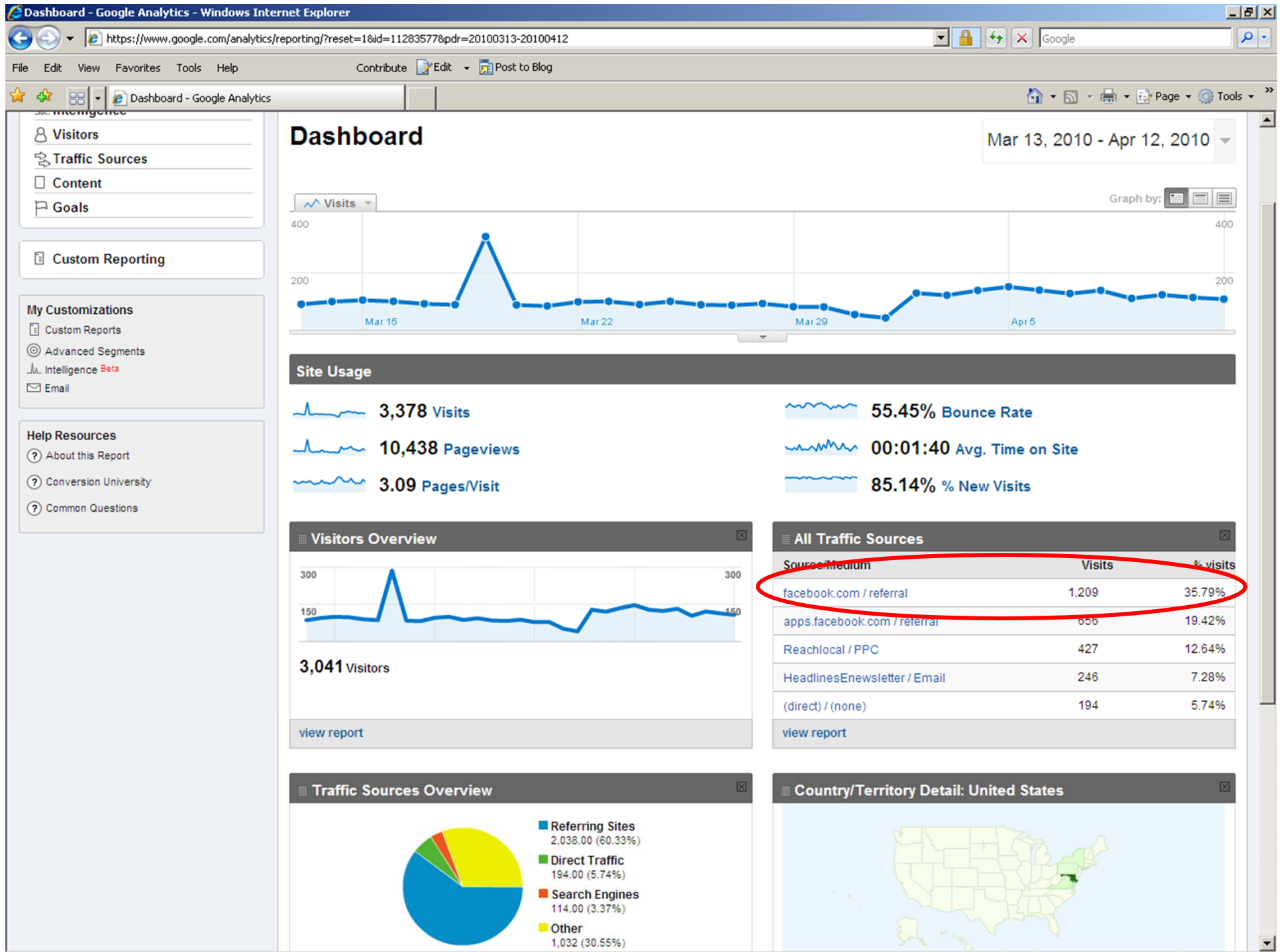
From the owner

[West End 25 Apartments is really...](#)

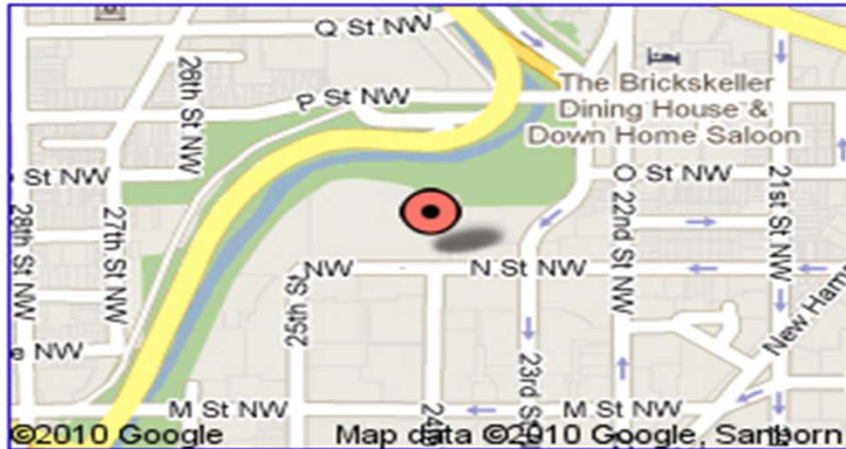
★★★★★ By Max T. - Nov 20, 2009

It's a beautiful building and the staff is great. They walked us thru the entire building and the leasing steps. We impressed. The building is across from the park and on the edge of Georgetown and Foggy Bottom. ...

www.insiderpages.com/b/15250588502Was this review helpful? [Yes](#) - [No](#)



Branded Search Results



West End 25 - New Luxury Apartment Residences

www.westend25apts.com

1255 25th Street Northwest
Washington, DC 20037
(202) 775-9325

[Get directions](#) - [Is this accurate?](#)

[1 review](#) - [Write a review](#)

Open Mon-Thu 9am-6pm; Fri-Sat 10am-5pm;
Sun 12pm-5pm

[More information »](#)

West End 25 (WestEnd25) on Twitter ☆

Live in the new luxury West End 25 Apartments, where splendor & convenience merge to create a fresh, one-of-a-kind experience. Located at 1255 25th St NW in ...

twitter.com/WestEnd25 - [Cached](#) - [Similar](#)

West End 25 - Apartment Rentals in Washington, DC | MyNewPlace ☆

Looking for West End 25 in Washington, DC 20037? Search for West End 25 by Rent, Floor Plans or Rental Location. Find Apartment and rental vacancies in ...

www.mynewplace.com/.west-end-25-washington-dc-8i0929337255 - [Cached](#)

West End 25 Apartments | Facebook ☆

Welcome to the official Facebook Page of West End 25 Apartments. Get exclusive content and interact with West End 25 Apartments right from Facebook.

www.facebook.com/westend25apartments - [Cached](#)

Areas of Greatest Value

Integrate with Email

- Multiply the sharing opportunities
- Encourage the best customers to share with friends via social media
- Provide multiple avenues to interact with a company
- Use e-mail metrics such as response rate and conversions to enhance social ROI.

Social Media's Influence on E-Mail Marketing According to US E-Mail Marketers, August 2009 (% of respondents)

Extends the reach of e-mail content to new markets



Increases brand reputation and awareness



Increases the ROI of e-mail programs



I agree

I disagree

I'm not sure

View this email on a [mobile device](#)

Don't forget - a flurry of new arrivals is here. Plus, free shipping on all orders of \$150 or more.*
If you can't see the images in this email, [click here](#).

J.CREW

WOMEN MEN KIDS SHOES HANDBAGS JEWELRY WEDDING SALE

[THE VERY BEST GIFT GUIDE](#)



FACEBOOK



TWITTER

FREE SHIPPING ON ALL ORDERS OF \$150 OR MORE.* ENTER CODE **HARVEST AT CHECKOUT.**

LET IT SNOW...

don't forget—a flurry of new arrivals
is here. in stores and online.
shop gifts for him, her, boys and girls.

[SHOP NOW]



[THE LIFE](#)[THE LAYOUTS](#)[THE ALBUM](#)[THE AREA](#)[THE CONNECTION](#)[CALL 888.790.8353](#)[RESIDENT LOGIN](#)

CURRENT SPECIAL

Limited Availability. Lease NOW!
Apartments from \$1,435.
Two bedroom townhome from \$1,886.

[CHECK AVAILABILITY](#)[THE ALBUM](#)[THE CONNECTION](#)[THE VIDEO](#)

style

Looking good, you know it when you see it.

[VISIT OUR BLOG](#)

blog



408 NE 6th Street, #100, Ft. Lauderdale, FL 33304 |

[Amenities](#) | [Apartments](#) | [Townhomes](#) | [Gallery](#) | [Location](#) | [Contact Us](#) | [Site Map](#)

TCR
TRAVELERS CHAIN RESIDENTIAL

BAINBRIDGE
LIVE@BAINBRIDGE.COM



* Pricing, specials and availability are subject to change without notice and may be subject to specific lease terms and other conditions. See leasing associate for details.

Grading 100+ Properties



	Property	Fans	Updates	Photos	Events	Performance
1	100 Park at Wyomissing Square	3	5	4	5	85
2	Park Place DC	3	5	4	5	85
3	Mariner Bay	3	5	4	4	80
4	Concord	3	5	3	5	80
5	Lakeside	4	5	4	2.5	78
6	WestEnd25	4	4	3	4.5	78
7	Highland Park	2	4.5	4	5	78
8	Bozzuto Careers	3	4.5	3	4.5	75
9	Woodbrook on Charles	3	5	3	4	75
10	River House Apartments	3	4	3	4.5	73
11	Addison at St. Paul	2	5	3	4.5	73
12	View 14	3	5	3	3	70

Contact Me



- mkilmurry@bozzuto.com
- @mkilmurry
- [LinkedIn.com/in/mkilmurry](https://www.linkedin.com/in/mkilmurry)
- Kilmurry.net

