



The Comprehensive **PAUSE** Guide

Essex Property Trust

Craigslist Marketing Best Practices

February 2021

PAUSE: Let's Review!

P - Post 3-4 times per day and delete old ads

A - Accurate contact information

U - Unique and specific content for each ad

S - Select images from Photo Shelter

E - Ensure disclaimers are included

Post 3-4 Times Per Day

- Post throughout the day to help ensure your ad is always at the top of a prospect's search results.
- Make sure there is **at least one hour** between posts. Ads posted back to back can lead to ghosting issues. This is a top reason for getting ghosted!
- Post before the lunch hour and before the end of the day since lunch and early evening are popular search times.
- Delete as you go. For every ad you create, delete the previous day's older ad.

Accurate Contact Information

- Marketing provides Craigslist-specific contact information to use in your Craigslist ads. This information allows us to track Craigslist engagement and lead generation. When someone clicks on the tracking URL, the source will continue to be tracked once they are on your website.

essexapartmenthomes.com/apartments/palisades?sc_camp=2865B99DA6E1424BA3F0151895FB8F0D&utm_source=craigslist

- Always include your Craigslist tracking phone number and tracking URL. Do not include alternative phone numbers or website URLs. This information can be found on the [Craigslist Resource Page](#) on Buzz or you can click [HERE](#).

\$1,814 / 2br - 1000ft² - Savings you'll love! (Bellevue)

image 1 of 7

ESSEX

FALL IN LOVE WITH FREE RENT!

Live rent free for up to **5 WEEKS** when you sign a new lease.

Subject to availability. Call for complete details.



Palisades
13808 NE 12th ST
Bellevue, WA 98005
425-620-3448
Property Website: <https://essexapts.info/Palisades>

Unique and Specific Content

POSTING TITLES

- Remember, the goal of your posting title is to pique prospect interest.
- Make sure your main "hero" image complements your posting title.
 - Headline type: Unit Focus
 - Headline example: Renovated 1bed/1bath with attached garage!
 - Hero image: Renovated interior of the unit or exterior image showing garages
 - Headline type: Amenity Focus
 - Headline example: Everyday is a vacay when lounging at our pool!
 - Hero image: Expansive pool
 - Headline type: Incentive Focus
 - Headline example: Last day to lock in unprecedented savings!
 - Pair with promotional graphic that includes actual savings amount such as, "Up to 15% off monthly rent"
 - Headline type: Lifestyle Focus
 - Headline example: Fluffy and Fifi will love it here!
 - Hero image: Photo of dog park, pet spa or stock image of a happy dog

Unique and Specific Content

BODY CONTENT

You know your customers better than anyone! Highlight the things that appeal to them in a way that connects with them.

- **Ensure ads are grammatically correct and free of spelling errors.** [Grammarly.com](https://www.grammarly.com) is an easy to use, free tool that takes only seconds to make sure your ads are in good grammatical shape.
- **Be friendly!** Yes, your ads should be polished and professional but being friendly and real will help you connect and make your prospects feel welcomed. Overly "salesy" ads can look like spam or be off-putting.
- **What sets a particular apartment apart?** You offer more than a 1 bedroom, 700 SF at \$1600. Why would you want to live in it? Elaborate on what makes it special.
 - It's a corner location with an extra living room window that lets the morning sunlight pour in.
 - It's a ground floor location, 25' from its assigned parking spot making grocery trips easy to unload.
 - It has a large balcony with enough room for an outdoor dining table for six.

Unique and Specific Content

BODY CONTENT CONTINUED

- **Highlight the Essex Difference.** Essex offers more than just another apartment home. We offer an array programs of services that set our communities apart including the 30-Day Satisfaction Guarantee, free virtual classes through Home with Essex Live, 24/7 Maintenance and more! Highlight these programs in some of your ads.
- **Use an array of formats and styles.** Different ad styles will appeal to different prospects. Plus, a variety of ad styles will decrease your likelihood of being ghosted. Use bullets, checkmarks or short paragraphs to break up your content. Your ad should be informative but concise. Prospects aren't likely to read through a large amount of copy.
- **Emojis** can be a fun way to make your Craigslist titles and ads stand out. Just use sound judgement when choosing Emojis, do not use any potentially inappropriate emojis.

Property Features:

- ✓ Fast Internet Speeds for WFH
- ✓ Contemporary Energy Efficient Lighting
- ✓ Home With Essex and Virtual Classes
- ✓ Quartz Countertops
- ✓ Stainless Steel Appliances
- ✓ After Hours Courtesy Patrol
- ✓ 24/Hour On-Site Maintenance
- ✓ BBQ area's on Rooftop with Water Views - OPEN!

DISTINCTIVE KITCHEN FEATURES

- * Quartz Countertops
- * Energy Star Stainless Steel Appliances
- * Deep Sink with built in Garbage Disposal
- * Updated Cabinetry
- * Mosaic backsplash in select homes

IN EVERY RESIDENCE ENJOY LUXURY FEATURES:

- * Private Balcony
- * Spacious closet space
- * Wood-like flooring in common spaces
- * Carpet in bedrooms
- * Washer and Dryer
- * Vaulted ceiling

Our leasing office:

Call our leasing office with confidence. We are not impacted by the market.
[show contact info](#)

posting title

description

A screenshot of a context menu with the 'Emoji' option highlighted in a red box. Other options include Undo (Win+Z), Redo (Ctrl+Shift+Z), Cut (Ctrl+X), Copy (Ctrl+C), Paste (Ctrl+V), Paste as plain text (Ctrl+Shift+V), Select all (Ctrl+A), Spell check, Writing Direction, Get image descriptions from Google, and Inspect (Ctrl+Shift+I). The menu is overlaid on a text input field.

🎃 BOO! Great deal for a 2-Bedroom/2-Bath Apt! 👻

🎃 🍂 Fall Pricing At Mylo Santa Clara! 🎃 🍂

Unique and Specific Content

SPECIALS AND INCENTIVES

- **Most prospects on Craigslist are looking for value.**
 - Craigslist is a great place to advertise your community-wide incentives. These are special offers or incentives that are typically advertised on your community website as well. Use this as an opportunity to demonstrate total savings on that particular unit.
 - Example: Receive 10% off your monthly rent and \$500 off move in costs – a total savings over \$2500!
 - Craigslist also gives you the ability to advertise offers on individual units, such as loss leaders, that would not typically be found on your community website.
 - Make sure appropriate approvals have been obtained for all incentives and be sure to include a disclaimer with an expiration date – see slide 15.

Unique and Specific Content

KEYWORDS AND PHRASES

- Craigslist search results are typically driven by the filters selected by the user.
- Some users may type "keywords" into the search area if they are looking for something in particular.
- Incorporating keywords and phrases can help your ads come up in search. Think about what words or phrases your prospects may Google and incorporate some of them into your ads. Examples include:
 - Nearby employers
 - Points of interest
 - Tailored needs such as large dogs welcome or garage included

The screenshot shows a Craigslist search interface for "apartments / housing for rent" in Seattle. The search filters on the left include: "near microsoft" (indicated by a blue arrow), checkboxes for "search titles only", "has image", "posted today", "bundle duplicates", and "include nearby areas"; "MILES FROM ZIP" (miles, from zip); "PRICE" (min, max); "BEDROOMS" (min, max); "BATHROOMS" (min, max); "FT²" (min, max); "AVAILABILITY" (all dates); and checkboxes for "cats ok", "dogs ok", "furnished", "no smoking", "wheelchair access", "EV charging", "no application fee", and "no broker fee". Below these are "housing type", "laundry", and "parking". The search results on the right show several listings, including one titled "near microsoft" with a price of \$1,895, and another titled "12 Weeks Free Plus Free Parking - Brand New Two bedroom" with a price of \$2,845. Other listings include "in Queen Anne" for \$1,605, "2br/2ba sweeping view light-filled apt on Queen Anne" for \$2,995, and "GREAT LOCATION Updated Apartment With Washer & Dryer In Unit!" for \$1,390.

Unique and Specific Content

GRAPHICS AND OVERLAYS

Marketing offers a variety of graphics that can be used as the main "hero" image in your ads focusing on special incentives, holidays or even special programs such as Self-Guided Tours. These can be found on the [Craigslist Resources Page](#) on Buzz or they may be delivered directly to your community inbox!

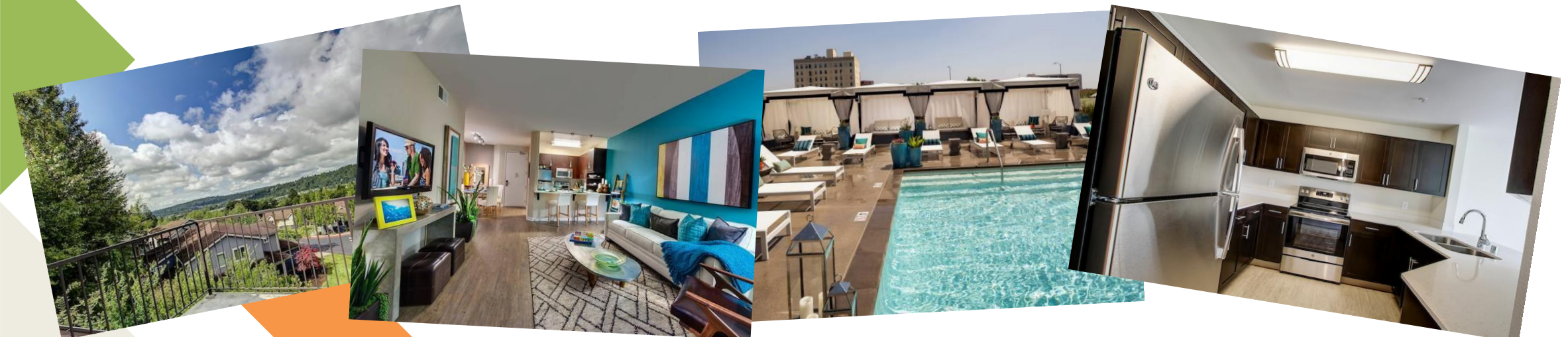
[Canva.com](#) is another great resource to create professional looking graphics and add overlays onto photos downloaded from PhotoShelter. These can be used as main "hero" images on Craigslist and are another great way to promote current incentives. Please make sure text on graphics is legible.

The use of Intellectual Property from other organizations is strictly prohibited. This includes all graphics, designs, cartoons, movie/tv characters, etc. belonging to other brands.



Select Images from PhotoShelter

- Graphics can be fun and eye-catching but beautiful photography is ALWAYS a good hero image option.
- Photos should be included with every ad. All of your professional photography can be found in PhotoShelter. Should you need to utilize unit-specific photos, please make sure they are of good quality, hi-resolution, with good lighting.
 - <https://photos.essex.com> Password: Property (case sensitive)
- Change up your main or "hero" photo on each ad to avoid ghosting
- Showcase what sets you apart from your competitors! Is it your adorable dog park, your newly renovated interiors or expansive fitness center? Select photos that make prospects want to see more!



Select images from Photo Shelter

ADD DYNAMIC VISUALS

The more you can visually demonstrate, the more likely a prospect will be interested in seeing more!

- Many of you have personalized video tours on your community YouTube channel. These are awesome to share! Just include a link to the tour in your ad.
- The same is true for your 3D virtual tours. Most floor plans have now been captured virtually along with each set of community amenities.



Aqua Marina del Rey | [show contact info](#)
4750 Lincoln Blvd Marina del Rey, CA 90292
AquaMarinaDelRey.com

Aqua Marina del Rey is offering on this Amazing 1 bedroom 1 bath apartment; A MUST SEE!! Apply TODAY and Move in by 11/8/20!! Please call our office for details [show contact info](#)
1x1: https://youtu.be/CsS0ORf_6qQ

Amenities: <https://youtu.be/0ZscPJ5yJXI>



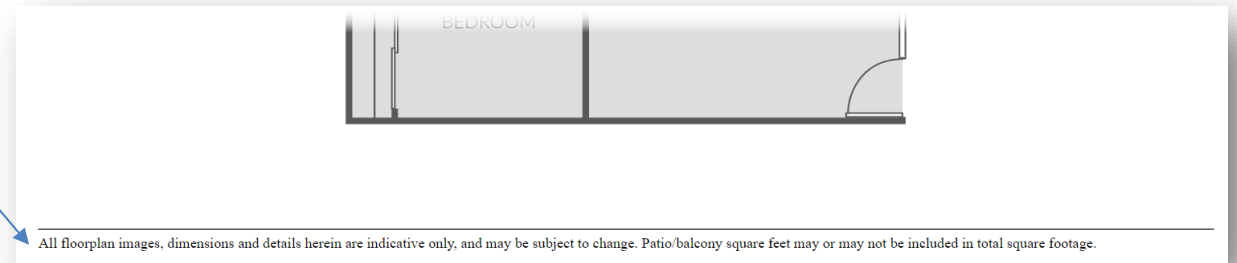
Available on November 2nd is our Solo home offering an open layout of 1,038 square foot with no stairs. This den is 9'6" by 9'6", making it perfect for any style room you need. Plus there is a closet for additional storage. There is a large bathroom with additional linen storage inside. This home has an attached 1 car garage.

Sign a 12 month lease ad save \$500 at move in!

Check out our 3D tours online! <https://my.matterport.com/show/?m=hsLqSi5GJsc>

Ensure Disclaimers Are Included

- Include floor plan drawings whenever possible and be sure to use the newest drawings with the disclaimer included.
 - **These can be found on the Common Drive > Marketing – Property Projects > {Your Community Name} > Floor Plans.** Use the files from the most recent year (e.g. 2017 Floor Plans)
- Include the words “Equal Housing Opportunity” and “Pricing and availability are subject to change”
- If you are including a special incentive, include the full disclaimer shown on your website special banner.



*Equal Housing Opportunity
Pricing, specials, and availability subject to change without notice.*

Offer valid on select apartments for new applicants with approved credit. Offer is subject to availability and move-in date requirements apply. Contact the leasing office for details. Offer expires October 21, 2020.

Ghosting

There are few things more frustrating than composing the perfect ad and discovering that it has been "Ghosted" or removed from Craigslist.

Here are some of the top reasons your ads are being ghosted:

1. Posting back to back ads. Leave at least 1 hour between posts.
2. Reposting ads or using similar content in ads. Be sure to change up your posting title, ad copy and images in every ad.
3. Posting from different computers or posting to multiple accounts. It is best to designate one computer for one Craigslist accounts.

Summary

Use the PAUSE Method

Utilize best practices with the PAUSE method on every post to ensure you have included the key components in every ad.

Keeping it simple is ok!

Creativity is wonderful but remember that a Craigslist ad can be simple AND effective.

Think quality over quantity

Three well-written, well-timed ads per day can be incredibly effective.

Need additional support?
Contact Marketing@essex.com