



DIGIBLE

The Ultimate
Multifamily Digital Marketing
CHECKLIST

Your All-in-One Guide to Digital Marketing Success for Apartment Communities

A Checklist of all the Best Practices for Multifamily Marketers

In today's fast-paced multifamily landscape, property marketers are expected to do it all - manage campaigns, optimize budgets, engage with residents, boost occupancy, and justify ROI - often with small teams and limited resources. That's where this checklist comes in.

The Ultimate Multifamily Marketing Checklist is your go-to guide for building a modern, scalable, and results-driven digital marketing program. From paid media and SEO to social strategy, reputation management, and performance tracking, this checklist outlines the best practices used by today's most effective multifamily marketers.

Why You Need Media Mix: Aligning Channels with the Funnel

Not all marketing channels serve the same purpose, and that's a good thing. The smartest multifamily strategies meet renters where they are in the journey, not just when they're ready to apply. That's exactly what this Media Mix graphic highlights: how different channels serve specific roles across Awareness, Consideration, and Conversion.

Mixed Media

Depending on the property's life-cycle stage, Digible remains flexible with channel investment for the right focus on each phase of the funnel to support lead generation and leasing goals.



Awareness channels like YouTube, prospecting email, paid social, and SEO introduce your property to future renters before they're actively searching. This top-of-funnel activity is essential for markets with long leasing cycles, seasonal demand swings, or heavy competition.

Consideration-stage tactics, like Meta retargeting, Demand Gen, and SEO, nurture interest and guide prospects from curiosity to action. They keep your brand top of mind while building trust through repeated exposure.

Conversion channels like Paid Search and Performance Max capture high-intent leads ready to lease now.

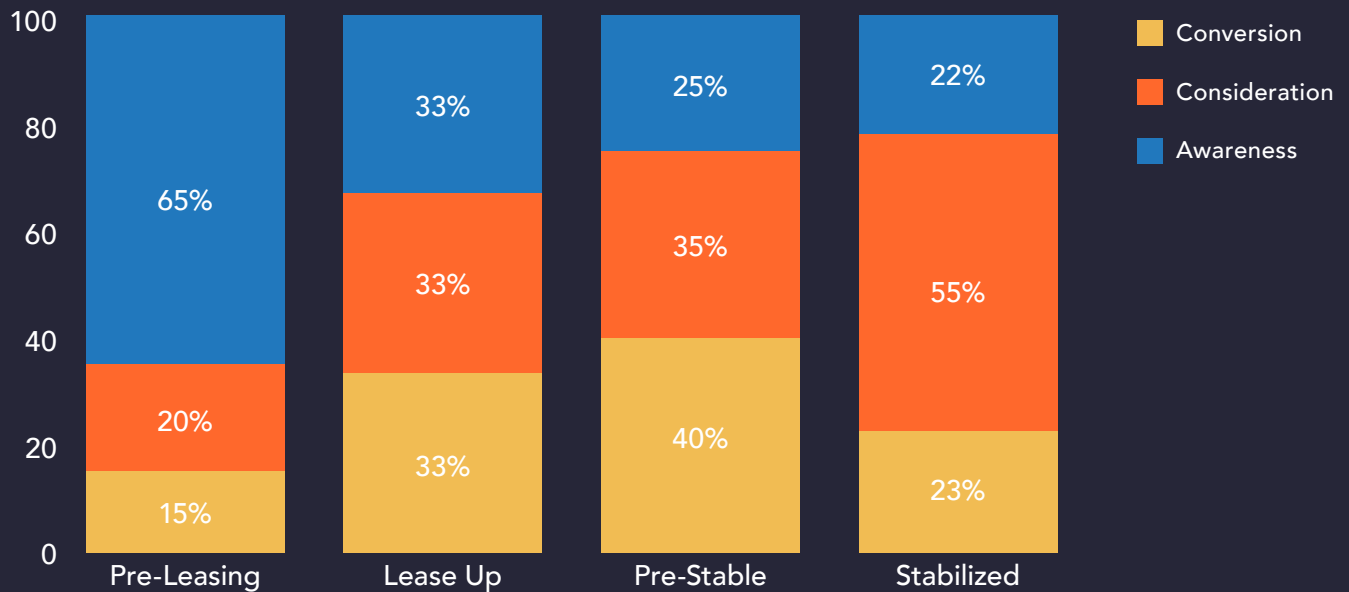
But here's the catch: if you haven't done the upper-and mid-funnel work, you're fighting over a shrinking pool of in-market renters, and likely paying more for every click.

By aligning your media mix to the full funnel, you ensure you're not just capturing existing demand, but also creating it. That's how modern multifamily marketers fill units faster, more efficiently, and with less burnout.

Strategy Based on Occupancy: Why Bottom-Funnel Alone Isn't Enough

It's tempting to throw your marketing dollars into ILS listings and bottom-of-funnel search ads when you're laser-focused on leases, but if that's your only strategy, you're likely leaving money (and leases) on the table.

Strategy Based on Occupancy



This chart breaks down how multifamily marketers should be allocating budget across Awareness, Consideration, and Conversion depending on their occupancy stage, and why a balanced, full-funnel approach drives better long-term results.

During pre-leasing and lease-up, the goal isn't just to convert, it's to generate demand in the first place. That's where awareness tactics like YouTube, paid social, and audio come in. These channels build your brand, capture attention, and introduce your community to renters before they even hit the search bar.

As occupancy improves, shifting your mix to heavier conversion tactics makes sense, but skipping the top of the funnel entirely means you're always chasing leads instead of generating them.

In today's competitive landscape, renters engage with properties across multiple touch-points, and the properties showing up early, often, and everywhere are the ones signing leases.

A diversified strategy doesn't just support performance; it protects it.



Paid Media Essentials

Boost visibility. Drive qualified traffic. Maximize your ad dollars with strategic campaign structures, smart bidding tactics, and creative that converts, all tailored to your property's unique goals and budget.

1. Google Search Campaigns

- ☐ Use responsive search ads with multiple headlines/descriptions
- ☐ Leverage AI-powered bidding (e.g., Maximize Conversions, Target CPA)
- ☐ Include property-specific keywords and location modifiers
- ☐ Sync ad copy with landing page offers (e.g. move-in specials)
- ☐ Use negative keywords to reduce irrelevant clicks

2. Performance Max Campaigns

- ☐ Feed first-party data (like CRM or leasing info) to improve targeting
- ☐ Include high-quality video, images, and logos for better engagement
- ☐ Monitor asset performance weekly to swap out under-performers
- ☐ Track conversions and optimize for lead-driving actions

3. Paid Social Ads (Meta, TikTok, etc.)

- ☐ Customize creative for renter demographics (students, seniors, etc.)
- ☐ Test multiple creatives: carousel, video, reels/stories
- ☐ Geo-target within 10–15 miles of your community
- ☐ Highlight amenities, floor plans, and pet-friendly features
- ☐ Refresh creative at least once per month



SEO + Local Organic Visibility

Climb rankings. Drive organic traffic. Own your market on search with hyper-local content, optimized Google Business Profiles, and technical SEO that ensures your property gets found by the right renters, at the right time.

1. On-Site SEO

- ☐ Optimize title tags and meta descriptions for each page
- ☐ Include target keywords in headers (H1s, H2s) and body copy
- ☐ Add alt text to all images (ADA + SEO win)
- ☐ Use internal links to guide users through your site (floorplans → contact)

2. Local SEO (Google Business Profile)

- ☐ Claim and verify each property's profile
- ☐ Ensure NAP (Name, Address, Phone) is consistent
- ☐ Add high-quality photos, videos, and 360 tours
- ☐ Post weekly updates or promotions via Google Posts → Respond to every review - the good, the bad, and the weird

3. Location Page Optimization

- ☐ Create a page for each community with localized copy
- ☐ Include nearby landmarks, employers, schools, and walkability info
- ☐ Embed a Google Map for directions + SEO value
- ☐ Add FAQs based on local search queries (e.g., "best apartments near UT Austin")



Organic Social

Stay top of mind. Build trust. Grow your digital community with authentic content, resident-focused storytelling, and strategic engagement that keeps your properties relevant, approachable, and connected to your audience, even when they're not actively searching.



1. Content Strategy

- ☐ Post 2–3x per week with a mix of community, lifestyle, and promo content
- ☐ Use local hashtags to boost visibility (e.g., #CharlotteApartments)
- ☐ Feature resident testimonials and staff highlights
- ☐ Share user-generated content (with permission!)
- ☐ Include captions, emojis, and location tags to boost engagement

2. Channel Coverage

- ☐ Maintain active Instagram and Facebook profiles
- ☐ Use Stories and Reels to feature available units or behind-the-scenes
- ☐ Evaluate TikTok or Threads based on your audience's behavior
- ☐ Monitor engagement monthly to refine content types



Reputation Management

Build trust. Protect your brand. Turn feedback into fuel by actively managing reviews, responding with care, and using resident insights to improve property perception and drive future leasing decisions. Your online reputation isn't just social proof, it's your digital curb appeal.

1. Review Monitoring & Responses

- ☐ Monitor reviews on Google, Facebook, Apartments.com, Yelp, etc.
- ☐ Respond within 24 to 48 hours to all reviews
- ☐ Keep tone professional and empathetic, even on negative reviews
- ☐ Log recurring complaints or praise to share with operations team

2. Review Strategy

- ☐ Ask happy residents to leave a review after move-in or maintenance success
- ☐ Include review request links in follow-up emails or renewal reminders
- ☐ Don't incentivize reviews, but make it as easy as possible to leave them



Analytics & Attribution

Know what's working. Prove your ROI. Justify your budget with clear, actionable insights. From campaign performance to lead source tracking, analytics and attribution empower your team to make smarter decisions, optimize spend, and confidently report on what's moving the needle across your portfolio.

1. Tracking Setup

- ☐ Ensure Google Analytics 4 (GA4) is correctly configured
- ☐ Use UTM parameters for all campaign links
- ☐ Connect CRM and ad platforms where possible for lead tracking

2. Key Metrics to Monitor

- ☐ Conversion Rate (leads per landing page visit)
- ☐ Cost Per Lead (CPL) across channels
- ☐ Engagement Rate on social
- ☐ SEO ranking improvements (especially for branded/local terms)
- ☐ Occupancy trends aligned with campaign efforts

3. Attribution

- ☐ Review top-of-funnel vs. bottom-of-funnel performance
- ☐ Use multi-touch attribution tools to see how campaigns work together
- ☐ Share insights with stakeholders to inform leasing and operations



Mobile & Display Ads

Mobile and display advertising are pivotal in capturing the attention of potential renters during their online journeys. By leveraging responsive display ads and strategic placements, you can ensure your properties remain visible and appealing. Reach renters where they scroll. Stay top of mind across devices.

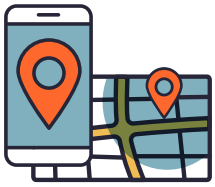
- ☐ Implement responsive display ads that adjust seamlessly across devices and platforms.
- ☐ Utilize geo-targeting to serve ads to users in specific locations relevant to your properties.
- ☐ Incorporate retargeting strategies to re-engage visitors who have previously interacted with your site.
- ☐ Monitor click-through and conversion rates to optimize ad performance continuously.
- ☐ A/B test ad creatives to determine the most effective messaging and visuals.



Email Marketing

Email marketing remains a powerful tool for multifamily marketers to communicate directly with potential and current residents. By delivering tailored content, you can foster relationships and drive conversions. Engage prospects directly. Nurture leads with personalized messaging.

- ☐ Segment your email lists based on renter personas and behaviors.
- ☐ Craft compelling subject lines to increase open rates.
- ☐ Design mobile-responsive email templates for optimal viewing on all devices.
- ☐ Include clear calls-to-action (CTAs) directing recipients to schedule tours or apply online.
- ☐ Analyze email campaign metrics to refine strategies and improve engagement.



Geofencing

Geofencing allows you to set virtual boundaries around specific locations, enabling you to deliver targeted ads to users' mobile devices when they enter these areas. This strategy is effective in reaching potential renters near competitor properties or local hotspots.

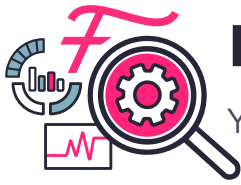
- ☐ Define geofenced areas around competitor communities and popular local venues.
- ☐ Develop location-specific ad creatives that resonate with the targeted audience.
- ☐ Set up real-time analytics to track foot traffic and ad engagement within geofenced zones.
- ☐ Adjust geofencing parameters based on performance data and seasonal trends.
- ☐ Ensure compliance with privacy regulations when collecting and using location data.



YouTube Video Campaigns

YouTube video campaigns offer a dynamic way to showcase your properties, amenities, and community lifestyle. Through targeted video content, you can engage potential renters and drive them to take action.

- ☐ Produce high-quality videos highlighting key features and resident testimonials.
- ☐ Optimize video titles, descriptions, and tags for searchability.
- ☐ Utilize YouTube's targeting options to reach specific demographics and interests.
- ☐ Incorporate clear CTAs within videos directing viewers to your website or contact page.
- ☐ Analyze viewership data to refine video content and targeting strategies.



Feeling Overwhelmed

You're not alone. Most multifamily marketers are juggling 10+ properties, tight budgets, and pressure to hit occupancy goals.

Let Dignible take the heavy lifting off your plate.

Our team of digital marketing experts and our AI platform, Fiona, can help you simplify, scale, and succeed.

Book a FREE Strategy Session



We initially partnered with Dignible due to their competitive pricing and our interest in exploring Fiona. Dignible had been instrumental in our success, consistently helping us achieve our occupancy goals and manage multiple successful lease-ups. Their agility allows us to maximize our ROI by adjusting our spending as needed, without being restricted by contract terms.



Erika Walker

VP of Marketing & Brand with
Freeman Webb

24%

Increase in Organic
Conversion Rate

33%

Decrease in Google
Cost-Per-Click



Dignible has really supercharged our marketing and lease efforts. Their proactive approach and real-time insights allowed us to streamline decision-making and see significant results in a short period. Our organic traffic nearly doubled, and we saw a substantial increase in conversions, which was particularly impressive given the competitive market here in Las Vegas.



Sarah Pruitt

Director of Marketing with
Ovation Property Management

2x

Increase in
Site Traffic

16%

Increase in Position 1-3
Google Rankings