### Jan-Mar

**Primary Focus: Students**

##### Organic social media posts on Instagram, Facebook and LinkedIn

* Who is creating these: Rafik and creative service
* See: [Monthly Student Social Themes](https://docs.google.com/document/u/0/d/1P9VYNL71zEqZrk1Z4nxOoxIhjvUubPItKDxSlQPNp8M/edit) doc

##### Referral program/early sign up

* Prizes in tiers based on performance (consider changing to “any student who signs up before August gets a t-shirt”)
  + Sign up 5 people
    - Smarta stickers
  + 10 people
    - Coffee Mug
  + 20 people
    - Smarta t-shirt
  + 50 people
    - Smarta Moleskin Notebook and Pen
  + 100 people
    - Smarta Crewneck Sweater
* Micro-influencer marketing
  + Have students with 500-1,500 followers on both launch campuses post photos in Smarta shirts and refer followers to sign up with their link
  + Opportunity to make money for the post and earn prizes
  + Give them a Smarta beanie and $50 to post about how easy Smarta makes off campus renting and that it’s coming to their campus
    - It’s up to them if they want to keep posting to continue earning referral rewards
  + 20 influencers, 10 per campus
  + Cost: $1,000 cash, $300 in beanie
  + Total: $1,300
  + Who manages this? Rafik and David

##### General Smarta Student newsletter

* Who creates and schedules these?
  + Marketing intern
* Cost of this campaign: Mailchimp subscription
  + At 2,000 subscribers, $50 per month

**Secondary Focus: Property Managers**

##### Defining Leads and Outreach Timeline

* Organize list of student property owners/developers and managers in both Syracuse and Buffalo regions
* Define major and minor leads in each market
* Create timeline of outreach; putting lower level clients first to test our sales strategy, optimizing our script and offer, then moving to our top leads and going down the list from there

### Apr-July

**Primary Focus: Property Managers**

##### Direct sales calls

* Based off sales funnel
* Who’s making calls: Nick and I

##### Automated newsletters and emails through sales funnel

* Who’s making newsletters and emails: marketing intern

##### LinkedIn advertising

* Targeting
  + Locations: Syracuse NY, Buffalo NY
  + Job title (current): property manager
  + Video ad
  + Daily budget $15
* Estimates (Website Conversion)
  + 540+ audience size
  + 30 day
    - Impressions: 1,300-5,900
      * ~10,000
    - CTR: .29%-.43%
    - Clicks: 5-23
  + Cost per month: $87-390
  + Cost for 4 months: $348-1,560
  + A|B test with a brand awareness campaign
* Creating this ad: Rafik and I (and maybe creative agency)

##### Launch Offer

* Offer property owners/managers their first 2 months of being a Smarta Choice property free if they sign up before August

**Secondary Focus: Students**

##### Organic Social Media posts

##### General Smarta Student Newsletter

* Who creates and schedules these?
  + Marketing intern

##### Continued Referral Program

* No micro influencer campaigns

### August-Dec

**Primary Focus: Students**

##### Campus ambassadors

* 5 ambassadors per campus, 10 total
  + Smarta Swag Bag: $70
  + Internship program centered around marketing and sales
  + Choose to focus on TikTok, Instagram, or in-person marketing campaigns. Spend weeks creating content
  + Cost: $700

##### Social media ads (Snapchat, Instagram) and organic posts

* Snapchat ads
  + $1,000 per month
* Instagram ads
  + $1,000 per month

##### General Smarta Newsletter

* Who’s creating this newsletter: marketing intern

##### Holiday giveaways and engagement opportunities

* Christmas giveaway
* Halloween engagement events

**Secondary Focus: Property Managers**

##### Direct sales calls and in-person meetings

##### Automated newsletters and emails through sales funnel

* Who’s making newsletters and emails: marketing intern

##### LinkedIn advertising

* Targeting
  + Locations: Syracuse NY, Buffalo NY
  + Job title (current): property manager
  + Video ad
  + Daily budget $15
* Estimates
  + 540+ audience size
  + 30 day
    - Impressions: 1,300-5,900
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    - Clicks: 5-23
  + Cost per month: $87-390
  + Cost for 4 months: $348-1,560
  + A|B test with a brand awareness campaign
* Creating this ad: Rafik and I (and maybe creative agency)

##### Launch Offer

* Offer property owners/managers their first month of being a Smarta Choice property free if they sign up before December