**Student Sales Strategy**

### Jan - Mar 2021

##### Organic social media posts

* Instagram, Facebook
* Engagement through
  + Instagram story trivia
  + Cool graphics for Smarta features
  + Campus-specific posts targeting SU and U Buffalo
* January
  + Introducing the best way to rent off-campus
* February
  + Fall in love with Smarta, coming to Syracuse and Buffalo in August
* March
  + Smarta features: built by students, for students

##### Beta test with volunteers from campus (only works for launch markets)

* Ask students on both campuses to be part of a beta test of the Smarta app
* Give each volunteer a t-shirt
* Virtual beta test
* Students will spread word of mouth regarding Smarta and will have a t-shirt that will also spread awareness of our logo

### Mar - May 2021

##### Organic social media posts

* Instagram, Facebook
  + Engagement through
  + Referral program prize teasers
  + Early sign-up incentive teasers
  + Campus-focused posts regarding housing and culture for SU and U Buff
    - Did you know students at U Buff have over 1,000 off-campus housing options?
    - At SU, students say the biggest perk in an off-campus home is in-unit laundry. What’s your favorite perk of living off campus?

##### Newsletter Sign-Ups

* The Smarta website will be set up to collect emails from students at SU and U Buff
  + Email addresses are used to either
    - If they’re a student at SU or U Buff (@syr.edu or @buffalo.edu)
      * Sign student up for SU or U Buff student newsletter
    - If they use any other address
      * Sign them up for general Smarta newsletter
  + Any student who signs up for the school-specific newsletter will also get a code for free Smarta Reward Tickets to redeem at launch
* Need an event or campaign to collect these emails, with the challenge being a virtual environment

##### Social Media Ads

* Focused solely on targeting students from Syracuse and U Buffalo to sign up for summer updates on Smarta’s launch when they come back to campus

##### “Did Your Landlord Make the Smarta Choice?”

* Send newsletter to students when they sign up that asks them if their landlord has decided to become a Smarta Choice property so that they can earn rewards starting in August
* This not only insinuates the premium feel of Smarta Choice off the bat, but also may push students to ask their upcoming landlords if they plan on becoming Smarta Choice so they can enjoy the benefits

##### Newsletters

* General customers, followers and visitors
  + Smarta Centennial
    - **Monthly focus: how Smarta helps students and property managers succeed**
* Students at specific schools
  + Smarta Syracuse Monthly
    - **Properties available in your area**
    - **Smarta Student Quiz**
      * **What’s more important,** 
        + **A/C or heat?**
        + **A pool or a hot tub?**
        + **Walk-in closet or in-unit laundry?**
    - **Campus news (housing related if possible)**
  + Smarta Buffalo Monthly
    - **Properties available in your area**
    - **Smarta Student Quiz**
    - **Campus news (housing related if possible)**

### June - July 2021

##### Organic social media posts

* Counting down to launch
  + Focus heavily on two launch campuses
  + Preview events and giveaways that will take place throughout the fall
* Hyping up Smarta features
  + Student friendly and unique features should be highlighted with benefits to students outlined
  + Graphics around Smarta features should be fun, futuristic, and simple

##### Reach out to off-campus housing offices

* Smarta can become a recommended resource for the office to provide to students
* May even be able to get an email or other communication blast out to students from the University on our behalf

##### Newsletters

* General customers, followers and visitors
  + Smarta Centennial
* Students at specific schools
  + Smarta Syracuse Monthly
  + Smarta Buffalo Monthly

### August - Nov 2021

##### Launch Into Free Rent for a Month (Or a similar giveaway campaign to launch with)

* All students who sign up for Smarta during the first 2 weeks of launch are entered into a contest to win free rent for a month (up to $1,500)

##### Google Ads for off campus housing search

* Focused keywords:
  + Off-campus housing
  + Affordable student housing
  + Syracuse University apartments
  + University of Buffalo apartments

##### Campus Ambassadors

* Students that agree to help Smarta advertise on campus through social media, on-campus and digital campaigns
* Students receive a big ($70) Smarta swag bag for being an ambassadors
* 5 ambassadors per campus
* Ambassadors create social media posts for our page, post on their personal accounts about Smarta, and help us in targeting the best places to find students
* Ambassadors should be micro-influencers (500-5,000 followers)

##### Organic social media posts

* + Engaging polls, shareable tips and tricks, pictures of/from Smarta Students
  + Student housing tours on TikTok
    - Ambassadors can do tours

##### Social media ads

* + Mostly in September and October
  + Focus on getting students housing while negating all of the hassle
    - “Stop jumping through hoops, rent off campus with Smarta”

##### On-campus tabling events

* + Once a month
  + Ambassadors host the events
  + Give away t-shirts, stickers, and other giveaways on a roulette wheel or other chance based game
  + Students must provide their school email address to play
  + Tabling can take place on sidewalks near campus
  + Tabling can be taken mobile, using portable chance-based games to grab students all around campus to play

##### Newsletters

* General customers, followers and visitors
  + Smarta Centennial
* Students at specific schools
  + Smarta Syracuse Monthly
  + Smarta Buffalo Monthly

### Dec - Jan 2021-22

##### Organic social media posts

* + Shoutout all holidays during December
  + Build campaigns around December holidays, New Years, and Valentine’s Day

##### Christmas giveaway event

* + Smarta Reward ticket giveaways on social media
  + Daily app users can earn two prizes, one big prize
  + Students must use app once a day though Christmas to be entered to win the prizes
    - 5 days in a row
      * Entered for prize 1 ($75 Max)
    - 15 in a row
      * Entered for prize 2 ($125 Max)
    - 25 in a row
      * Entered for big prize ($400 max)

##### Newsletters

* General customers, followers and visitors
  + Smarta Centennial
* Students at specific schools
  + Smarta Syracuse Monthly
  + Smarta Buffalo Monthly

### Feb - May 2022

##### Campus Ambassadors

##### On-campus tabling events

* March-May

##### Organic social media posts

* Focus on housing running out and that students won’t want to miss these opportunities
* Post properties that are still vacant for followers to look at with a link over to Smarta

##### Google ads for off-campus housing

* March-May

##### GPA campaign

* Students can submit their GPA for the academic year for rewards
  + 4.0 GPA
    - Large amount of reward tickets
  + 3.5 or higher
    - Medium amount of reward tickets
  + 3.0 or higher
    - Small amount of reward tickets

##### Newsletters

* General customers, followers and visitors
  + Smarta Centennial
* Students at specific schools
  + Smarta Syracuse Monthly
  + Smarta Buffalo Monthly