



SOCIAL MEDIA ONBOARDING GUIDE

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OUR GOALS

Our goals for this proposal is to increase brand awareness within the online community and create target relatable brand conscious content in order to establish credibility and direct leads to your website via the contact us page and direct calls.

We quantify the ROI from our perspective as reaching people through ads and funneling them to Bonterra's website or to a Rep (call), requesting more information, a quote or walk through. After that it is up to sales to finalize the deal.

Spread Awareness in the Greater Fort Wayne Area

Target Potential Residents:

- Geo targeting Dupont Parkview Area
- Hospital as our center point + 10 miles radius
- Age 20 - 40
- All Genders
- Recent interest in apartments

Look-A-like Audience: Target audience similar to current residents



BUSINESS SUGGESTIONS

1. Implement "How did you hear about us" campaign during initial touchbase.
2. Implement campaign encouraging current residents to leave a review
 - Tell us about your experience at Bonterra and receive a free bag of local coffee
4. Add social media print material to tour information kit
5. Implement welcome gift with social media call to action
 - Partner with Ted's Wine Bar to decrease cost
6. Display social media icon signage at clubhouse encouraging tagging location
7. Include social media icons in email signatures
8. Include social media icons on website
9. Begin monthly "Bonterra's Wonder-fur Resident Award"
 - Highlight resident's pets and award small surprise
10. Offer quarterly resident appreciation events
 - Create event pages on Facebook



REQUIRED NEEDS

Website admin contact information

List of upcoming apartment complex events

List of upcoming specials or sign-on incentives

Granted access for Facebook Page

Credit card to use for Facebook ads

Recipient for Google postcard

Please add the following to [REDACTED]

Current resident email list

Recent inquiry/recent visit email list

Vector logos

Brand guide (if available)

Bonterra branding material digital formats (floorplan imagery, recent print material, etc.)

Available imagery to use for design (if available)



HOW TO ASSIGN NEW FACEBOOK ADMIN

- 1. Have current Admin log into Facebook**
- 2. Go to Bonterra Facebook page, to access Facebook Page as admin**
 - Go to Facebook newsfeed
 - In top right corner, select down arrow right of the question mark icon
 - Select to view list of Admin pages
- 3. Once on Facebook page, Click "settings" in top right corner**
- 4. Select "Page Role" on left hand side**
- 5. Add the email addresses below in the "Assign New Page Role" bar, be sure to change role to "Admin"**
 - portraitsbyholly@gmail.com
 - oliviaulch@gmail.com



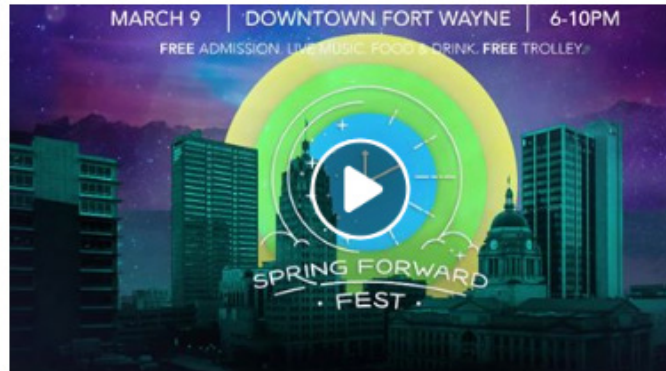
CONTENT

APARTMENT PHOTO



LOCAL EVENT/NEWS

Residents, no plans for Saturday night? Here's a suggestion for an event happening downtown this week!



SAT, MAR 9 AT 6 PM

Spring Forward Fest

Embassy Theatre · Fort Wayne

Shanel, Stephany and 8 friends

★ Interested

COMMUNITY HIGHLIGHT



MOCKUPS

●●●● Company 22:47

+ BonterraFW



30 posts

500 followers

150 following

Follow

NOW LEASING
Apartments near Dupont
www.bonterraapartments.com

Grid icon, Menu icon, Profile icon

POOL OPEN
EVERYDAY 9AM - 10PM



“
**HOME IS NOT A PLACE
IT'S A FEELING**
”



FREE COFFEE
AVAILABLE IN CLUBHOUSE

OFFICE HOURS 9AM-5PM MONDAY-FRIDAY

FREE

EVENT
FOR RESIDENTS

WE APPRECIATE YOU!

RENT REMINDER

MAY DUE

OFFICE HOURS 9AM-5PM MONDAY-FRIDAY

WE LOVE OUR FUR RESIDENTS

DOG PARK ON-SITE



“
HOME IS MY HAPPY PLACE
”

HEY GRILL MASTERS
ENJOY A COOKOUT NOW

Bonterra

NOW LEASING

OFFICE HOURS 9AM-5PM MONDAY-FRIDAY

MOCKUPS

Bonterra
RESIDENTS

A POLITE

COMMUNITY REMINDER

WE STRIVE FOR HAPPY RESIDENTS

OFFICE HOURS 9AM-5PM MONDAY-FRIDAY

WE LOVE
OUR FUR
RESIDENTS

DOG PARK ON-SITE

Bonterra
RESIDENTS

OPEN ALL SUMMER LONG

FIRE PIT

9AM-10PM

STOP BY THE CLUBHOUSE FOR MORE DETAILS

FREE

EVENT
FOR RESIDENTS

WE APPRECIATE YOU!

BONTERRA RESIDENTS

THANK YOU

WE APPRECIATE YOU

9AM - 5PM

OFFICE HOURS

MONDAY - FRIDAY

NOW
LEASING

OFFICE HOURS 9AM-5PM MONDAY-FRIDAY

“
HOME
IS NOT A
PLACE
IT'S A
FEELING
”

SIGN TODAY
— FOR YOUR —
2020 LEASE

POOL
EVERYDAY 9AM - 10PM
OPEN

MOCKUPS

FROM YOUR FRIENDS AT BONTERRA

WELCOME HOME

ENJOY A GLASS ON US, BECAUSE MOVING IS HARD.

Take this card to Ted's Wine Bar, and enjoy 1 free glass of wine complimentary Bonterra Apartments. Take time to explore your new neighbor while settling into your new home!

Ted's Wine Bar
12628 Coldwater Road, Basement, Fort Wayne, IN 46845
Hours: Thursday - Sunday 5PM-11PM

Cheers,
Your friends at Bonterra

Connect with us for the latest Bonterra news. Leave a review telling us about your new home, and receive a free bag of locally roasted coffee!



OFFICE HOURS

9AM - 5 PM
Monday - Friday

10AM - 4PM
Saturday

Closed
Sunday

PHONE

(260) 222-4077

GYM HOURS

24/7 Access

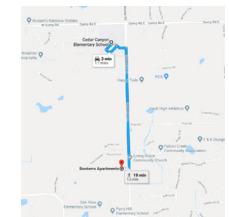
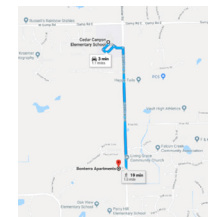
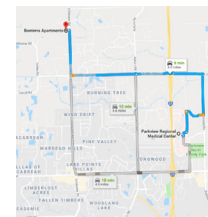
MOCKUPS



CONGRATS TO OUR
**WONDERFUL
RESIDENT**
OF THE MONTH

Banterra
AWARDS

RESIDENTS
GIVEAWAY
A LITTLE SOMETHING TO SAY THANK YOU



CONTACT

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