

# Garner Current and Prospective Resident Engagement throughout the Entire Funnel with **These Video Ideas**

## Attract



### **Search Engine Optimization & Website Traffic**

Capture prospects' interest on social media or optimize your website by having leasing teams create videos of your beautiful amenities! [View video example.](#)

### **Website Clicks**

Get more clicks on your community's website by embedding videos of the neighborhood or have leasing teams post on social media to draw traffic to your website! [View video example.](#)

## Convince



### **Tours Scheduled**

Allow prospects to narrow down which layouts they'd like to tour in person by sending pre-recorded videos of all your floor plans (or maybe they'd prefer to only virtual tour). [View video example.](#)

### **Conversions/Signed Leases**

Convert prospects into residents by providing a live tour option so leasing agents can answer prospects' questions/concerns in real time. [View example here.](#)

## Nurture



### **Resident Engagement**

Leasing teams can engage new residents by making their move-in day seamless with a video tutorial of what they can expect and instructions on how to move in efficiently. [View example here.](#)

### **Ratings/Reviews**

Leasing teams can motivate prospective residents by either posting video testimonials on social media or emailing testimonials as a follow-up tool. After all, it's more impactful to prospects when they hear it from actual residents. [View video example.](#)



Want to dive deeper into these metrics and video ideas? [Download our playbook](#), it's laser-focused on providing data points you should pay attention to, and how you can create an actionable video strategy for your leasing teams moving forward.