


The Outsourcing Guide for Multifamily Marketing

IF, WHEN, AND HOW TO OUTSOURCE MARKETING
FOR MULTIFAMILY RESIDENTIAL



Table of Contents



- 1** Jack of All Trades, Master of None
 - 2** Comparing the Options: Hiring, Automating and Outsourcing
 - 6** When Managing Your Own Marketing Stops Making Sense
 - 9** How to Evaluate Outsourced Marketing Partners
 - 14** To Outsource or Not to Outsource? That is the Question – And Now You’re Equipped to Find the Answers
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Jack of All Trades, Master of None

“Marketing has never been more complex. Sweeping advances in technology have revolutionized and fragmented the discipline.”

[Harvard Business Review](#)

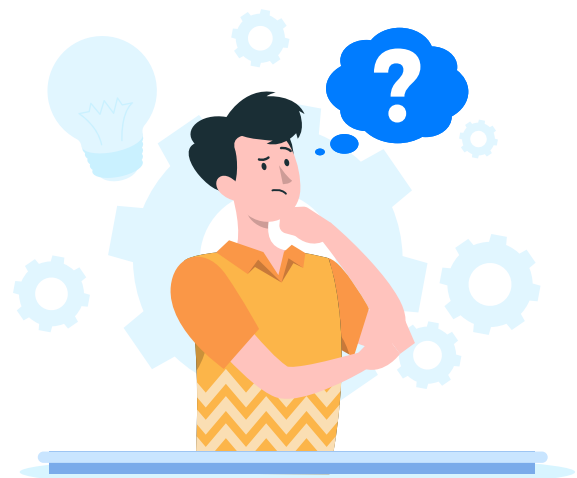
A token business mantra is “Work smarter, not harder.” And for a good reason. The more efficient the marketing machine, the greater the results. Ultimately, better results help future-ready an organization and contribute to its growth.

The apartment marketing ecosystem is becoming far more complicated every year. This is both exciting and intimidating. What was once a straightforward function continues to evolve into an incredibly complex one that requires new skills and ways of operating. Apartment marketers are confronted with countless choices for social media management, email marketing, messaging, search engine optimization, apartment listings, customer relationship

management, reputation management and more. It’s not easy to decide what’s mission critical amongst a multitude of channels, platforms, data and tools in a highly disparate and dynamic digital environment.

To make things even more challenging, current and prospective residents have higher expectations than ever. Marketers are under way more pressure to deliver the right message, in the right place, at the right time – every time. However, doing this efficiently and effectively across every digital channel just isn’t humanly possible.

Because of these circumstances, many multifamily organizations wonder, “Should I hire more people? Automate? Outsource? And how do I do it?” This guide provides a path to find the answers for your business.



Comparing the Options: Hiring, Automating and Outsourcing

Since it's impossible to do it all – and do it well – multifamily marketing teams have to figure out a way to work smarter, not harder. Three of the most common ways to accomplish this goal are hiring more employees, automating processes and outsourcing.

Success is all about mastering the areas that matter most to your business and either eliminating or optimizing the rest, so before comparing these three options, we recommend completing a simple marketing audit to evaluate which programs, channels and efforts are worth continued investment.

To do this, begin by writing a list of 3 things:

1. Your marketing goals
2. All the tactics you're using to achieve each goal
3. A grade (A, B, C, etc.) for how each tactic is performing

The most time, budget and resources should be dedicated to the highest performing tactics (regardless of whether they are

“96% of marketing leaders believe there's been an increase in the breadth of skills required to succeed in marketing, and 44% say they can't find the right combination of people and skills in the job market.”

Forrester

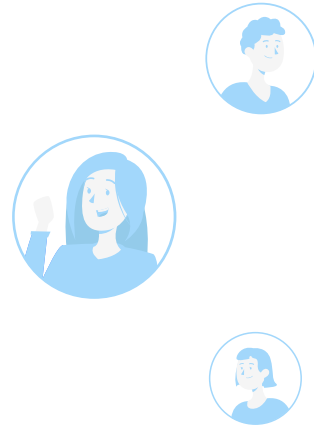
kept in-house, automated or outsourced). The rest should be de-prioritized or eliminated.

In addition to this audit, your team could do a **“Start, Stop, Continue”** exercise to brainstorm which new programs or ideas you could **start** exploring, which ones are not performing well and should **stop**, as well as which ones are working well and should **continue**.

Once this quick-and-dirty audit is complete, you'll have a big-picture view of what marketing activities you could hire people to manage, automate and/or outsource.

Option 1: Hire More People

Hiring more people is always an option, but it's expensive and time consuming due to how hard it is to find, recruit and train qualified employees. According to a recent Multifamily Insider' Survey, leasing and property management, along with several corporate roles, are among the top 10 positions with the most openings in the industry.



(Source: 2022 Labor Shortage Research Results, [Multifamily Insiders](#))

Option 2: Automate Processes

Automation completes a process or task more efficiently and/or affordably. It frees up team members while keeping the task in-house. Automation used to be much more expensive, but with so many best-in-class software tools available at a more attainable price, it's much easier and more cost effective for multifamily teams to simplify manual, time-consuming tasks.



Option 3: Outsourcing

Outsourcing (or hiring an outside person or firm to manage some or all of an organization's functions) can be a cost effective and efficient way for multifamily marketing teams to access more of the technology, skills and expertise they need to succeed. Outsourcing is especially helpful given today's talent drought and high turnover rates.



When Managing Your Own Marketing Stops Making Sense

“The top two reasons for outsourcing are cost reduction (70%) and flexibility (40%).”

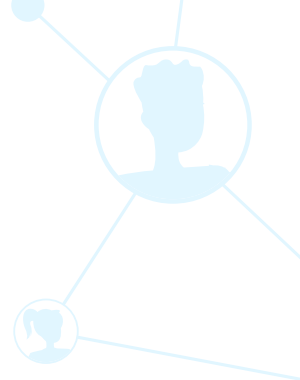
Deloitte

It can be tempting to try to manage all of your marketing in-house or expand your efforts to keep up with competitors. But unless your team also has the time, budget and expertise, you may see results, quality, spend, employee morale and the customer experience suffer.

There are many catalysts that cause multifamily teams to outsource some or all of their marketing. These are some of the top reasons.



The Top 10 Reasons for Outsourcing Multifamily Marketing



Cost Savings

Your organization wants to reduce costs or do more with a fixed budget.



Innovation

There isn't enough time or resources to keep pace with marketing trends or pursue new strategies and ideas.



Volume

Your team is struggling to keep up with their marketing workload.



Operational Capability

Your team doesn't have a key piece of technology or an important capability in-house, but there isn't enough budget to implement it or enough time to learn and support it.



Focus

The team is spending time on tasks that aren't their core competencies instead of focusing on directly delivering value to residents.



Growth

You need to scale marketing to meet demand, but hiring qualified candidates is too time consuming and costly.



Expertise and Experience

Existing staff doesn't have the knowledge or skill set needed to run your marketing program and reach your goals.



Reporting

Leadership requires more data analytics and reporting than you can deliver.



Performance

The ROI and results from your marketing efforts aren't meeting expectations.



Agility

You want to be able to pivot and/or scale faster in a rapidly changing market.

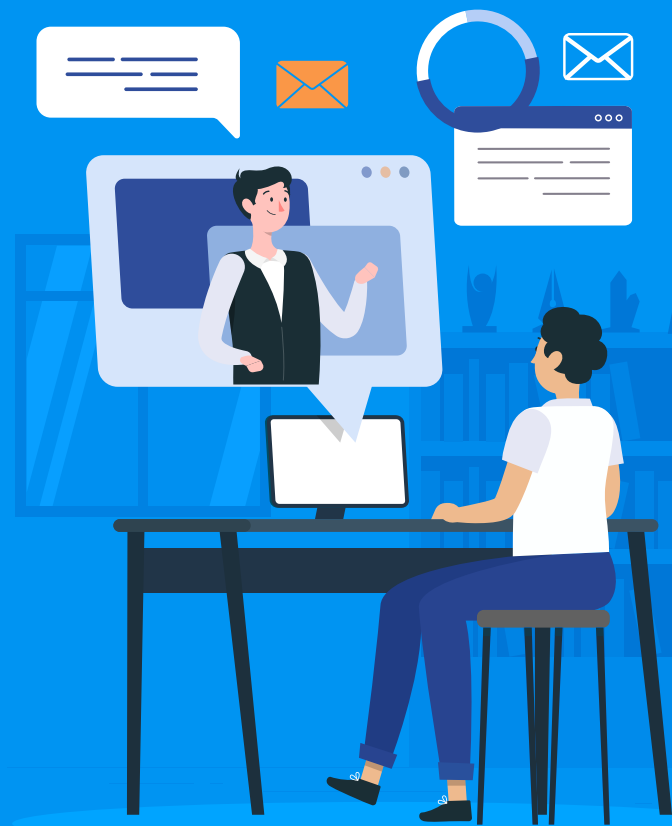


The Benefits of Outsourcing

Outsourcing part or all of your marketing program can provide your team with access to the skills and expertise of a much larger marketing department, without the expenses or challenges of hiring and managing many people. Markets can also shift at any moment, so being able to quickly add or remove capabilities and resources is a strategic competitive advantage.

One of the beauties of outsourcing is that you can structure the arrangement to fit your organization's needs. You can choose the type and quantity of work to outsource, as well as the type of engagement. For example, you could hire a freelancer or consultant to help create content and post apartment ads, or a full-service agency to manage all of your marketing and advertising. There are also many pricing structures, including hourly, fixed-fee projects and retainers.

Regardless of your reasons or requirements, outsourcing can provide a variety of options to fit your specific needs.



How to Evaluate Outsourced Marketing Partners

The decision to outsource any part of your marketing should be carefully considered because, like any business relationship, there are risks involved.

When your team decides it's time to explore outsourcing, evaluate at least two to three providers to compare and benchmark capabilities side by side.

Here are a few important criteria to consider when analyzing and selecting a marketing partner to help minimize risk and feel confident about your choice.



Questions to Consider When Evaluating and Selecting a Marketing Partner

Tenure: How long have they been in business?

Operational: Do they have a clearly articulated process and/or roadmap?

Reputation: Can they provide performance and relationship-based testimonials or referrals? Do you know a peer who has used their services?

Relationship + Transparency: Who is accountable or the point of contact? How do they communicate, and how often? If a mistake or problem occurs, how is this handled?

Accountability: Can they demonstrate proof of expertise and results for the skill/solution you're looking for?

Service: What is their service level promise or agreement? (This should be in writing.)

Cultural Fit: Do they share the same attitudes and approaches to business and marketing? Do they understand your business? Are they aligned with your goals?

Pricing: Is their pricing model clear, transparent and aligned with your needs and resources?

Value: How do they measure value delivered based on shared goals?

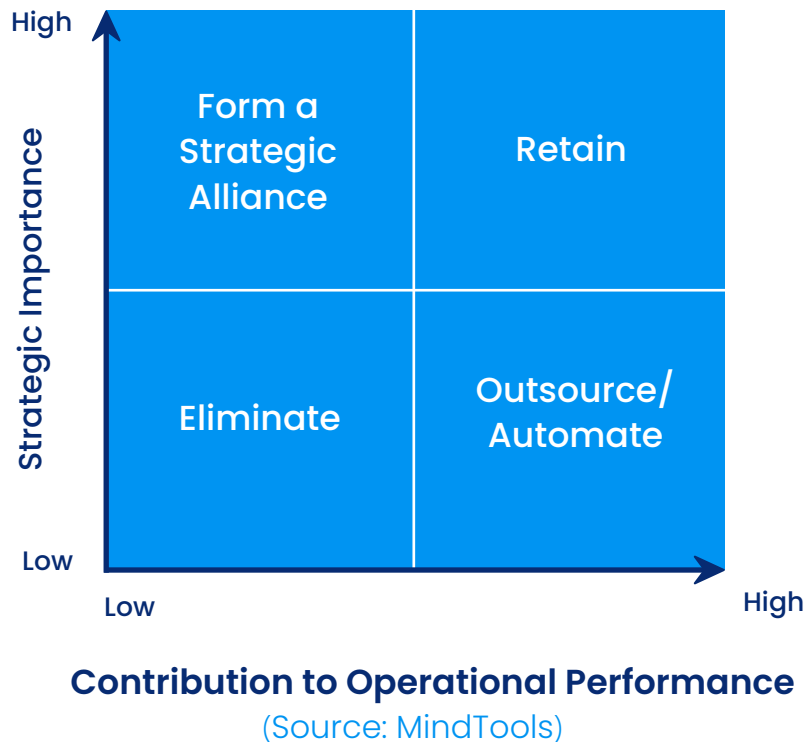
Contractual Flexibility: Who is accountable or the point of contact? How do they communicate, and how often? If a mistake or problem occurs, how is this handled?

Size: Are they large enough to support your needs, but agile enough to respond quickly and provide personal service?



The Outsourcing Decision Matrix

Struggling to pinpoint which programs, tactics and tasks to outsource and which to keep in-house? Use this Outsourcing Decision Matrix to make strategic decisions.



How to Use This Matrix

1. Go back to the simple marketing audit you completed earlier, and reference the list of tactics you're using to achieve your marketing goals.

2. Brainstorm the tasks involved in planning, implementing and managing those tactics on an ongoing basis. (Looking at this list of tasks, you will probably be surprised at how much you and your team are trying to juggle!)

3. For each task, ask the following questions to determine its level of strategic importance and contribution to operational performance, and place the name of the task in the appropriate quadrant. (Note: These questions are directional only. Feel free to add others that are relevant to your business under each category.)

Cultural Fit: Do they share the same attitudes and approaches to business and marketing? Do they understand your business? Are they aligned with your goals?

Pricing: Is their pricing model clear, transparent and aligned with your needs and resources?

Value: How do they measure value delivered based on shared goals?

Contractual Flexibility: Who is accountable or the point of contact? How do they communicate, and how often? If a mistake or problem occurs, how is this handled?

Size: Are they large enough to support your needs, but agile enough to respond quickly and provide personal service?



To Outsource or Not to Outsource? That is the Question – And Now You're Equipped to Find the Answers

For multifamily marketers, it can be difficult to decide whether to outsource parts or all of your marketing – and even more difficult to find and hire the right partner. Regardless of the size, scope or type of engagement, a trusted, effective outsourcing partner should be a good fit for your needs, culture and budget, and be able to provide reasonable answers to your questions. The tips and tools in this guide will prepare you to outsource the right marketing tasks, at the right time, to the right provider. Together, you can capture cost savings, improve results and experience the many other benefits that give your multifamily organization a competitive advantage.





About Us

For over a decade, Roof has provided software and outsourcing services to help multifamily professionals get results, simply and cost-effectively, on the world's largest marketplaces: **Craigslist** and **Google Business Profiles**. Roof serves multifamily clients of all sizes in the United States and Canada, and is trusted by leading organizations, such as Greystar, Lincoln, Cushman & Wakefield, and Avalon Bay.

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