



entrata

Marketing Strategy Hub

SPEC SHEET

MARKETING SUITE
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Marketing Strategy Hub

The Marketing Strategy Hub is a self-service platform designed to let you integrate with and transmit information to various web marketing platforms that Entrata has developed an integration with (e.g. Google My Business, Facebook Marketplace, Yext, ILS, and Craigslist). With the Marketing Strategy Hub, your in-house team can access and manage these subscriptions and view the data that has been automatically pulled into one centralized dashboard.



The Marketing Strategy Hub is included in the Digital Marketing Bundle. However, the Marketing Strategy Hub can also be used as a stand-alone product and is designed to be a cost-friendly tool to help you manage your integrations, track your leads, and make better decisions on how to spend your marketing dollars.



BENEFITS

VISIBILITY INTO LEAD SOURCE EFFECTIVENESS

The data generated through the Marketing Strategy Hub will help you see which lead sources are converting the most prospects. This helps you evaluate how you're currently spending your marketing dollars and where to direct your marketing efforts in the future.

ONE CENTRALIZED DASHBOARD

This tool will automatically pull lead data from places like Facebook Marketplace, Google My Business and Craigslist, into one easy-to-read, and visual dashboard.

DATA DELIVERED BY LEAD SOURCE

Receive your data by lead source. This will help you know exactly what lead sources are converting the best throughout the entire lead-to-lease process.

DATA-DRIVEN DECISION MAKING

The Marketing Strategy Hub will estimate the revenue your property can make from each lead source based on the past data of your leads. With this, you can better decide where to spend your marketing dollars in the future.

SELF-SERVICE PLATFORM

Designed to set it and go, the Marketing Strategy Hub allows your in-house team to easily leverage your integrations and marketing platform automations.

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MARKETING TOOLS

ILS PORTAL

With the ILS Portal, automatically syndicate real-time property pricing to all major Internet Listing Services. Entrata's API allows for frequent data pulls, enabling the most up-to-date pricing to be displayed on each ILS website.

FACEBOOK MARKETPLACE

By integrating your Facebook Marketplace account, you will be able to syndicate each property's pricing and availability directly from your Entrata account. The dashboard will display these activities and the status of each property.

YEXT

The Yext integration will syndicate property information to publishing sites and directories allowing you a simple way to manage your profiles with ease.

CRAIGSLIST

Craigslist Posting allows you to create professional ad templates that you can use and reuse on Craigslist. These templates simplify the posting and reviewing processes and assist in keeping your branding consistent. Within the Marketing Strategy Hub, you can see the number of views, visitors, and leads that come from those particular ads.

GOOGLE MY BUSINESS

By using Google My Business, you will be able to understand exactly what is attracting and engaging your leads and customers when they use Google to search for your business. You can also manage your Google My Business profile within the Marketing Strategy Hub and update it with accurate property information.