



Creating a love brand.

MAY 2024

Who Am I?

I'm dedicated to fostering inclusivity and support for all, believing that everyone deserves a nurturing environment to thrive. I can be a bit of a Mama bear when it comes to standing up for my people. As a spirited advocate for love, laughter, and community, I aim to infuse joy and connection into every interaction. With a background in accounting turned marketing, I bring a unique blend of analytical insight and creative flair to my endeavors. I love holiday markets, the beauty of the ocean, comedy shows and concerts. I tend to be slightly introverted, can be a bit spoiled and impatient but I love LOVE and my glass is always half-full.

Kelley Shannon

Senior Vice President, Marketing & Customer Experience
Bozzuto



A man and a woman are standing in a modern kitchen, looking at an open book on a white countertop. The woman is wearing a pink shirt and blue jeans, and the man is wearing a green shirt. There are two black mugs on the counter. The background features wooden shelves with various decorative items, including a woven basket, a vase with flowers, and a potted plant. The lighting is warm and ambient.

Thinking about...

The feeling of being in love

Deeply Connected

Euphoric

Committed

Trusting



**Think About
a Brand
*You Love***





Definition of a...

Love Brand

A brand for which customers will accept no substitution.

Goal: Create a purposeful brand that people are passionate about and want to engage with.

The Love Brand Effect



Characteristics of a...

Love Brand

Recognizes/Rewards Loyalty

Makes Life Easier/Convenient

Inspires a Sense of Pride

Provides Excellent Service

Shows up Consistently

Demonstrates a Culture of Care



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**Love brands and the importance
of brand connectivity**



Brand Connectivity

Refers to the strength and consistency of the relationship between a brand and its audience across various touchpoints and interactions

Alignment between

Brand Connectivity & Creating a Love Brand

Outputs	Builds Trust “YKWYWG”	Evokes Emotional Response	Builds Credibility & Fosters Relationships	Creates Lasting Loyalty & Advocacy	Fosters Sense of Belonging & Connection
Inputs	All touchpoints & experiences deliver the brand promise	Every interaction is personal, memorable or aligned with values & aspirations	“Walk” your “Talk” always	Understand customer journey and make the customer central to everything	Create opportunities for engagement
Key Principles	Consistency Everywhere	Emotional Engagement	Authenticity & Transparency	Customer Centricity	Community Building





Four Steps to

Get Started

1. Know and obsess your purpose and how it services your key audiences
2. Invest in the culture that supports your purpose
3. Design, build and continually evolve the operations of your business to serve the human system of your business
4. Measure, recognize and reward the impact of your brand behavior



Step #1

Know and Obsess Your Purpose...

And how it services your key constituents

Establish a strong brand identity - mission, values and messaging

Know your “why”- it should be fundamentally the same across groups

Understand your constituents and your role in their journey



Step #2

Invest in the Culture that **Supports Your Purpose**

1. Hire and nurture employees who believe in your brand and culture
2. Focus on employee engagement and autonomy... and the role of the team in delivering your brand promise
3. Ensure employees know what good looks like vs. your offering

Great cultures are those that have a great story that everyone wants to be part of



Step #3

Design, Build and Evolve...

The operations of your business to serve the human system

Become fanatical about finding like-minded constituents

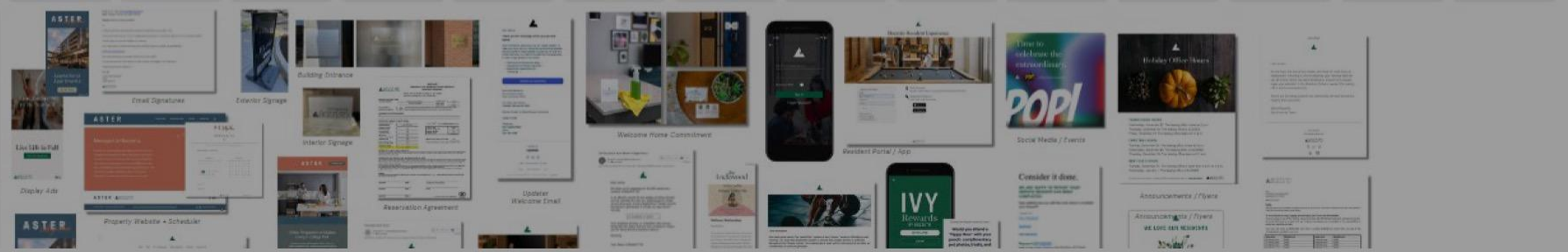
Develop your methodology that delivers on your common purpose

Consider how technology can facilitate the human experience



	Awareness	Discovery	Decision	Move-In	Living Experience	Renewal	Loyalty	Advocacy						
Customer Behaviors	See ads, hear about Bozuto from friends, etc.	Gather initial information and make first contact	Read online reviews	Tour "short list" communities	Compare options and negotiate lease	Plan and coordinate move	Move into new apartment	Get settled and learn the ropes	Interact with community/neighbors (attend events, join clubs, etc)	Interact with Bozuto (pay rent, reserve amenities, request maintenance, etc.)	Provide feedback (reviews and surveys)	Sign renewal offer or submit notice to vacate	Stay multiple years OR move within Bozuto network	Refer friends and write reviews
Customer Goals		Understand options (location, price point, features)	Develop "short list"	Get a sense of the "fit" ("Will I be happy here?")	Get approved for their preferred apartment	Take care of all the things required to move in	Avoid hiccups along the way				Be heard, make the community better	Be able to make an informed decision	Easy decision to stay	
Touchpoints (Digital / Physical)	Building signage, social media, internet, events, PR, word of mouth	ILSe, Bozuto.com, Property Websites, Phone & Email nurturing	Google, Facebook, Apartments.com, Apartment Ratings, Yelp	On-site arrival & experience, video, SRN (self-guided tour)	Email & phone follow-ups, online leasing process (RentCAFE)	Move-in checklist (Updater/email)	Elevator / Loading dock, Key pickup, Welcome Home, Apartment Inspection	Maintenance request, Resident emails, IVY Rewards	On-site team Amenities, Hospitality Station, Events, Fitness Classes, etc.	Resident portal, IVY Rewards				
Customer Experience	Ready to get started	Understand and communicate	Expand about the possibilities	Wanting to get approved	Approved about making the leasing decision	Approved about the application	Check scheduled to get the moving phone	Not having things you need	Approved about the best of your	Feeling excited	Love of Bozuto & its action	Approved about signing	Happy to stay	Happy to see what Bozuto
Pain Points		Low response time, inaccurate website info, dynamic pricing	Trustworthiness of reviews	Tour availability, tour options	Hidden fees, tracking application status	Lot of steps, loading dock/elevator availability	Cleanliness and condition of apartment, paper inspection process	Inconsistent orientation process, multiple apps	Event times don't always work, limited tools to connect digitally	Escalating issues, lots of tool and app, issues with technology	Feedback requests from multiple vendors, redundant, inconsistent	Timing varies, unsure steps to give notice	Renewal too high, unreviewed issues	Delayed return of deposit, outstanding balances
Desired Experience														
Business Goal	Build relationships with the marketing team to get the most out of	Drive traffic to the website and schedule tours	Convert leads to tours and then to lease	High quality applications from the target market	Smooth and efficient move-in process	High resident satisfaction and low churn	Build connections that make them more likely to stay & advocate for Bozuto	Build connections that make them more likely to stay & advocate for Bozuto	Organic lead generation from reviews	Residents stay longer	Residents pay more			
KPIs	Ad impressions, website performance	Lead count, cost per lead, missed calls	Review volume, average rating, lead to tour conversion	Tour to lease conversion	Denied / Cancelled	Survey feedback, maintenance requests	RepX, CRA Average Rating, Review Volume, marketing spend	Retention, renewal increase %	Tenure	Referrals, review volume				
Customer Facing Technology		CRM (Yardi) ElisaAI	HyLy Resync, Tour24, Checkpoint ID	RentCAFE (Yardi) BlueMoon	Updater	Resident App (Yardi)	Resident App (Yardi) IVY Rewards Resync	Resident App (Yardi) IVY Rewards	Resident App (Yardi) IVY Rewards	Resident App (Yardi) IVY Rewards	Reputation Corbinie (Email) IVY Rewards J.Turner / Kingsley	Resident App (Yardi)		
On-site Team Technology		CRM (Yardi) ElisaAI	Reputation	HyLy Resync, Tour24	RentCAFE (Yardi) BlueMoon, Checkpoint ID	Updater, Leonardo247, CRM (Yardi)	CRM (Yardi)	Resident App (Yardi) IVY Rewards Resync	Resident App (Yardi) IVY Rewards	Resident App (Yardi) IVY Rewards, Corbinie	Reputation Corbinie (Email) IVY Rewards J.Turner / Kingsley	Yardi		

Map Their Journey



How Bozuto Shows Up

Measure, Recognize and Reward

The Impact of Your Brand Behavior

Customer
Satisfaction &
Advocacy

Loyalty /
Retention

Cost per
Acquisition

Rent Premium
vs Occupancy

Determine your objective - ex. to drive superior lifetime value

Align on metrics that support your objective and evaluate across your constituent groups

Establish your baseline then work to continuously improve performance

Final Four Thoughts

To Close

1. Becoming a love brand takes passion and daily pursuits
2. Creating an emotional connection changes a relationship
3. Love may feel aspirational but is transformative if achieved
4. Delivering a great experience to customers is foundational





Thank you.



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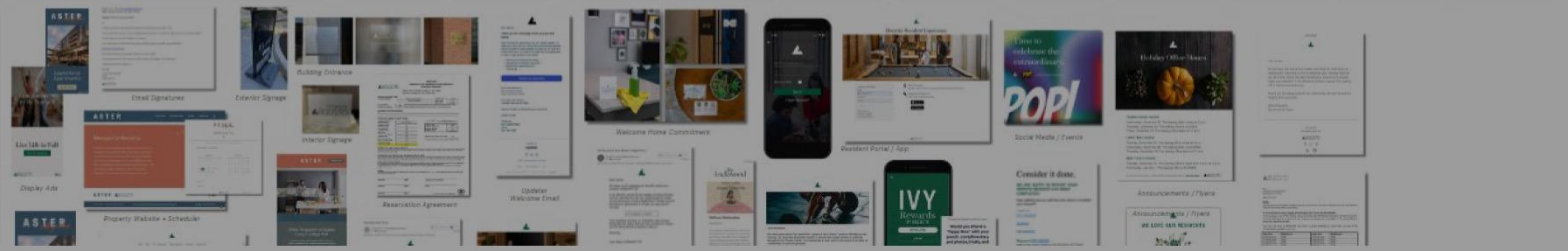
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