

# What TikTok's future means for apartment marketing



TikTok's success has taught marketers valuable lessons about the power of authentic content, diversifying social media strategies, and leveraging social proof. Here's how your team can stay ahead of the curve and continue reaching renters in meaningful ways—even as social media continues to evolve.



## Renters are looking for authentic content

- Renters crave real, engaging videos such as virtual tours, behind-the-scenes community looks, and resident testimonials.
- Authentic, relatable content outperforms polished photos and floorplans in connecting with modern renters.



## Diversify your social strategy

- Cross-posting short-form video content ensures you engage with renters on their preferred platforms.
- Utilize tools like Respage to help streamline your strategy by managing posts across multiple platforms from one intuitive dashboard.



## Social proof matters more than ever

- User-generated content, reviews, and testimonials play a key role in influencing renters' decisions.
- Surveys and Review Booster helps amplify positive feedback, making your community stand out to prospects.

## Key takeaways from the TikTok playbook

- Embrace storytelling:** highlight community life, resident experiences, and unique property features.
- Leverage trends:** Adapt emerging trends to increase reach and engagement.
- Keep content bite sized:** Short, snappy content performs well because it's easy to consume.
- Be approachable:** Relatability is key.
- Encourage social proof:** Resident testimonials amplifies engagement and boosts credibility.
- Consistency is key:** Make sure your audience can always find and engage with your brand, no matter where they prefer to browse.