

# RMK Management Corporation

## Social Media Case Study

Taylor Johnson has been handling public relations for RMK Management Corporation since 1999. And while we've helped create awareness for the company and its 23 rental properties in the Chicago, Minneapolis and Merrillville, Indiana areas, it was time to turn things up a notch by adding social media into the mix.

Because most apartment seekers begin their quest online, search engine optimization is critical. So we began our social media mission with keyword research and developed a list of words and phrases people use while searching for apartments. Now, when someone searches for "luxury apartments in Naperville, Illinois," RMK's properties top the list of organic searches. Next we developed a social media strategy that included a blog, Flickr, Google Business Listing and YouTube video for each property.



## Links

- [RMK on Flickr](#)
- [RMK on YouTube](#)
- [RMK blogs](#)

By creating optimized online content and a web site linking strategy for each of the communication mediums, we are able to connect RMK's properties to qualified apartment seekers. Increases in awareness, traffic and signed leases are the happy results.

And, for those who already call an RMK property "home," there's an established social network for them to join to help them engage with their neighbors, the staff and the community, resulting in a sense of belonging and a desire to stay.



*Above: Social media outlets like YouTube (L) and blogs (R) allow RMK Management to connect with prospective and current tenants.*