

Content Marketing Growth Strategy

Property Management Company

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Overview

This strategy leverages Property Management Company's existing content and expertise into a scalable system that builds trust, grows audience reach, and converts viewers into clients. By prioritizing educational, landlord-focused content while strengthening Founder's personal brand, the company can position itself as a leading authority in NYC property management.

Objectives

- Grow social media presence
- Develop a robust content calendar for socials and podcast
- Build trust with the general public to convert viewers into clients

Tools

- Produced polished organic content
 - Podcast, interviews, tours, Q&A's
- Repurposed content
 - Systematize formats and distribution across IG/TikTok/Facebook/LinkedIn/others

Strategy

- Increase public trust in the Founder via organic content
- 80% of content targeted at landlord/owner POV
- 20% of content targeted at the general public

Production & Distribution Recommendations

- Produce season 2 of podcast distributed via new account branded around Managing Manhattan or Founder
- Repurpose podcast content for shortform distribution across IG/TikTok/YouTube Shorts
- Create new content formats for standalone branded accounts
 - **"Landlord Therapy"** - Founder looks at common problems and provides solutions. Can be filmed on site or in the office. Potential for collaboration with landlords. This format is clean and has high virality potential. (Education)
 - **"Under Our Property Management"** - A look at some of the listings around the city. This content can be used to build up the public profile of the company's talent/portfolio. (Advertisement/service promotion)
 - Personal brand development on new Founder account
 - **"What you get for \$/month"** - a look around NYC at the ultra high end rental market. Narrative based tour rooted in neighborhood/location history. (Education/lifestyle)
 - **"Fix it"** - behind the scenes vlog style problem solving with Founder.
 - What happened?
 - What did the Founder do?
 - Resolution...