



# Your Guide to Video Mail

How Branded Video Messaging Enhances  
the Customer Experience

Multifamily Housing



SalesMail<sup>®</sup>  
Powered by  HeartLegacy

Whether you're pivoting to a digital-first business strategy, interested in learning ways to better use video, or just considering solutions to new business challenges, this short guide is for you.

In this guide, you'll learn:

**WHY YOU NEED IT**

**WAYS YOU CAN USE IT**

**HOW TO MAKE THE MOST OF IT**



# Why You Need It

## Benefits of Branded Video Messaging

Business Logo  
& Hyperlink



Branded Colors



Animated  
• Preview  
within Email

Click here to learn more!

Call-to-Action

Name, Title, &  
Email Hyperlink

**Kelly Smith**  
Leasing Agent

MFH Properties  
123 Burns Ave  
Daphne, AL 36526  
1-251-568-1632  
[www.mfhproperties.com](http://www.mfhproperties.com)

Contact Information

Contact Card

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As a fundamental component of digital transformations and digital-first initiatives, branded video messaging allows your organization to build strong relationships across the entirety of both the buyer journey and customer experience.

Branded video messaging allows your property managers and leasing agents to instantly build trust, create deep connections with residents and prospects, and achieve desired business outcomes more quickly. For multifamily housing organizations, a well-crafted branded video messaging strategy can help you:

- Differentiate your properties and sales teams in areas of high competition
- Make deeper connections with potential residents at the outset of the sales process
- Maximize resident retention through high-touch client service outreach
- Allay apprehension surrounding COVID-19 protocols

# Ways You Can Use It

## Example Use-Cases

### Personalized Apartment Tours

Empower leasing agents to easily send short, personalized videos to interested parties, showcasing your property, amenities, and apartment features. Videos that are personalized for the recipient and professionally branded to your properties establish credibility, build affinity, and improve brand recall.

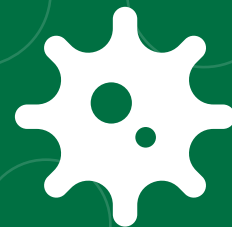


### High-Touch Engagement Outreach

Build strong relationships with current residents to maximize retention. Send personalized videos for lease renewal options, maintenance request updates, important property notifications, and much more.

### COVID Safety Reassurance Messaging

Highlight your COVID-19 safety protocols with potential residents by reviewing your safety standards and processes. Personalized explanations from property managers and leasing agents can expedite sales cycles by proactively addressing common concerns early in the sales process.





# How to Make the Most of It

## Best Practices

### Be Authentic

Leasing agents and property managers shouldn't worry about recording "perfect" videos. Audiences prize authenticity, so the best approach is to be genuine, relatable, and empathetic. This creates strong personal connections right off the bat – the first step to achieving occupancy and retention goals.



### Get Personal

Address the recipient by name in both the subject line and video. Additionally, a well-established practice is using a whiteboard in the beginning of your video with the recipient's name prominently displayed. This personalization will show up in an animated preview and will make the video much more likely to be viewed.

### Systematize It

Define specific use-cases for when video messages should be sent. Establish some general guidelines for content, timing, and delivery preference. This should all align with stages in a sales funnel and with customer experience events.





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