

**OMG** is proud to be a part of the **Massey Knakal Multifamily Summit**.

Our workshop will highlight **marketing techniques** to keep your buildings fully leased **without paying broker fees**.

Here are some of the **topics** we'll be covering:

- Making your listings work harder
- Which websites produce and which do not
- How to make search engines work for you
- Make your website generate more inquiries
- When to use traditional advertising
- How to get action from social networking

**Real world examples** of how focused online marketing campaigns can make a huge difference in driving direct deals.

- **Case Study # 1:**  
Small owner with **50-100 units**
- **Case Study # 2:**  
Large owner with **over 2000 units**

## About OMG

Online Marketing Group is a 5-year old marketing firm that identifies the best, most cost effective ways to make your assets visible online and drive qualified leads.

OMG develops customized campaigns based on available home type(s), location, price and target market.

Our marketing campaigns utilize a **multi-channel strategy** including listings management, email, search, social and customer tracking.

## Free 1-hour consultation

OMG is happy to offer attendees of Massey Knakal Multifamily Summit a **no-obligation review** of your current marketing efforts and existing availabilities. Often, we'll recommend a plan that costs little or nothing to deploy.



**Online**  
MARKETING GROUP

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