



MEDIA KIT

The next generation of hyper-local marketing

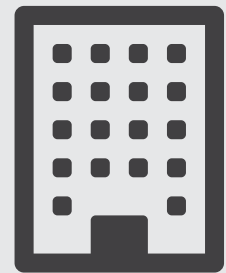
Platform



Myhomepayge connects property managers and their residents through a social, local and mobile technology platform while helping brands and local merchants build loyal customers

Program

Myhomepayge provides businesses with a unique channel for personalized marketing campaigns which capitalize on data and valuable consumer insights to enable targeted, individualized and relevant one-to-one marketing



Campaigns



Myhomepayge campaigns “Go Deep... Not Wide”, with the ability to target customers by building and by property – enabling your business to reach consumers on a more personal and engaged level

Audiences

Myhomepayge property websites cover a wide range of dynamic audiences – when you pair your brand’s message with our unique access, content and data, you’ll get powerful results



It’s that simple.



WEBSITE MARKETING OPPORTUNITIES OVERVIEW

- Residents access their Member website to get things done and to find out what's happening in their building, community and neighborhood
- The MHP Platform will ensure that highly targeted messaging is being delivered to your prospects and existing customers with optimal reach and frequency
- Our 360° campaigns utilize the multiple "touch-points" and communication channels available through the Myhomepayge Platform including:
 - » Branded content and sponsored posts
 - » E-commerce integration in our Marketplace
 - » Business event listings that are also featured in each property calendar
 - » Engagement tools in our Community pages include polls, surveys and contests
 - » Display advertising
 - » Social media integration
 - » Directory listing



Sponsored Posts

Branded Content

Community Pages

Display Advertising

Social Media Integration

Business Events Listings



MYHOMEPAYGE WEBSITE DISPLAY ADVERTISING

- Banner ads drive traffic to your site and promote your brand
- The MHP Platform enables you to dynamically target your ads to specific sets of audiences by:
 - » Geographic location
 - » Demographic and psychographic composition
- Our Platform provides you with an easy and efficient way to manage trafficking and campaigns:
 - » Optimize yield to improve click-through rates and overall performance
 - » Use new IAB ad unit formats to meet your communications needs
- Create new canvasses with rich media including slideshows and video to engage your audience
- Granular reporting provides you with the intelligence to make real-time decisions



980x45 Placement

300x250 Placement

160x600 Placement

300x600 Placement



MYHOMEPAYGE WEBSITE MARKETPLACE DETAIL

- With each property specific Marketplace you'll be able to generate and convert leads
- The MHP Marketplace enables you to add links and feeds from your website to:
 - » Showcase your products, services, offers, deals and promotions
 - » Curate your offerings by geographic location or demographic composition of each property
 - » Convert online traffic into leads using dynamic landing pages and progressive forms
- Gain programmatic access to MHP's product selection and discovery functionality to:
 - » Make it easy for customers to find your products and services
 - » Engage with customers early in the buying process
- Delight residents with our customer-centric features including couponing and loyalty programs

Marketplace

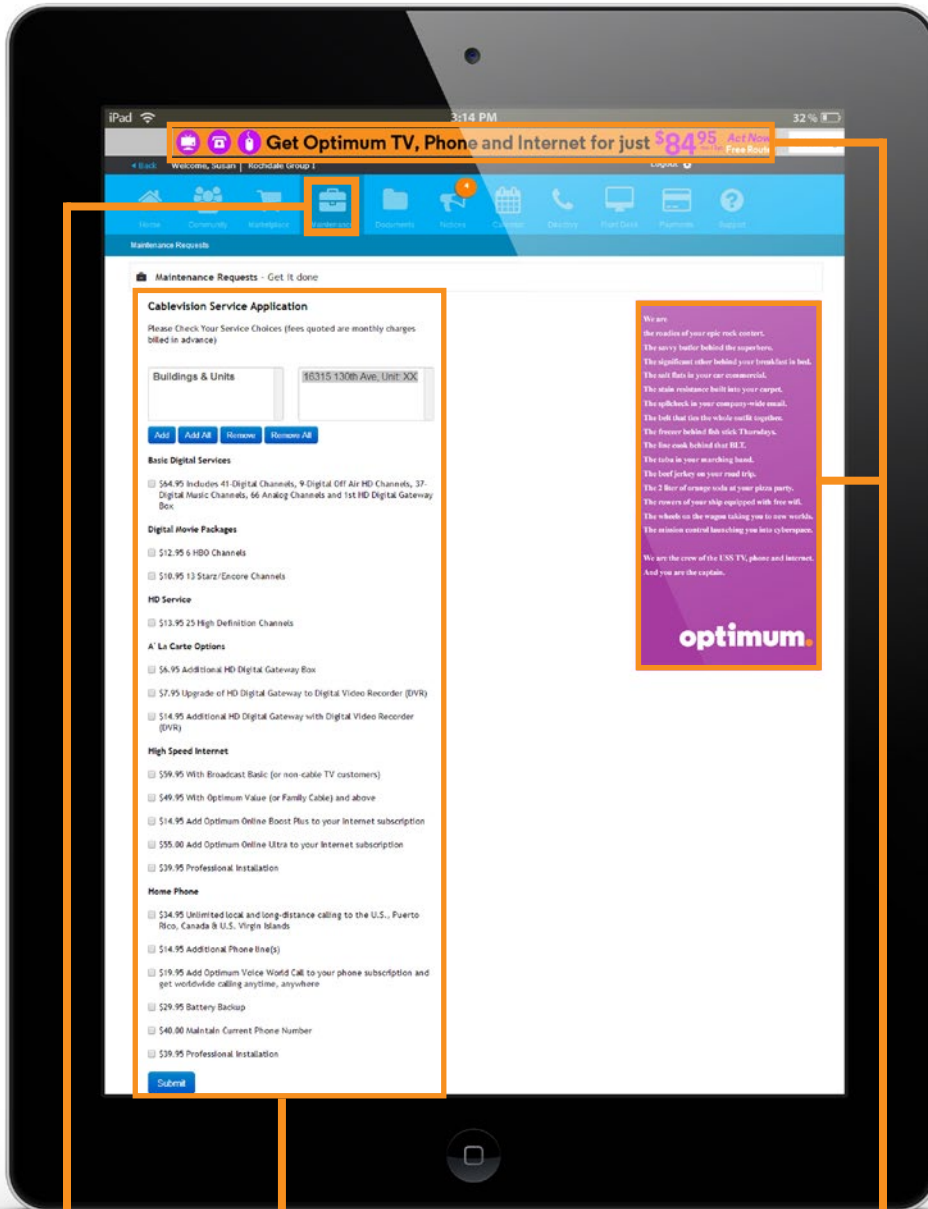
E-commerce Integration

Display Advertising



MYHOMEPAYGE WEBSITE MAINTENANCE DETAIL

- Our Maintenance Request module enables residents to submit online requests for services
- With this advanced communication tool, residents can request repair and other work
- Dynamically target your ads to specific, highly intentioned consumers – at the very moment they need your services
- Gain programmatic access to MHP’s vendor selection and discovery functionality to:
 - » Make it easy for prospects to find your products and services
 - » Link with your landing pages and progressive forms for in-bound sales
 - » Sync with your CRM system to reduce manual entry
- Offer residents what they need, when they need it



Display Advertising

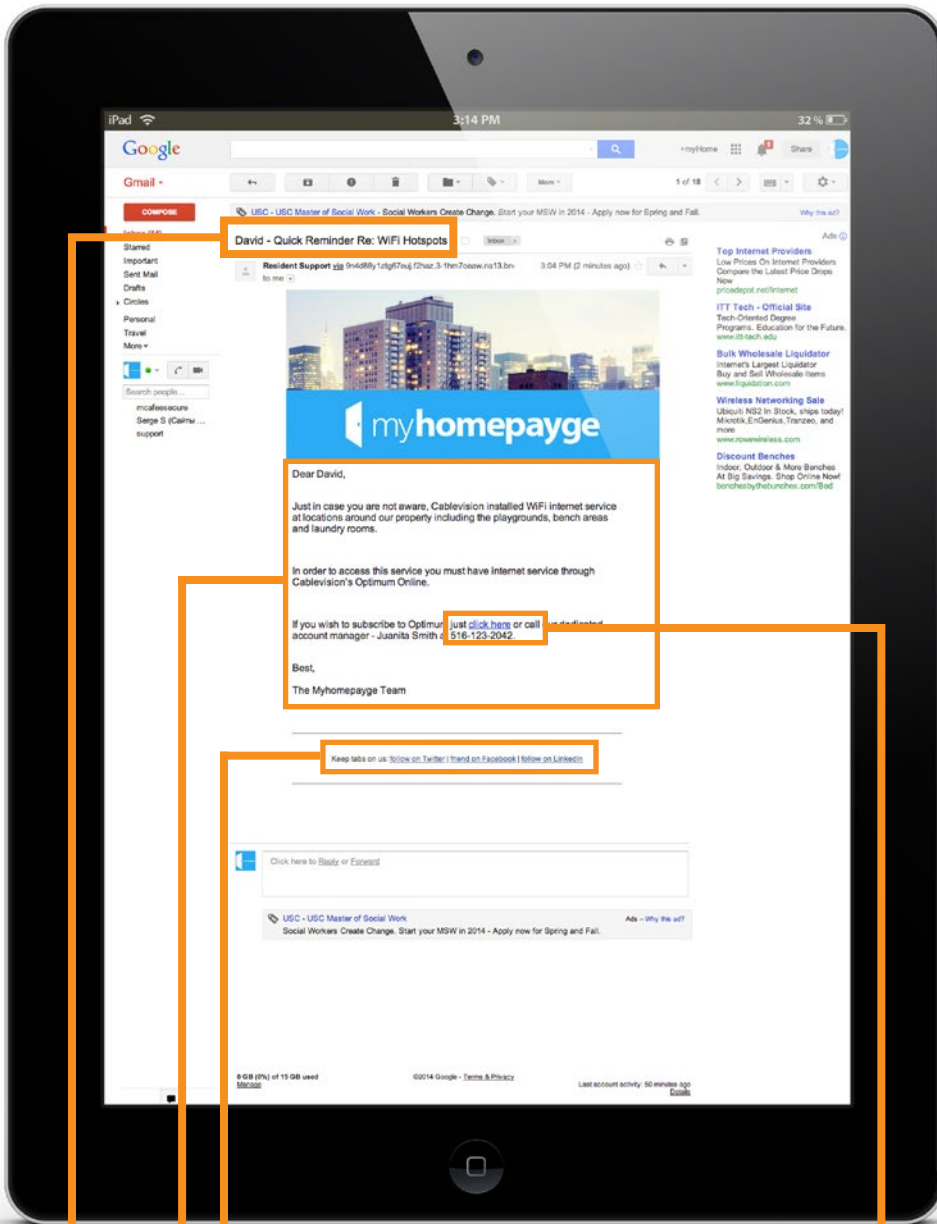
Custom Form Integration

Maintenance



EMAIL, NEWSLETTER & TEXT MARKETING DETAIL

- Emails, text messages and Newsletters are sent periodically to residents at MHP properties
- Our engagement marketing campaigns serve up personalized conversations, at scale
- MHP integrates your messaging within relevant and timely property news, reminders and events
- Our marketing automation system enables efficient execution of your campaigns:
 - » Multi-channel campaign management across email, web, mobile and social media
 - » Convert more leads with our lead generation and lead nurturing capabilities
 - » Automate conversations that encourage loyalty and increase customer retention
- Tracking and reporting – we provide you with the metrics you need to optimize your campaigns
- Easy. Powerful. Agile.



Your Call-to-Action

Social Media Integration

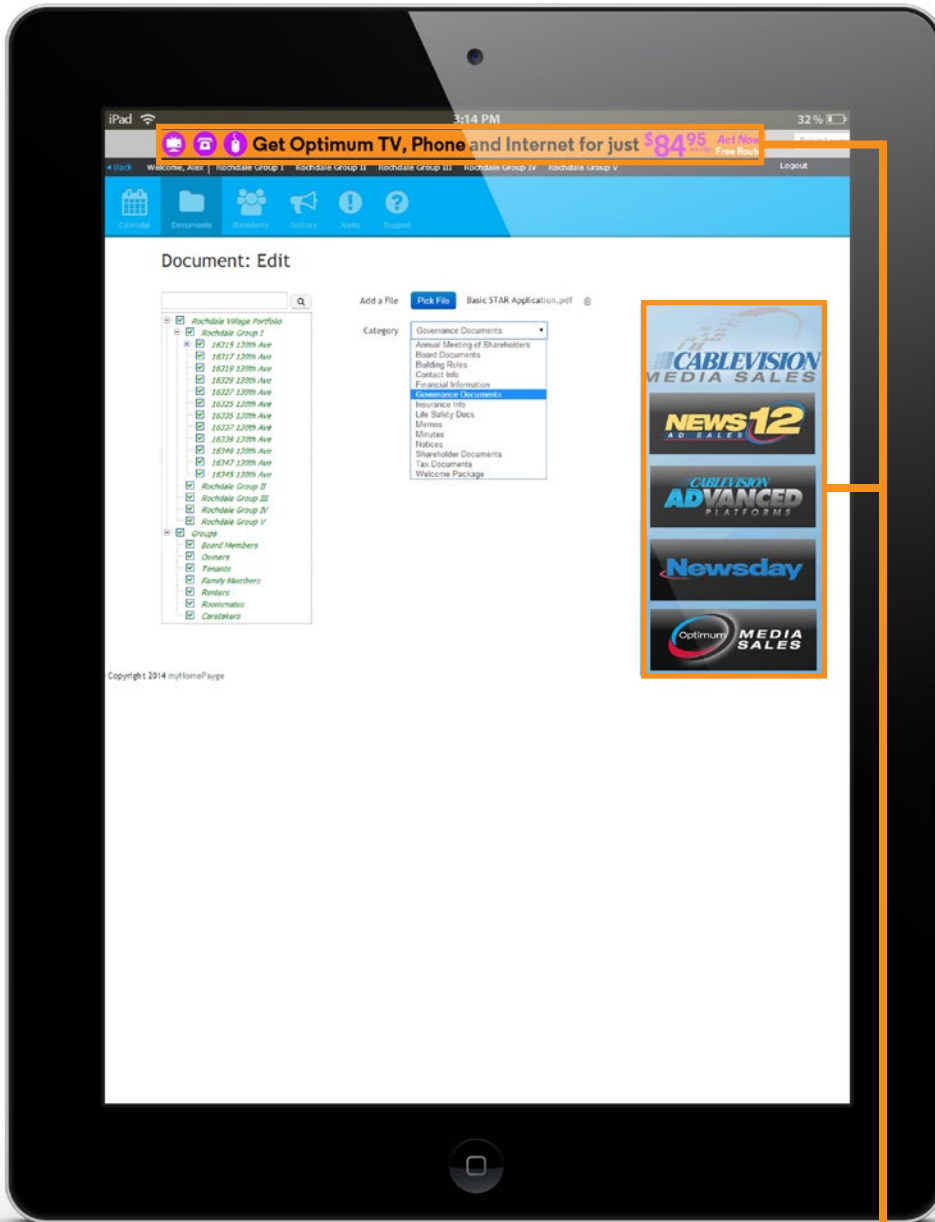
Your Messaging

Compelling Subject

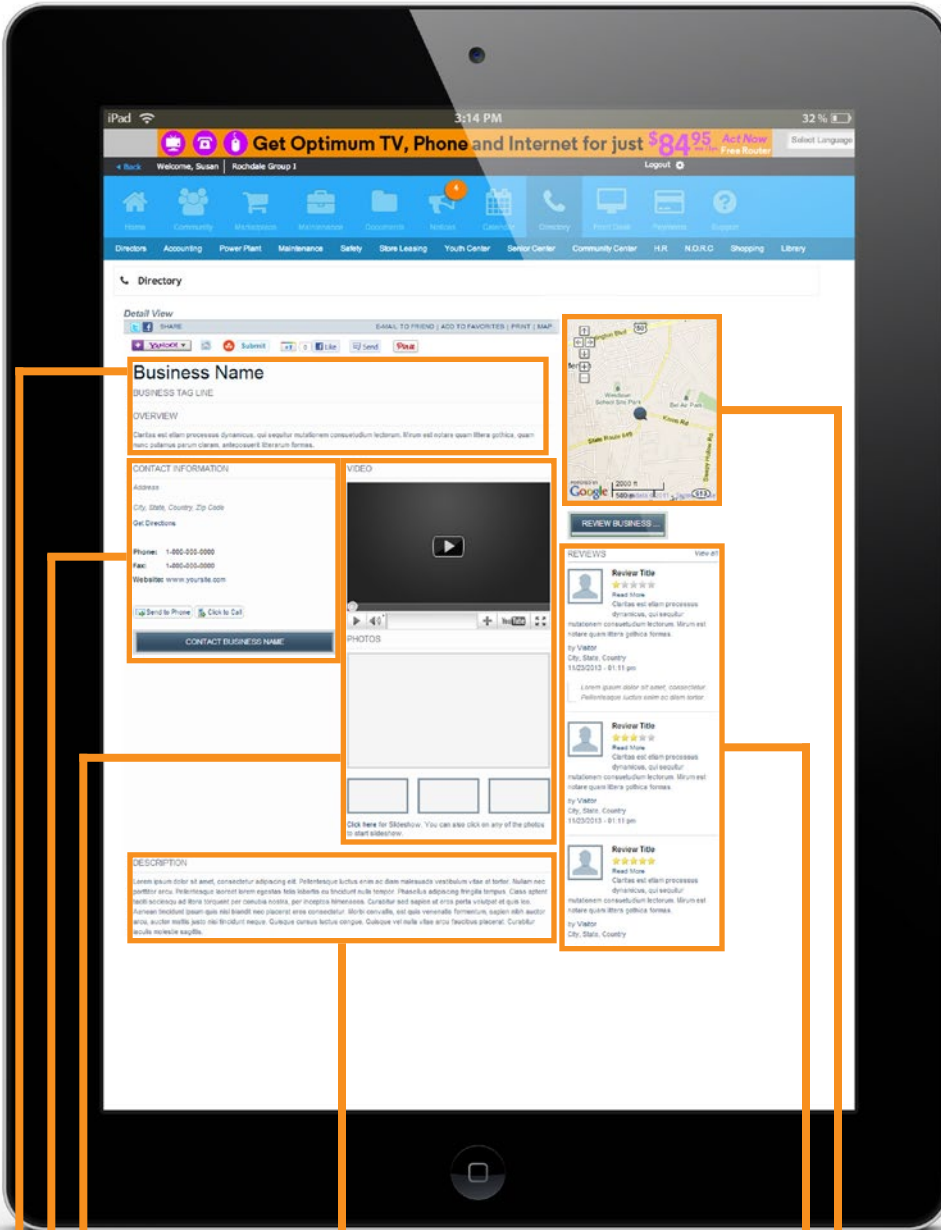


BUSINESS-TO-BUSINESS MARKETING DETAIL

- Our Control Panel is the Content Management System for property managers and condo/co-op board members
 - » Our CMS allows publishing, editing and modifying content on the MHP Platform
- Target your B2B products and services to decision makers
- Bypass the gatekeepers that make it difficult to get through to B2B prospects
- Rethink your marketing and sales strategies and tactics to improve results
- Sell more by spending less



Display Advertising



MYHOMEPAYGE WEBSITE DIRECTORIES DETAIL

- Directories feature businesses, educational, religious and other organizations in and around each MHP property
- A listing in our Property Directory makes it easy for customers to find your products and services
- Directory listings feature:
 - » A Summary and Detail view
 - » Title, Logo and Image slider
 - » Address, Map and Driving Directions
 - » Video and Photo Gallery
 - » Social Media integration
 - » Ratings and Reviews (optional)
- On a stand-alone basis or coupled with other MHP “touch-points”, Directories let you capitalize on the power of the internet and hyper-local marketing

Description


Ratings & Reviews

Video & Photo Gallery

Map

Contact Information

Business Overview

A photograph of an on-property event. In the foreground, a man in a blue shirt and tie smiles at the camera. In the background, a woman in a blue cardigan smiles while holding a brochure. Another man in a green shirt is visible in the background. A table with a blue cloth and a brochure is in the lower right.

In today's world, consumers have new expectations of you and your business. Myhomepayge on-property events will help you connect in new ways by interacting directly with prospects and customers.

The resident attendees are engaged, excited, and interested in new offerings. The energy is contagious, the connections are real, and the opportunities are endless.

Myhomepayge marketing campaigns can be tailored to meet your objectives and your budget.

Contact one of our sales representatives to learn more...

We look forward to being your marketing partner!

REQUEST MORE INFORMATION

info@myhomepayge.com

