

2022 Public Relations Manager Incentive Program

Overall Marketing Team Key Performance Indicators

- Collaborating with all divisions within Burkentine
- Utilizing Monday.com, project management software
- Marketing 360s, updating all smartsheets on a regular basis
- Marketing Budget, all invoices/billing/P.O.s approved by the marketing director for budget planning and projections
- Create monthly tracking sheets for all marketing campaigns
- Assist with survey implementation, work with the marketing team and marketing director
- Workflows and SOPs developed and implemented – May 1st

KPIs

- **Public Relations Strategies to Increase**
 - **Earned media**
 - Content created by others like reviews
 - **Owned media**
 - Opportunities to create content for social media and website
- **Create relationships with reporters**
 - Current and new markets
- **Increase Media Mentions**
- **Manage and respond to all reviews**
 - Setting up and utilizing Review Tracker for GMB, Yelp, Facebook, etc. and working with business units to resolve complaints, etc.
- **Opportunities from earned media**
 - I.e. reviews that we can promote and use to our benefit in current and new markets
- **Increase owned media opportunities/content on for social media and website**
 - impressions, reach, engagement, tagging community partners, engagement, impressions, reach, followers, likes, views, comments, DMs, tags and mentions as relevant to events, community partners, etc.
- **Branding**
 - Create a consistent Burkentine brand across all channels to begin creating brand recognition
- **Create relationships with Property Managers and Assistant Property Managers**
 - We want them to know they can turn to us for help with events, promoting the events, and gaining some media attention for the events
- **Create Annual Public Relations Calendar**
 - We need to begin gauging what events we need to be apart of and what events we might need to push to allow for new markets and opportunities
 - Work with builders, rentals and HR on items to promote
- **Monthly Tracking**
 - Media mentions