

Marketing Tips

Attract and retain more renters while optimizing your prospect funnel.

1. **Partner Resource Center:** From marketing materials to explainer videos, support and more- find all the tools here to make the most out of your deposit-free program with the Obligo x Appfolio integration.
2. **[Marketing Images](#):** On your own website or third-party platforms such as Zillow or Apartments.com, advertise deposit-free living as an amenity in the carousel images on your listings.

Email us at support@myobligo.com to request a specific image size.

3. **[Marketing Copy](#):** Advertise Obligo deposit-free living on your Services, Amenities, FAQ and/or Listings website pages with our pre-drafted copy.
4. **[Tips for Leasing Agents](#):** Everything you need to know about Obligo: Tips to introduce Obligo to prospective renters.
5. **Resident Portal:** Promote Obligo in your Resident Portal. [Schedule time](#) with our team to learn how to implement this.
6. **[Social Content](#):** Promote Obligo deposit-free living on your social channels such as LinkedIn, Instagram, Twitter and Facebook with our ready-made social images.

Email us at support@myobligo.com to request a specific image size.

7. **Website Pages:** Add a co-branded Obligo page to your website. [Schedule time](#) with our customer success team to help you implement this.
8. **[Signage](#):** Add signage to your leasing office with our ready-to-print PDFs.