



**MARKETING DEPARTMENT
SAMPLE PORTFOLIO**

**SOCIALS +
LUXURY PROMOTIONS**

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LIFESTYLE CAMPAIGNS - LIVEDIFFERENT CAMPAIGNS

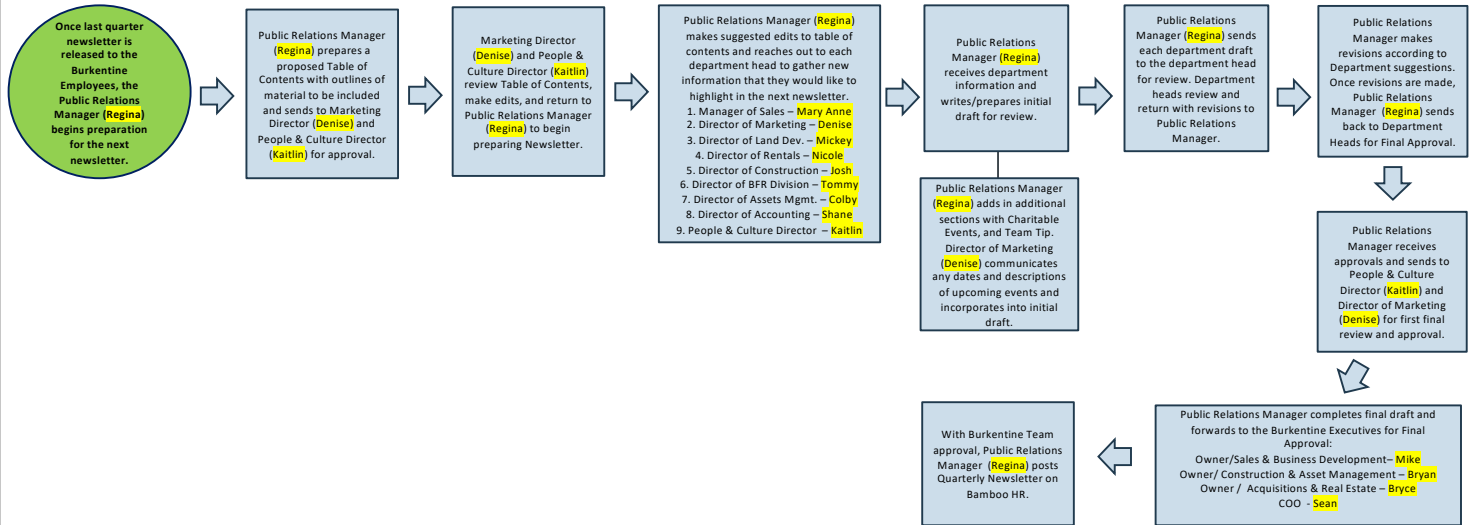


- ▶ Augusts Company Picnic
- ▶ Columbia River and Orchard
- ▶ Habitat for Humanity
- ▶ PSU Job Fair Video
- ▶ Wynfield Pool

SOPS AND WORKFLOWS

Workflows

Public Relations Workflow: Quarterly Internal Newsletter Preparation and Approvals



SOP - Hootsuite Social Media Management Platform



12/13/2021

Standard Operating Procedure (SOP)

Hootsuite

Main Dashboard/Options Panel:

	-----→ Logo only, not clickable
	-----→ <u>Create</u> : Hover over this icon to create a Post, Pin, or Instagram Story, or create from Content Library Template. You can also create in the Legacy Composer; this is the original content creator in Hootsuite, but it is recommended to use the most recent version.
	-----→ <u>Streams</u> : Click on this icon to set up and view your streams and boards (see SOP for setup). Streams allow you to quickly view your posts, mentions, comments, messages and more
	-----→ <u>Publisher</u> : Click this icon to view your scheduled posts or create a new one (see SOP for creating a post). Here you can create and schedule a post on any of your profiles
	-----→ <u>Inbox</u> : Click this icon to view notifications, including messages and comments
	-----→ <u>Assignments</u> : Click to icon to view items that have been assigned to you from another team member.
	-----→ <u>Advertise</u> : Click to create a Facebook ad. Hootsuite is integrated with Facebook Ads Manager, so you can create an ad right within Hootsuite. Please note options and creative are more limited than creating an ad directly through Facebook Ads Manager
	-----→ <u>Analytics</u> : Click this icon to view insights and analytics on post performance, best time to post, brand awareness, link clicks, and more. This is a great tool to use for a quick glance
	-----→ <u>My Products</u> : Click this icon to view other add-ons for Hootsuite
	-----→ <u>Notifications</u> : Click to view all notifications for the profiles you have set up within Hootsuite, including messages, comments, and mentions.
	-----→ Help & Resources: Click here to find excellent sources for further training and information on everything Hootsuite is capable of
	-----→ My Profile: Click here to view your preferences, settings, and information

SOP - Artist Rendering New Floorplans



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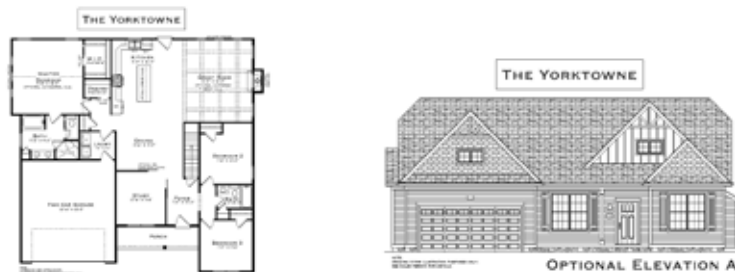
2/14/22

NEW FLOORPLAN

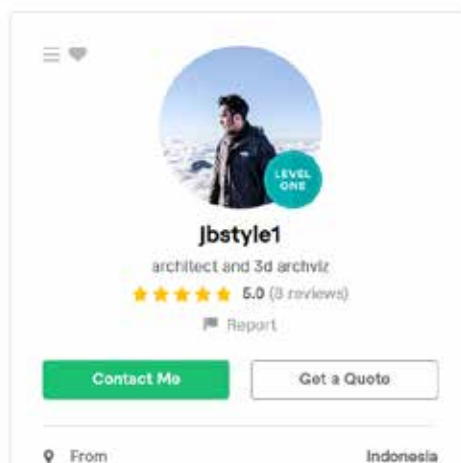
New floorplans on the new home sales side will come from the sales team as needed or Mike/Bryce/Bryan Burkentine.

Work with sales team and decide on a name for the floorplan if one has not been provided already. Also, choose color selections for an artist rendering for siding, roof, windows, etc.

Request the PDF marketing floorplans + b+w front exterior rendering, square footage and raw AutoCAD files for all exterior sides from the architect, Dave Fetters at ddfetters@gmail.com. (Use b+w exterior until colorful rendering comes in if sales team needs right away).



Order the artist rendering on Fiverr at www.fiverr.com from [jbstyle1](#). See log in information document for username and password. Order 3D Exterior House Rendering Gig.



Jbstyle1's Gigs



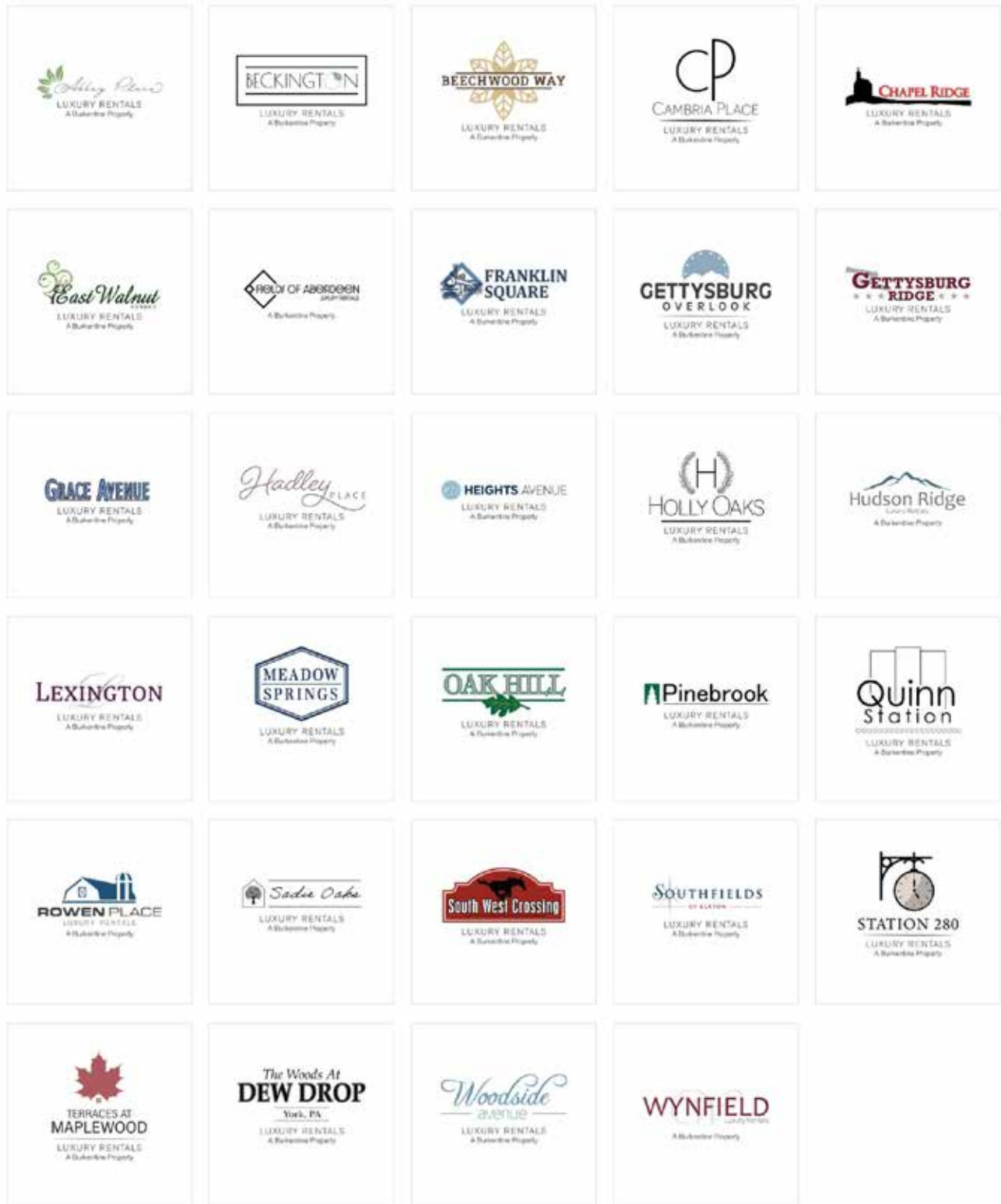
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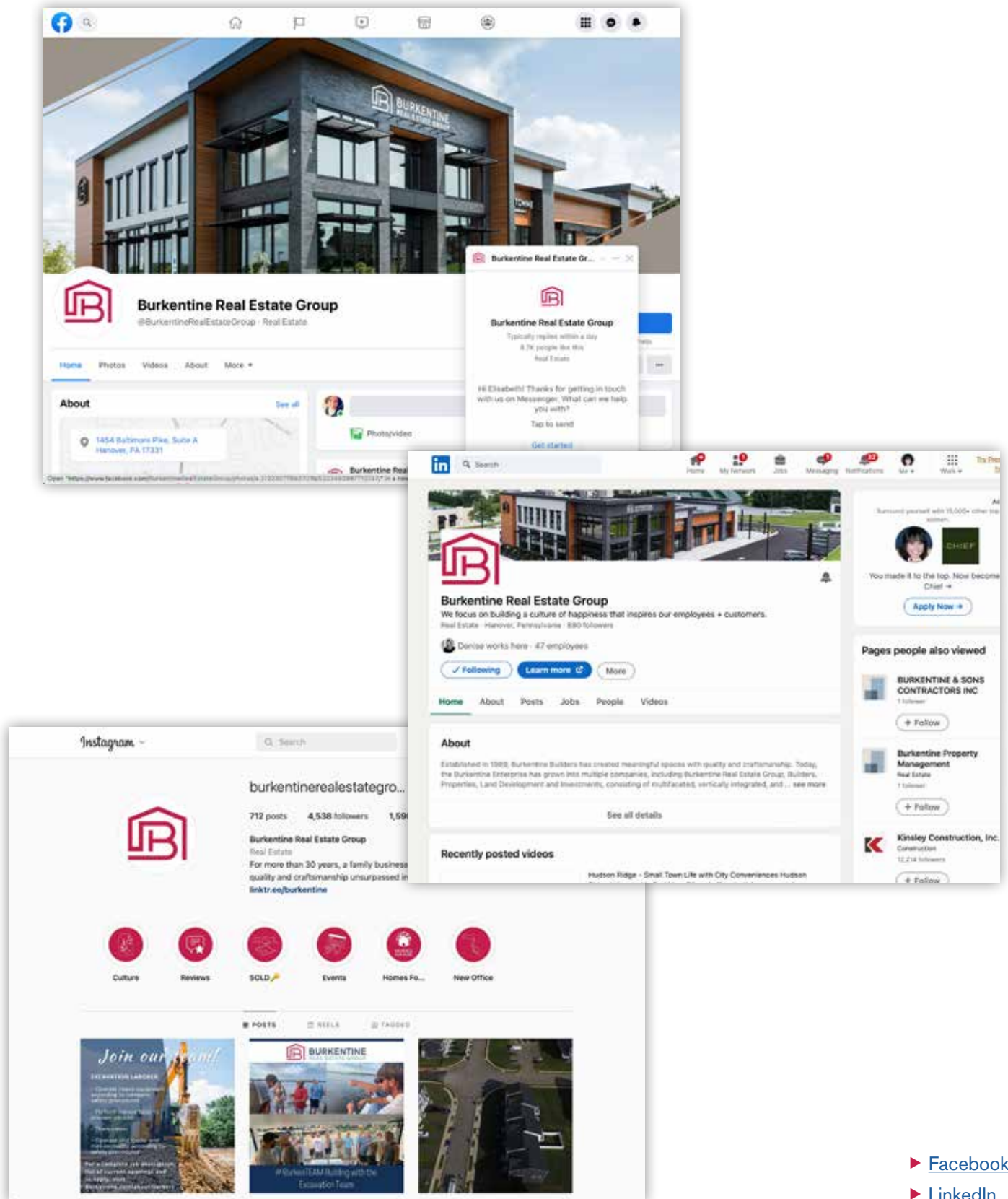
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SOCIAL MEDIA

Community Logos

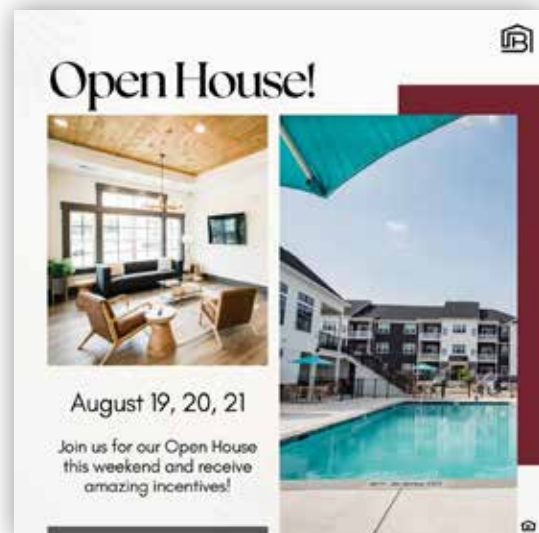
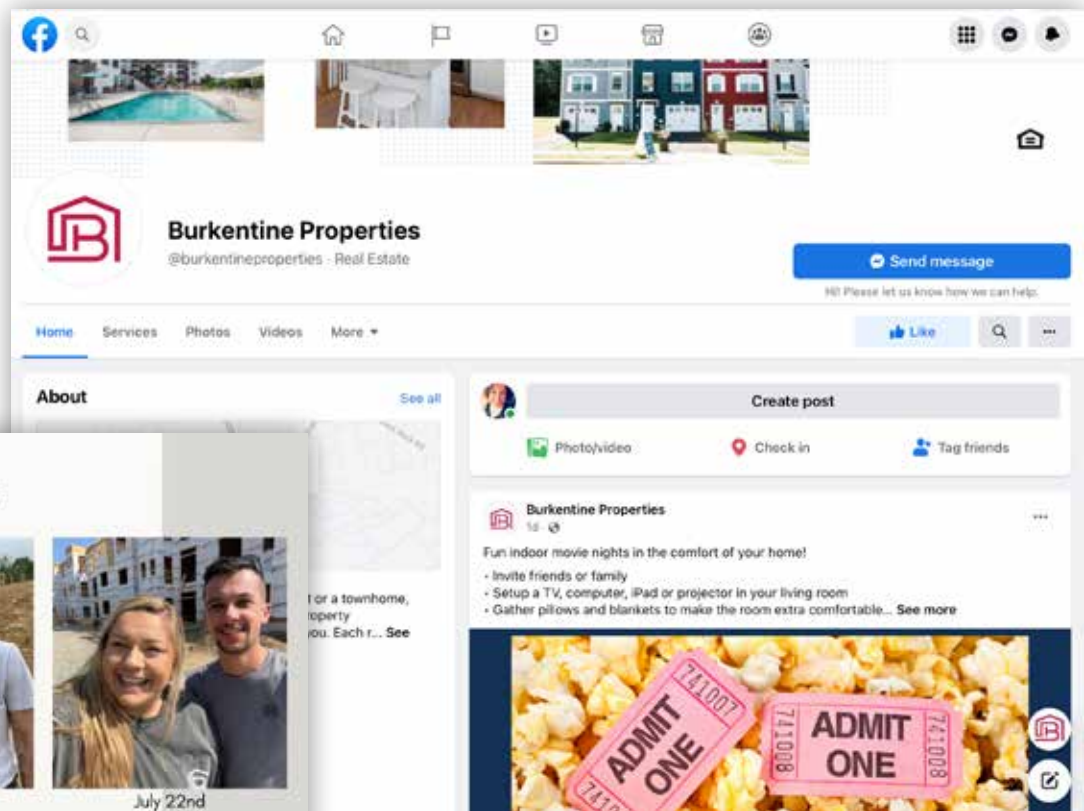


Burkentine Real Estate Group Social Channels

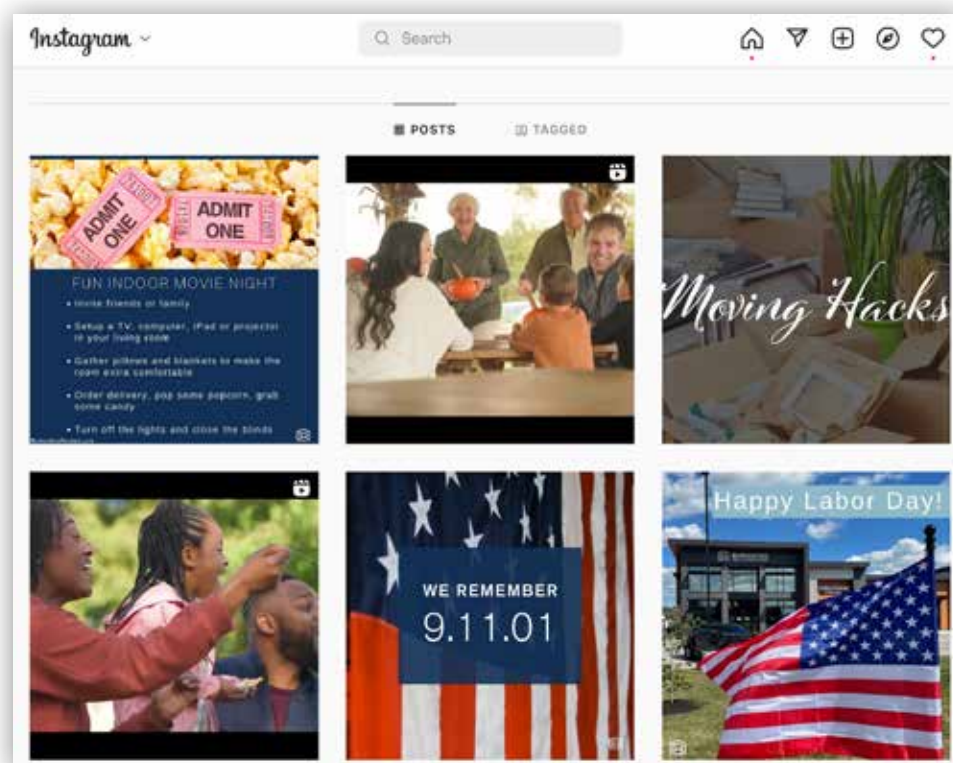
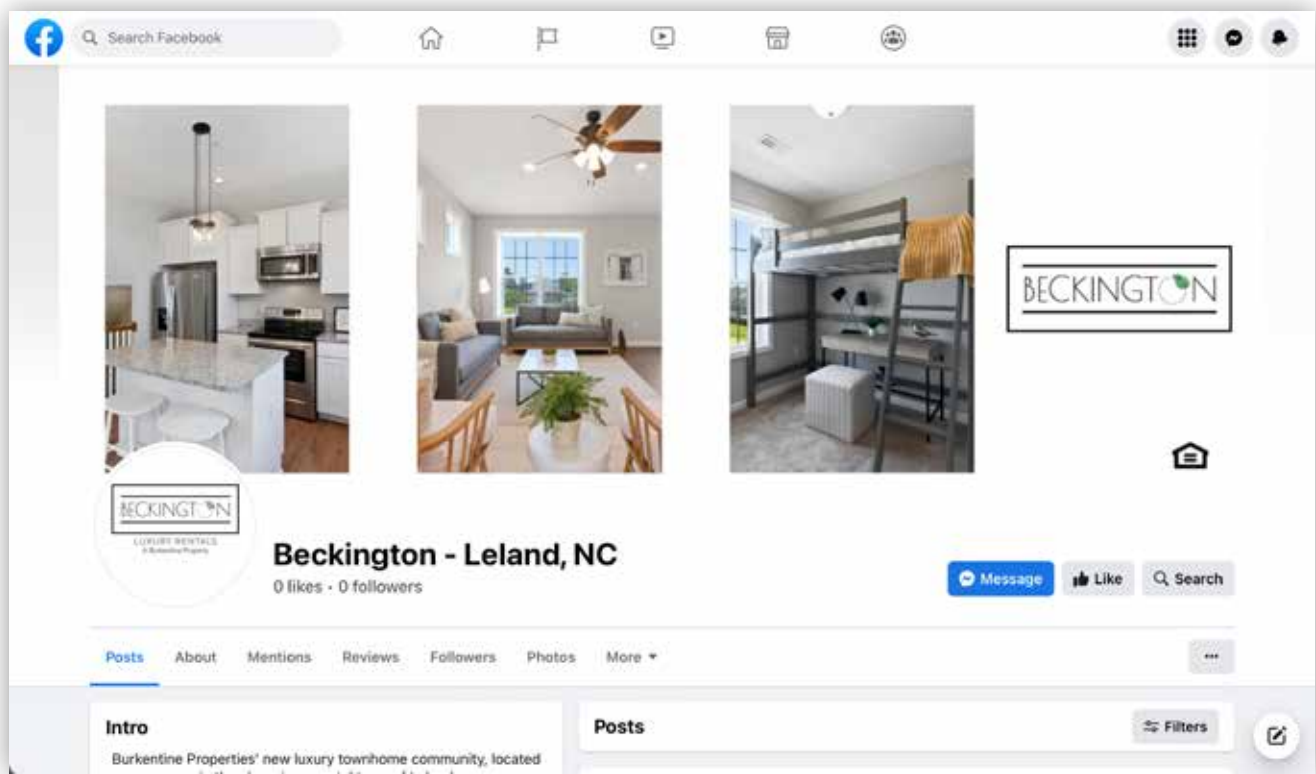


- ▶ [Facebook](#)
- ▶ [LinkedIn](#)
- ▶ [Instagram](#)

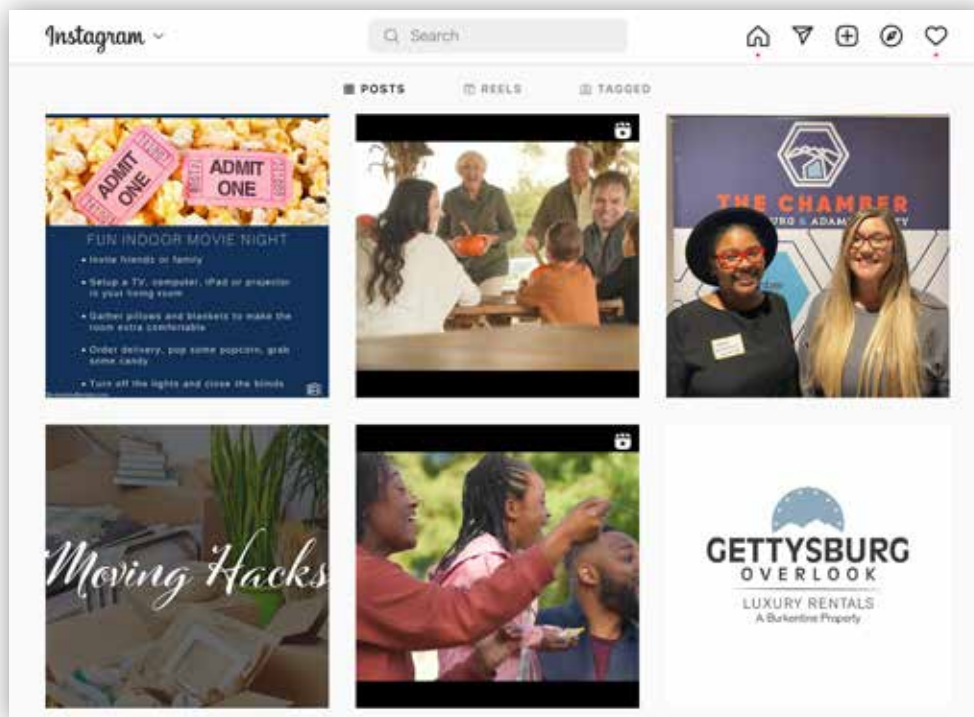
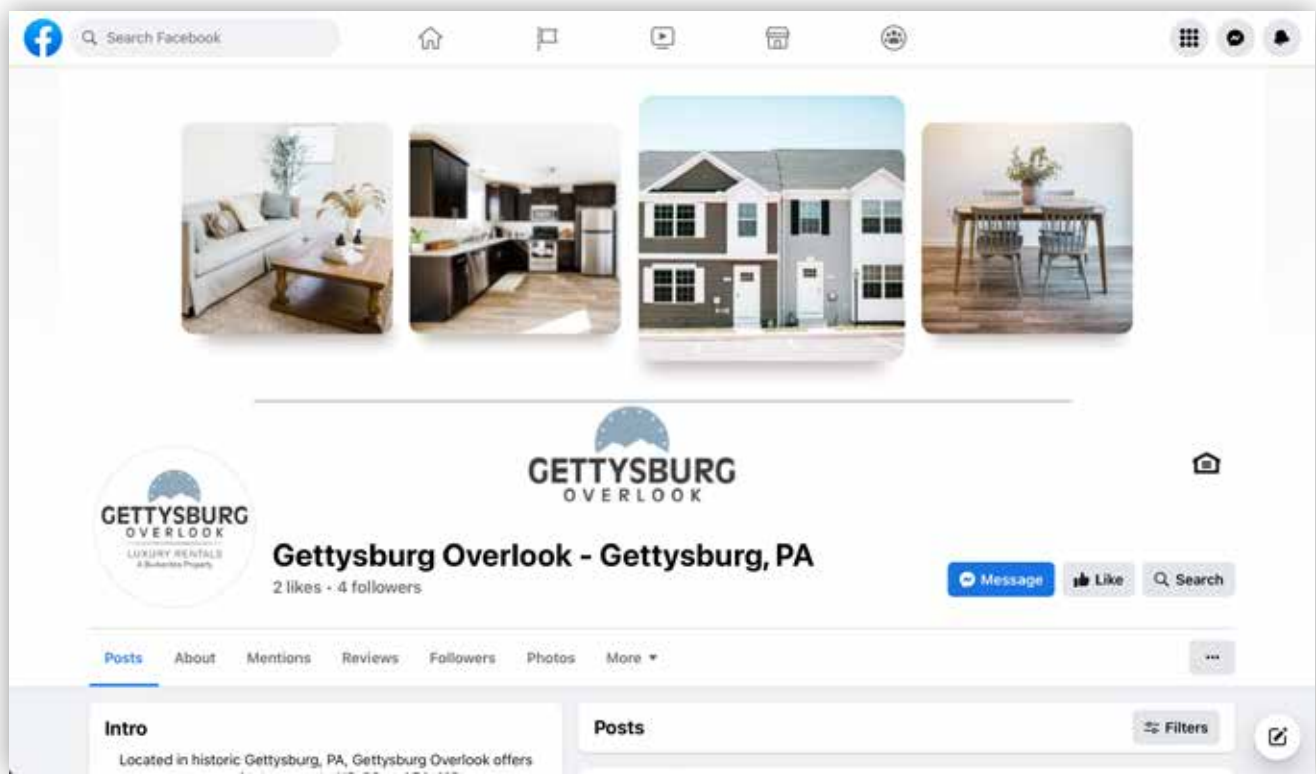
Burkentine Properties Social Channels



- [Facebook](#)
- [Instagram](#)



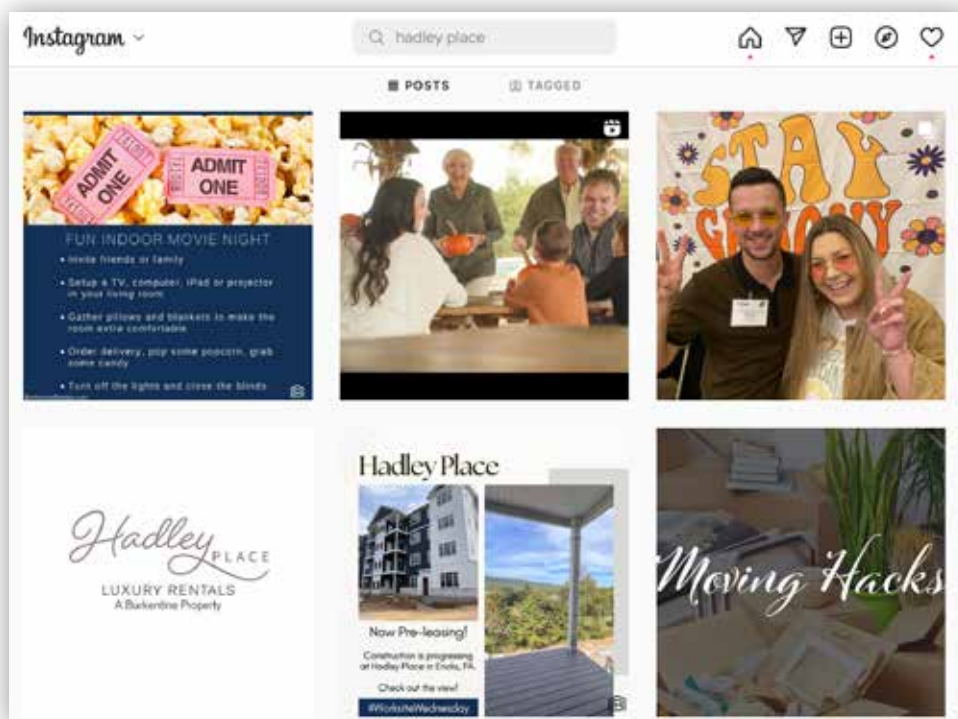
@RentGettysburgOverlook



► [Facebook](#)

► [Instagram](#)

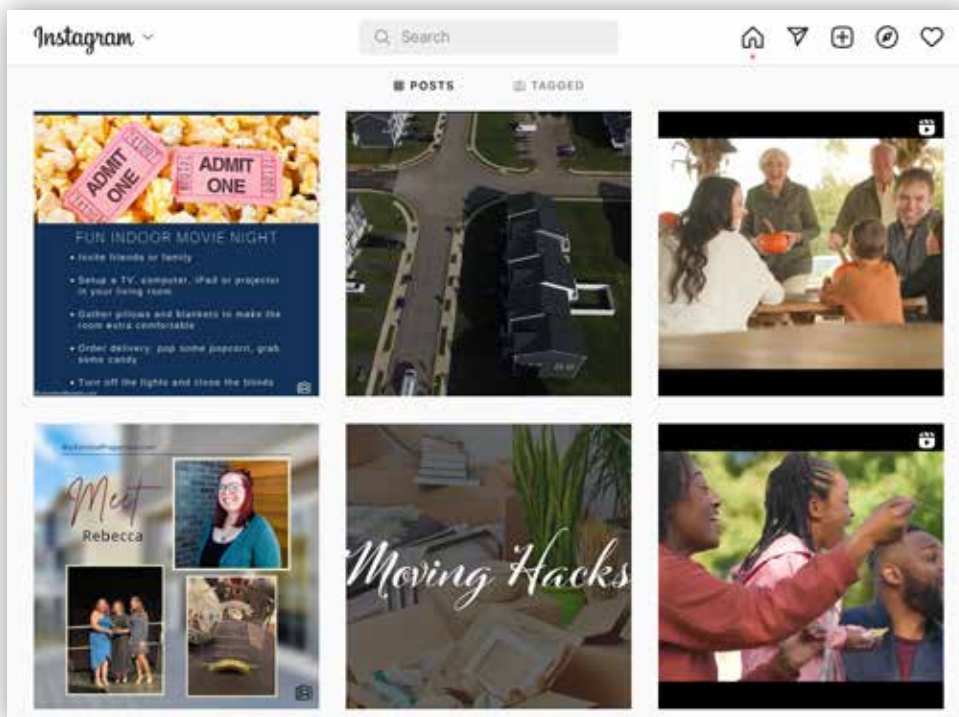
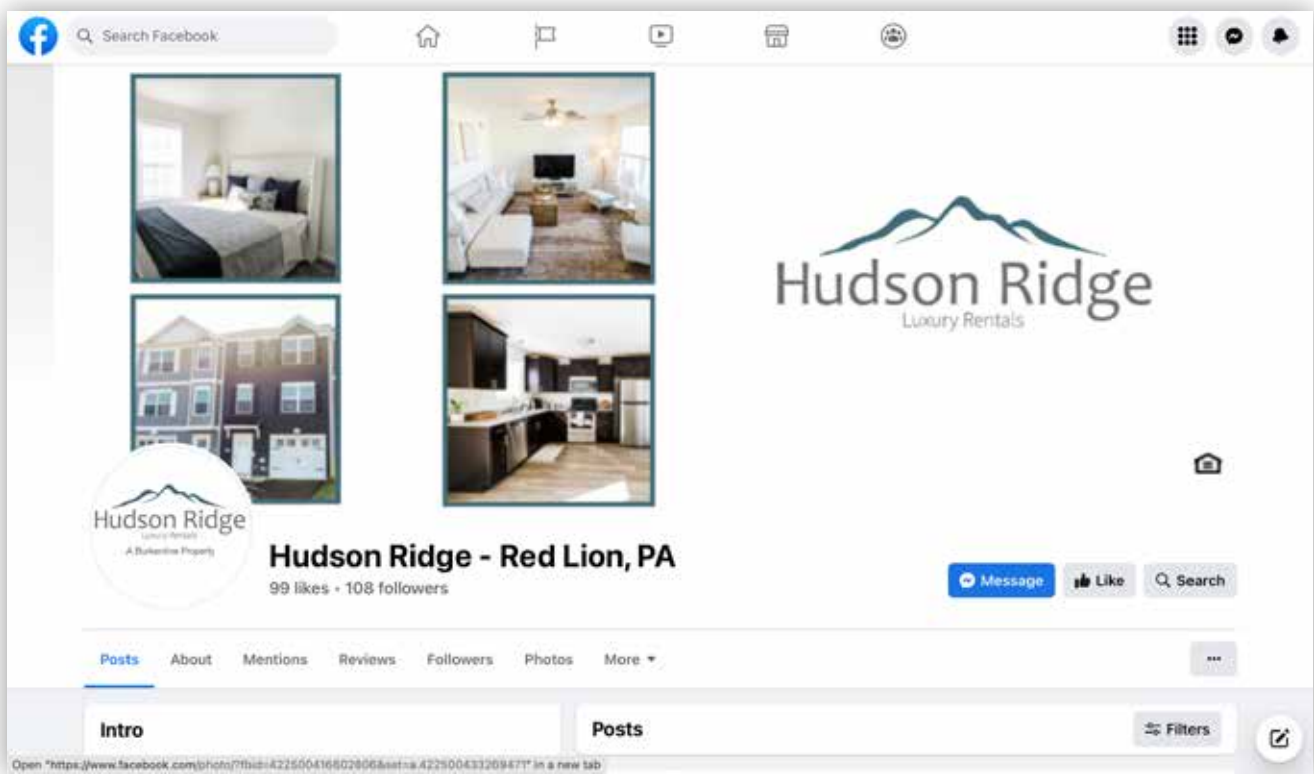
@RentHadleyPlace



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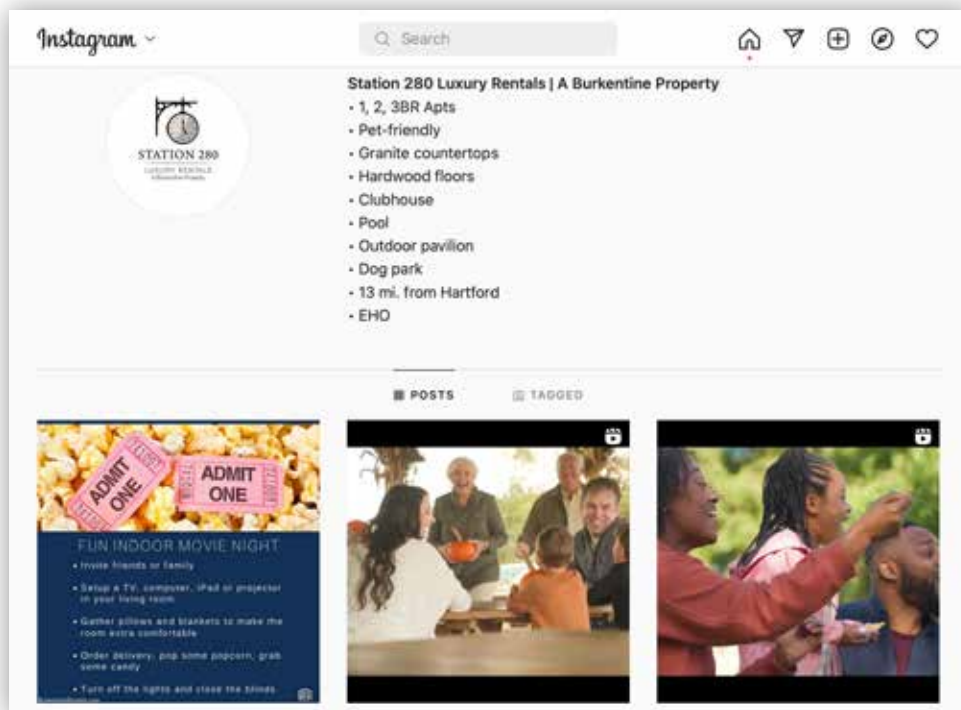
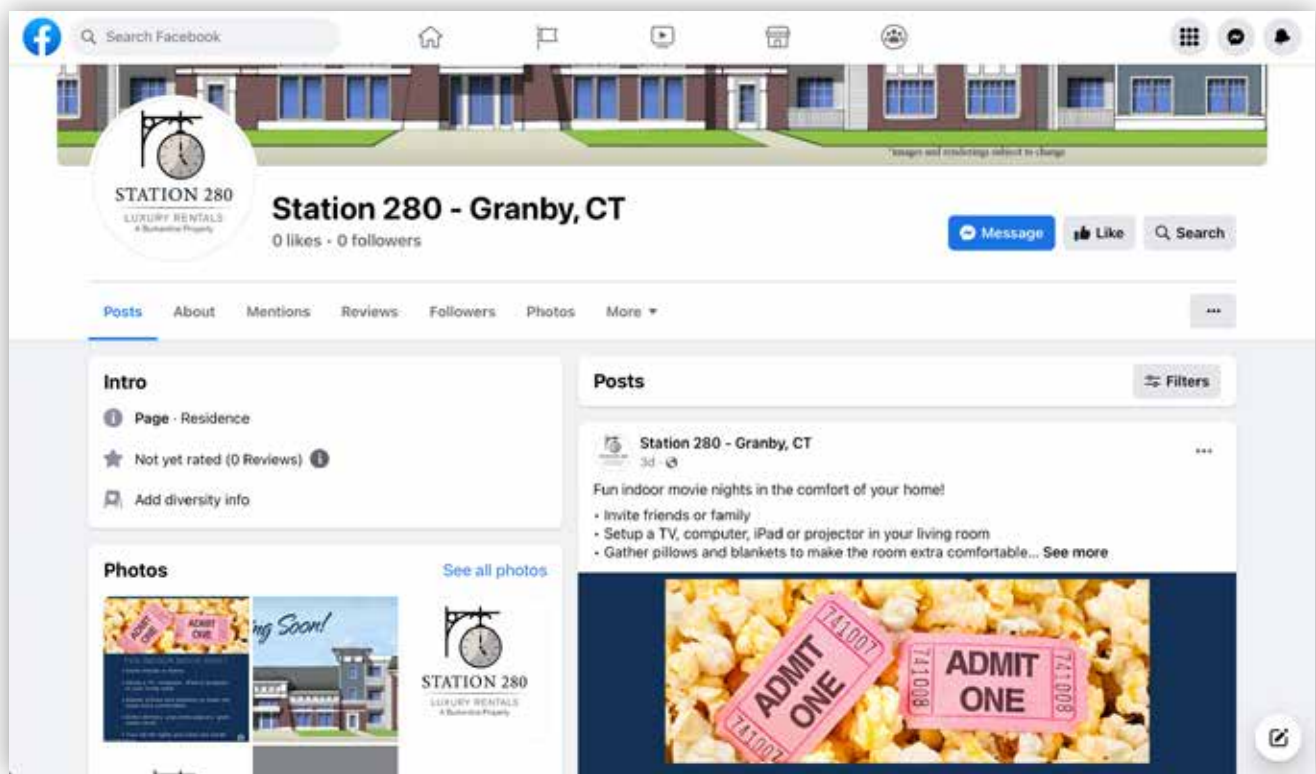
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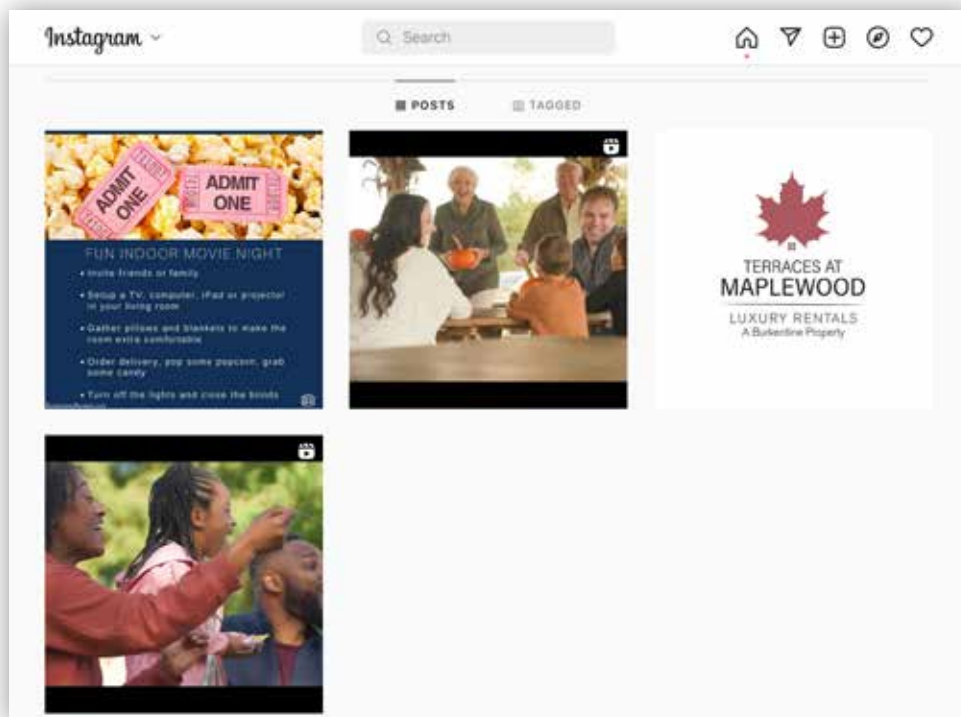
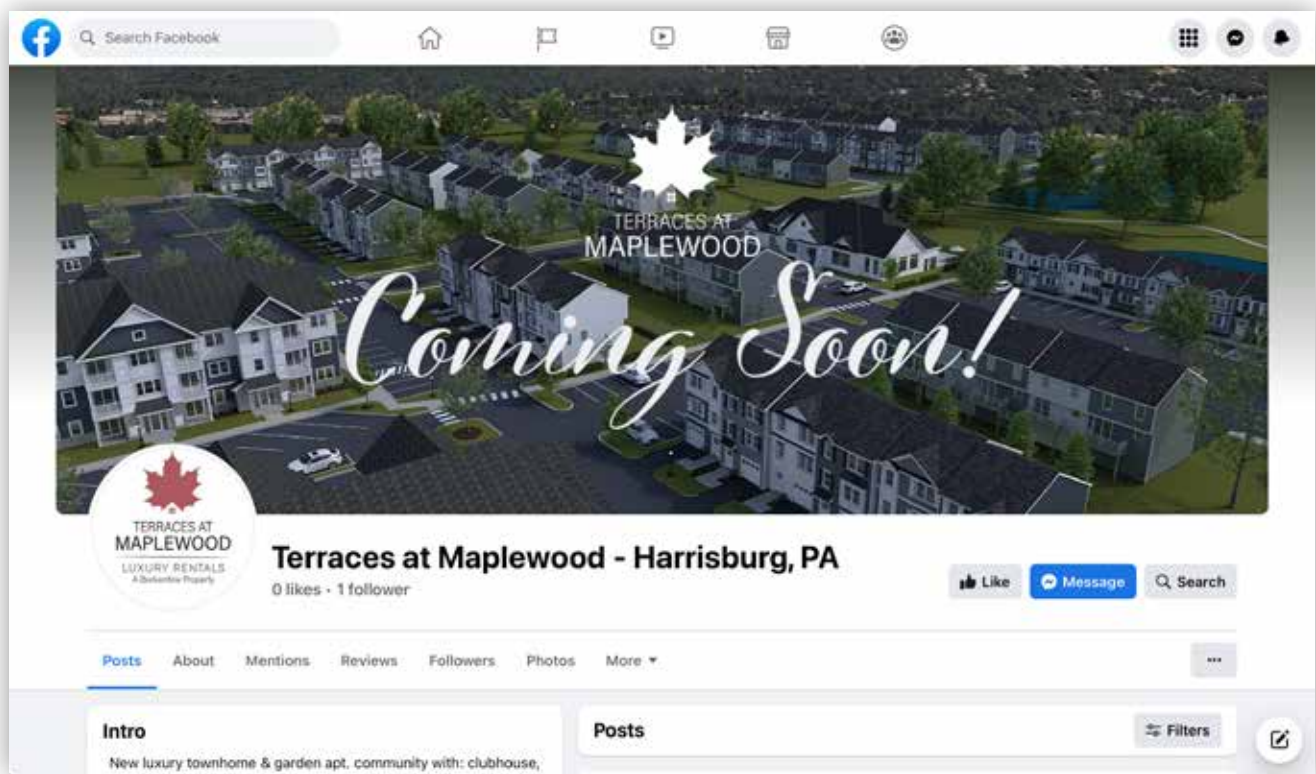
@RentHudsonRidge

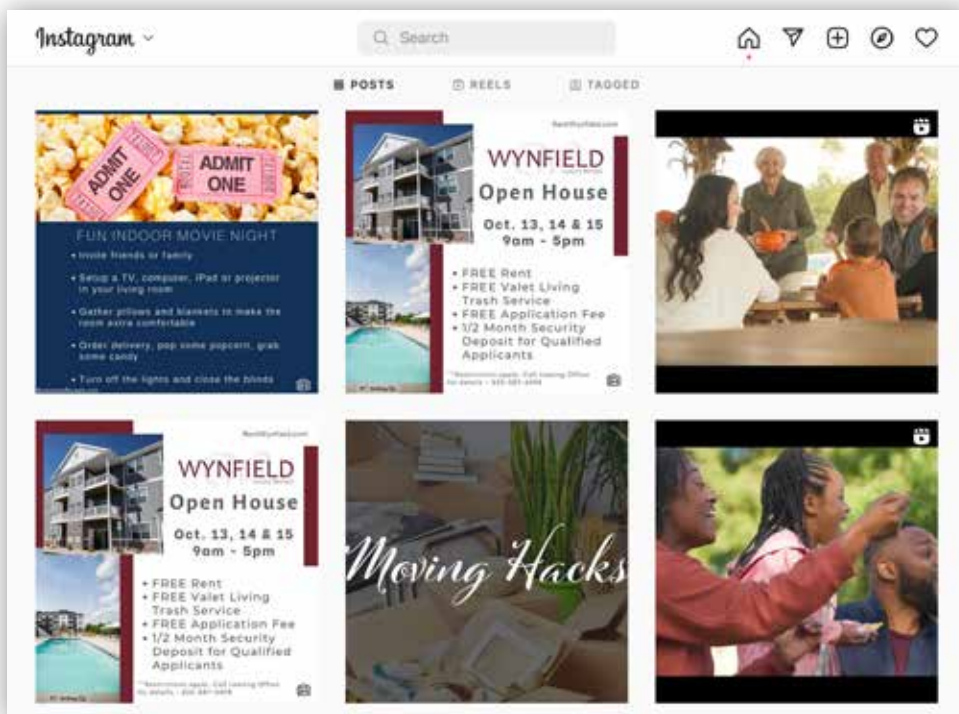
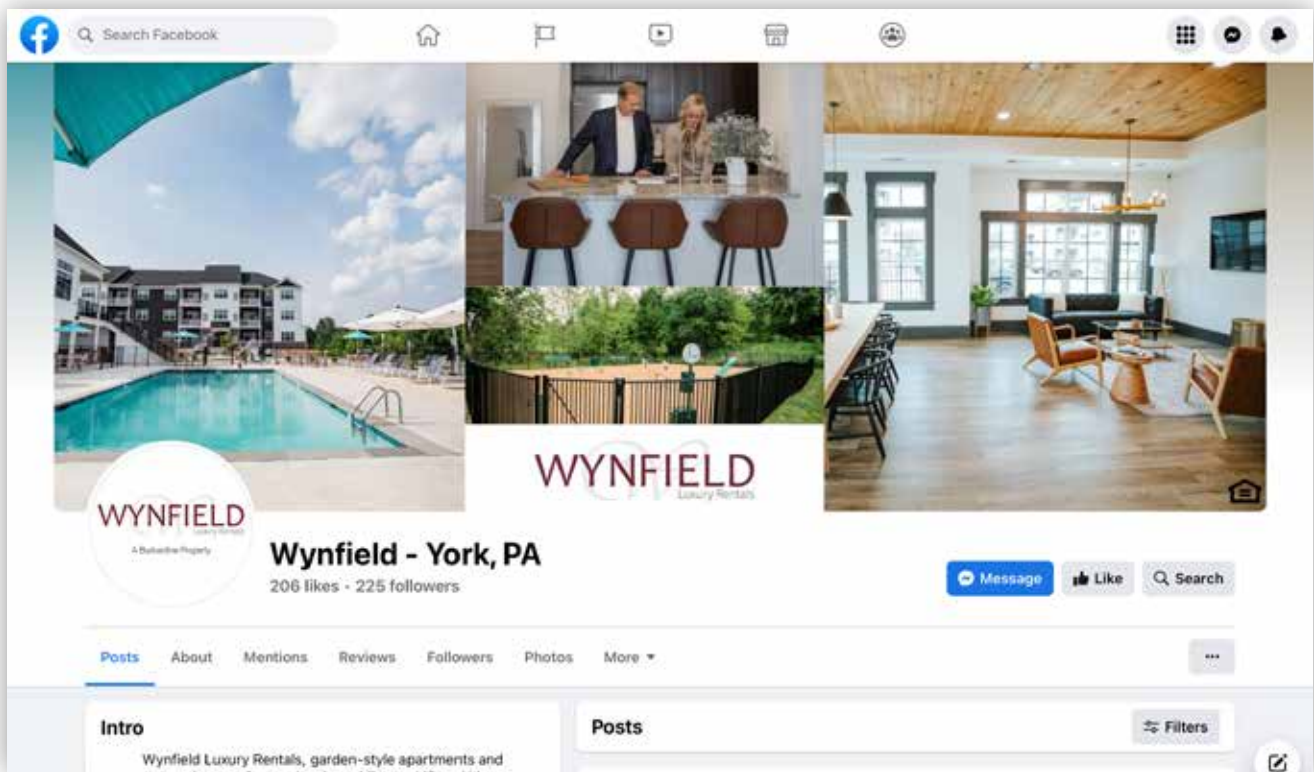


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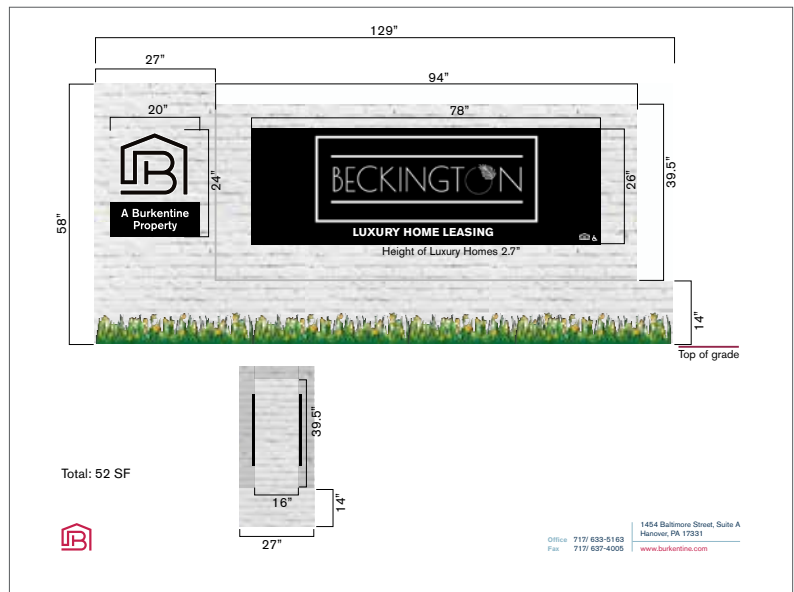
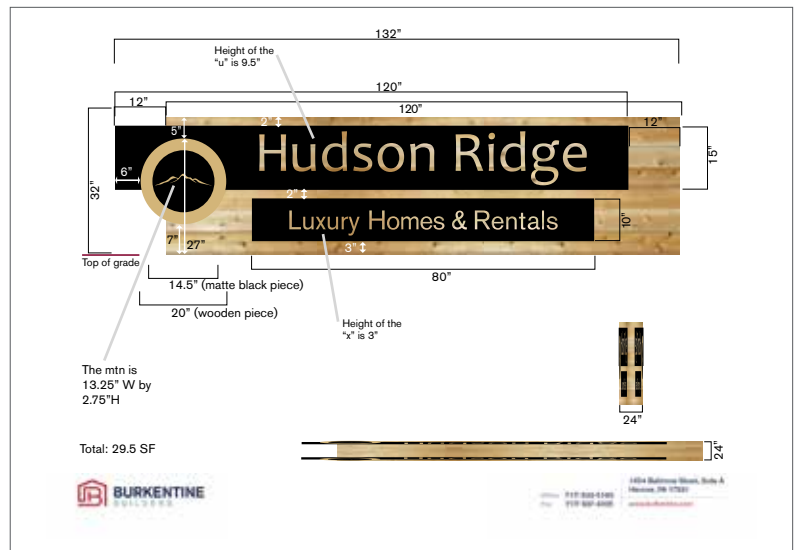
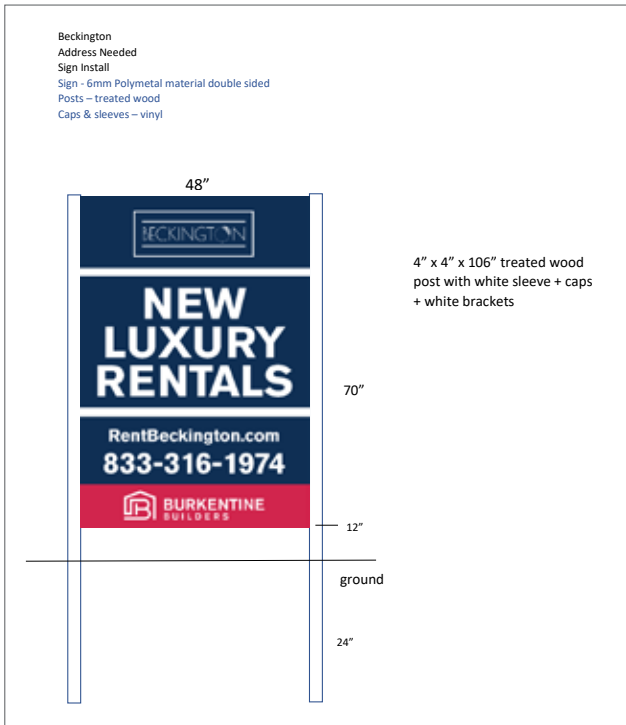






PROMOTING LUXURY RENTAL COMMUNITIES TO CONSUMERS

Luxury Rental Property Signage



► Traditional Billboard

For Sale Luxury Homes Signage



Steeple Chase
Ross + Hobart Road, Hanover, PA 17331
Hobart Road install double sided sign. See map.

Pick up sign at DGI
1053 Carlisle St, Ste B
Hanover, PA

Installed by Burkentine



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(4.581%APR)
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Construction Fence Banner



LUXURY RENTALS
Station 280

RentStation280.com
877-559-3812

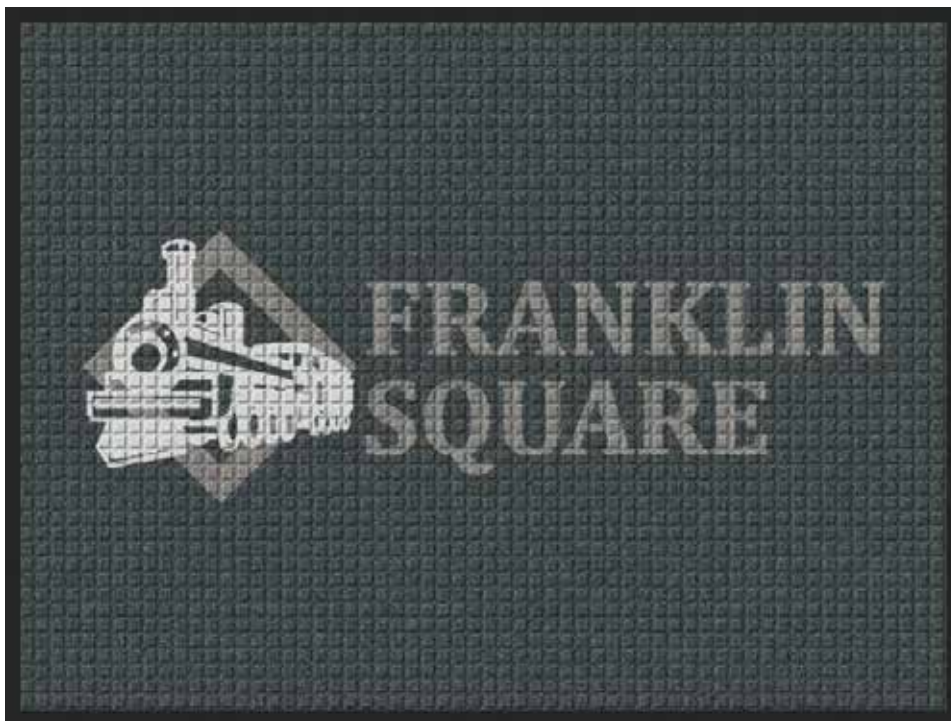
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Developed by:
 **BURKENTINE**
BUILDERS

Feather Flags & Door Sleeves



Carpets



BE ADVISED: IN ORDER TO MEET OUR MINIMUM REQUIREMENTS TO ENSURE PRINT QUALITY AND LEGIBILITY SOME DETAILS MAY HAVE BEEN LOST. WE APOLOGIZE FOR ANY INCONVENIENCE.

PO# 149854

Waterhog Impressions HD

Design Name: Franklin Square

Design: 3458346

Size/Style: 3' x 4', B - Horizontal

Date: 28-Mar-2022

Note: Colors or computer generated artwork do not accurately match actual mat colors. Please refer to actual color samples.

Please check for spelling and typographical errors as text is generally re-set on our design.

It is the responsibility of the orderer to get authorization to use copyrighted or trademarked designs. Any licensing fees are the responsibility of the orderer.

Authorized Customer Signature: _____ Date: _____

Events – Franklin Square



FRANKLIN
SQUARE

LUXURY RENTALS



take a tour!

*Franklin Square Luxury Rentals are right down the street!
Our property management staff is on-site today to give you a tour.*



OPEN HOUSE
September 17 from 9am - 6pm
3-Bedroom Apartment
3202 Lincoln Way, New Freedom, PA

Our townhomes have 4 bedrooms and 2.5 bathrooms, apartments with 1-3 bedrooms; with dens on some units and commercial space coming soon!

Rental features include:

- Stainless steel appliances
- Granite counter tops
- Patio/balcony
- Washer and dryer hookup in units
- Pet-friendly (*see pet policy for details)
- Close proximity to I-83 for PA and MD commuters
- Close to restaurants, retail, Heritage Rail Trail and more!

Scan to view floorplans
and pricing



BURKENTINE
PROPERTIES

RentFranklinSquare.com • 833/ 892-9441 • rentals@burkentine.com

Follow @RentFranklinSquare



Events – Hadley Place

**ENOLA, PA**

LUXURY RENTALS



NOW PRE-LEASING!

AMENITIES

- Clubhouse with fitness center
- EV charging stations
- Pool and recreation center
- Washer/dryer
- Stainless steel appliances
- Granite countertops
- Patio/balcony
- Hardwood floors
- Valet Trash Services
- Pet-friendly* (*see pet policy*)
- Close to major highways

CONTACT US

Apartments and townhomes will be ready to rent end of 2022/beginning of 2023.

Scan the QR code to pre-lease today!



**BURKENTINE**
PROPERTIES

RentHadleyPlace.com ▪ **Valley Road, Enola, PA 17025** ▪ **877/ 376-1859**
rentals@burkentine.com ▪ Follow **@RentHadleyPlace**   

Events – Terraces at Maplewood

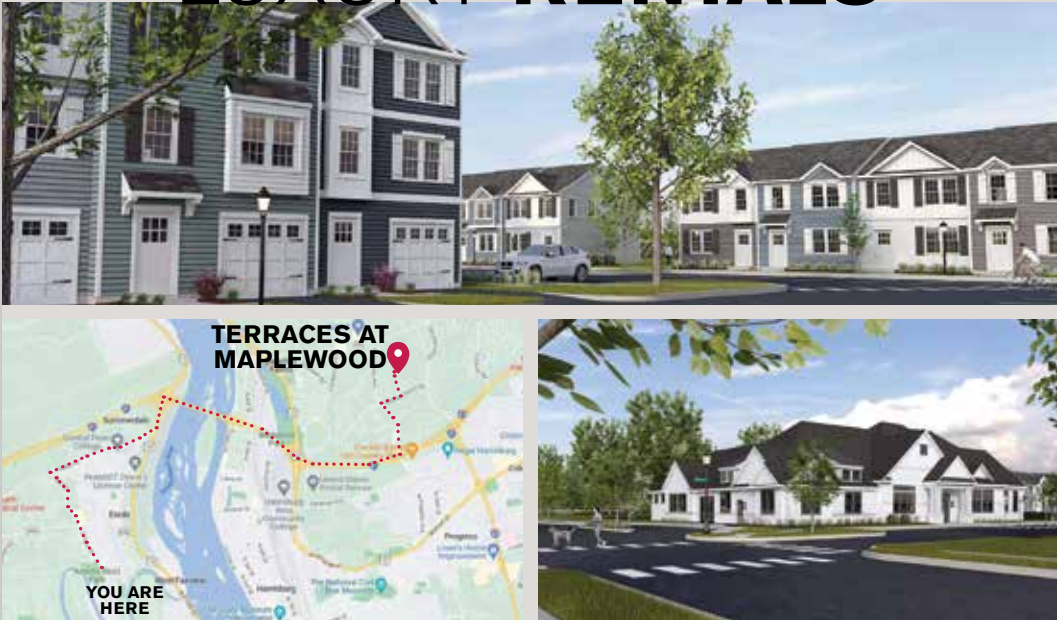


TERRACES AT
MAPLEWOOD



HARRISBURG, PA

LUXURY RENTALS



NOW PRE-LEASING!

AMENITIES

- Clubhouse with fitness center
- EV charging stations
- Pool and walking trail
- Amazon drop box
- Washer/dryer
- Stainless steel appliances
- Granite countertops
- Patio/balcony
- Hardwood floors
- Pet-friendly* (*see pet policy*)
- Close to major highways

CONTACT US

Looking for a new apartment or townhome? Sign up for our VIP list to be the first to know when units will be available.

Scan the QR code to sign up!





BURKENTINE
PROPERTIES

RentMapleTowns.com ▪ Elmwood Drive, Harrisburg, PA 17110 ▪ 877/ 376-2059
rentals@burkentine.com ▪ Follow @RentTerracesAtMaplewood   

Plot Plans – Terraces at Maplewood

TERRACES AT
MAPLEWOOD



GPS LOCATION
Elmwood Drive, Harrisburg, PA 17110

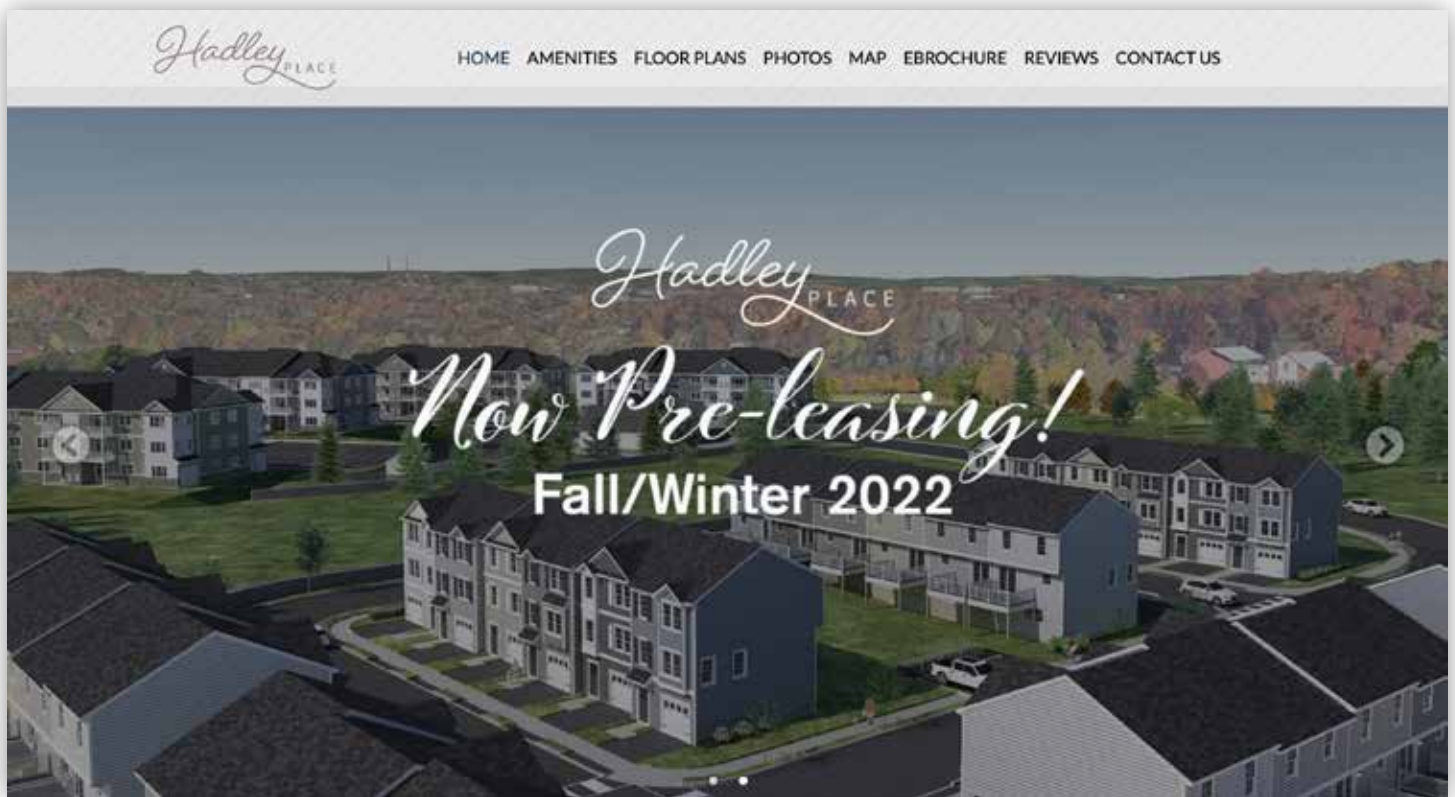
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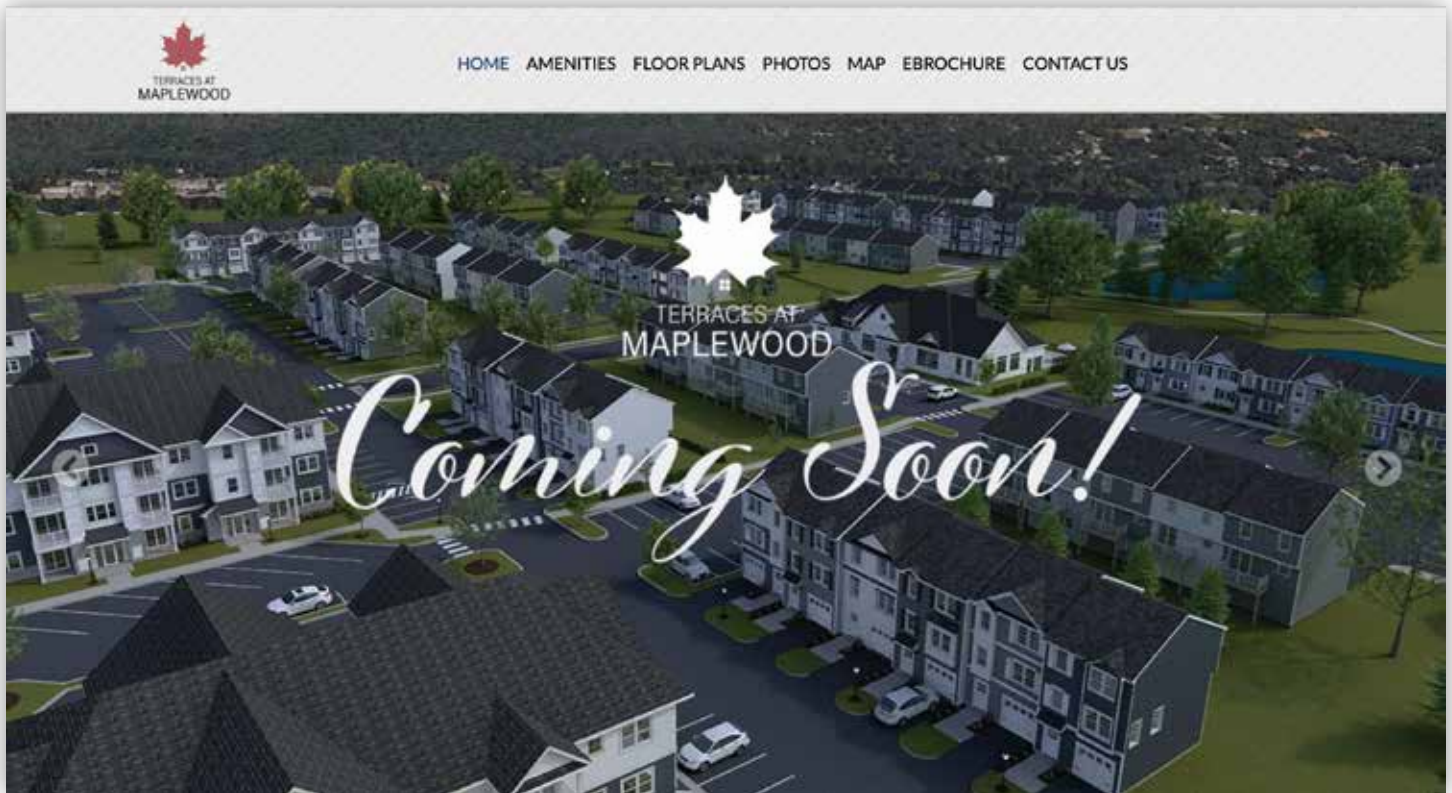
Artist Renderings – Terraces at Maplewood



Hadley Place Website



Terraces at Maplewood Website



Wynfield Website



Wynfield Brochure



Community Amenities

- ❖ Clubhouse
- ❖ Saltwater Pool
- ❖ Off Street Parking
- ❖ 24/7 Maintenance
- ❖ Garages
- ❖ Valet Trash
- ❖ Electric Vehicle Charging Station
- ❖ Fitness Center
- ❖ Free Weights
- ❖ Bike Racks
- ❖ On-Site Management

- ❖ Yoga Studio
- ❖ Dog Park
- ❖ Complimentary Starbucks Coffee

Apartment Amenities

- ❖ Window Coverings
- ❖ Patio/Balcony
- ❖ Microwave
- ❖ Granite Countertops
- ❖ Hardwood Floors
- ❖ High Ceilings
- ❖ Ice Makers
- ❖ Dishwasher
- ❖ Ceiling Fan
- ❖ Cable Ready
- ❖ Air Conditioner
- ❖ Walk-in Closets

- ❖ Refrigerator
- ❖ Washer/Dryer



[@RentWynfield](#) ❖ 844/ 488-6648 ❖ [RentWynfield.com](#)

Wynfield Rack Cards

WYNFIELD

Luxury Apartments

THE SITE



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