



CONVERSION LOGIX®

Luxury Apartment Marketing Guide

BEST PRACTICES FOR
CONNECTING WITH
LUXURY RENTERS ONLINE



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Today's high-income renters have a wealth of options to choose from in the apartment market. Despite high-interest rates and inflation, **the luxury rental market remains a competitive subset of the real estate market**, requiring marketers to be creative and strategic to win over future residents.

At Conversion Logix, we've spent over a decade advising and executing luxury apartment marketing campaigns for the biggest names in the property management industry. With over one million leads generated, a reputation for the best lead quality standards in the industry, and a team of seasoned multifamily advertising experts, our approach to attracting and converting prospective renters online is unmatched.

In this guide, we share our learnings from **thousands of apartment marketing campaigns to provide you with proven strategies and tips for selecting the most effective channels, targeting options, ad content, and lead-generation tactics** for marketing luxury rentals in a crowded digital landscape.

INTRODUCTION

2023-2025 LUXURY APARTMENT MARKETING OUTLOOK

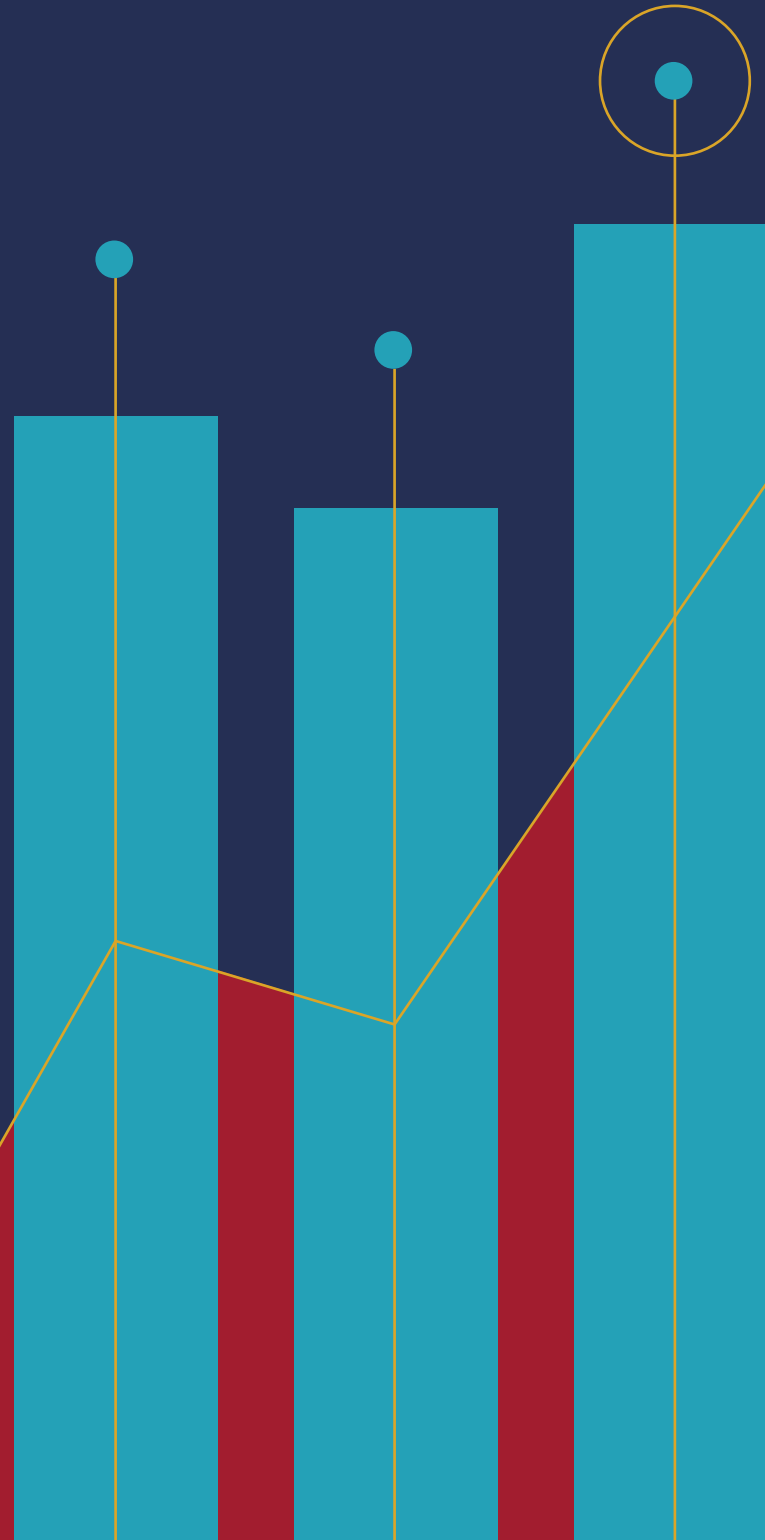
RENTAL COMPETITION IS AT AN ALL-TIME HIGH

A [2023 report](#) based on Yardi Matrix data reveals Multifamily construction reached record-breaking highs post-pandemic.

- **1.2 million new developments** hit the rental market from 2020 to the first half of 2023.
- **89% of these rentals were high-end units** targeting upper-middle and high-income renters.

Expect even more growth looking ahead. By December 2023, an additional 460,860 units are expected to hit the market, with another **1 million rentals set to join by 2025.**

This new construction is concentrated in just **20 high-growth markets, vying for less than half (41%) of U.S. renters**, making this one of the most competitive apartment marketing landscapes we have seen in recent history.





HIGH-EARNERS ARE DELAYING HOME BUYING

During this same period, job growth in the U.S. rose above pre-pandemic levels. By August 2023, we saw [4.05 million more jobs](#) in the U.S. economy compared to February 2020.

Additionally, we saw a rise in interest rates, housing prices, and inflation, which has simultaneously grown the high-income rental pool and kept high-income earners from purchasing new properties. So, while there are more lease-ups than ever trying to reach the same rental pool, we are seeing fewer high-income earners moving out of the rental market and more high-income earners in the market.

MARKETING IN A COMPETITIVE LANDSCAPE

In combination with these market conditions, marketing to renters online, in general, has become more costly and challenging. Digital marketing channels are increasingly crowded, and customer acquisition costs have increased.

At the same time, marketers have more opportunities and tools at their disposal to connect with their audience and streamline the marketing process. This guide explores these opportunities and walks you through the best path for building lease-driven campaigns in a competitive marketing environment.



DEVELOPING A LUXURY APARTMENT MARKETING STRATEGY

Before creating a strategy, it's important to understand where your community fits in the market and who your potential renters are.

Once you know your local market and your community's unique value proposition, you're ready to develop a marketing strategy. This involves selecting your marketing channels, devising your targeting parameters, and honing in on your key messaging.

Near Downtown



Spacious Living Rooms



INSIDE THE MINDS OF LUXURY RENTERS

Unlike renters in the market for mid-tier and affordable housing, luxury renters are taking into consideration a different set of criteria when shopping for a home. **These renters are more likely to shop for a home that fits their lifestyle and personal image.**

High-income renters looking for luxury rentals see their living space as a reflection of themselves and actively seek apartments that align with their status. That's why branding holds greater significance in this market compared to the rest of the industry.

What Luxury Renters Are Looking For:

- An elite and exclusive living experience
- New and modern units and community spaces
- Amenities that create a resort-like living experience
- Immediate and high-quality customer service
- High-end spaces for entertaining friends or guests: rooftops with skyline or water views and artfully designed lobbies and community areas

Although price isn't their top priority, these renters typically compare prices and seek concessions to ensure they are getting the best value from the more expensive apartments they are considering. This is why offering concessions and other incentives remains an effective strategy to attract high-income renters in a competitive market.

With these insights in mind, let's dive into the more tactical aspects of marketing you should know about reaching these renters online.



SUGGESTED MARKETING CHANNELS

While there are many ways to reach renters online, we've found the following **combination of channels offers the perfect mix of awareness and retargeting strategies** for engaging renters at different points in the rental journey.

SEM

One of the best ways to reach your target market is to show up when they are actively searching for a luxury community in your area. To do this, you need to be visible in the most popular search engine, Google. While there are ways to take advantage of organic traffic in Google (SEO and Google Business Profile), most communities, especially those in competitive luxury markets, need paid search ads to keep their community at the top of the search engine.



DISPLAY ADVERTISING

Banner campaigns are one of the best forms of advertising to use when you need to scale your brand awareness efforts. These highly visual ads appear when someone in your target market browses a website with ad placements on their desktop, tablet, or mobile device. **The primary strategies of this channel are to drive awareness of your brand, promote any concessions you are offering, and visually communicate your community's most important value propositions.** This is a top-of-the-funnel marketing approach that works best in combination with other advertising methods. Our studies (and outside research) have shown banner ads lead to more organic Google searches for your community.

Display campaigns work best when combining an awareness campaign with a retargeting strategy over time. Display advertising subtly promotes brand awareness and becomes more effective as prospects repeatedly see ads for a community.

Study Reveals a Comprehensive Display Strategy Has Long-Term Effects on Brand Awareness and Conversions

We analyzed a sample of about 400 apartment communities that combined Data-Driven Display (brand awareness strategy that targets in-market renters) with our Display Retargeting service (re-engaged previous website visitors) to prove that combining these two forms of Display campaigns over a long period of time generates more website traffic and engagement.

The Difference:

Results From Ads in the Market
10-12 Months vs. 1-3 Months

NEW WEBSITE USERS

29% ▲

SESSIONS

26% ▲

WEBSITE CONVERSIONS

39% ▲



SOCIAL MEDIA ADVERTISING

Social media ads offer the opportunity for your community to appear in the feeds of your target market. **In the case of luxury communities, the most effective social platforms for advertising include Instagram, Facebook, YouTube, and TikTok.** Ads created within these platforms are highly visual, which helps show off the artfully designed interiors and desirable amenities that luxury communities offer. The targeting options in these ad networks are robust and allow communities to zero in on the interests and behaviors of people in the luxury market.

EMAIL CAMPAIGNS

Email campaigns are another great way to nurture leads. If you are hosting an event, offering a concession, or looking to drive leads to take a tour, **email campaigns can help you communicate to a targeted list of people using high-end design and copy.**

We've found success using this strategy as a way to highlight penthouses and available floorplans.

Floorplan Email Provides Lightning-Fast Engagement for Seattle High-Rise

When a luxury community in downtown Seattle anticipated vacancies in their two and three-bedroom penthouses, we promptly emailed their lead list, showcasing the penthouse floorplans. In just one day, the email received 206 clicks, resulting in a targeted list of warm leads for the leasing team to follow up with and fill the upcoming vacancies.



CONNECTED TV ADVERTISING

In July of 2022, [streaming surpassed cable viewership](#) for the first time. Unlike traditional TV advertising of the past, Connected TV advertising offers the **same types of robust targeting options as Display networks while delivering non-skippable video ads across various devices, including mobile, desktop, and TV**. For these reasons, [eMarketer](#) expects a 21% increase in CTV advertising spending in the U.S. by the end of 2023 as companies experience higher ad engagement and better brand recall with this approach.

[We've leveraged CTV ads to reach renters across streaming networks](#) and found the strategy successful for increasing brand recall and reaching renters outside the typical advertising channels most apartment marketers use. For luxury communities already running landscape video ads across YouTube or other media, this new channel offers an opportunity to grow brand awareness with existing video assets.

TOP TARGETING STRATEGIES

One of the most challenging aspects of marketing a luxury rental property is identifying and targeting qualified renters. We use these targeting techniques to reach the right buyers for our property management clients and produce higher-quality leads.

KEYWORD TARGETING

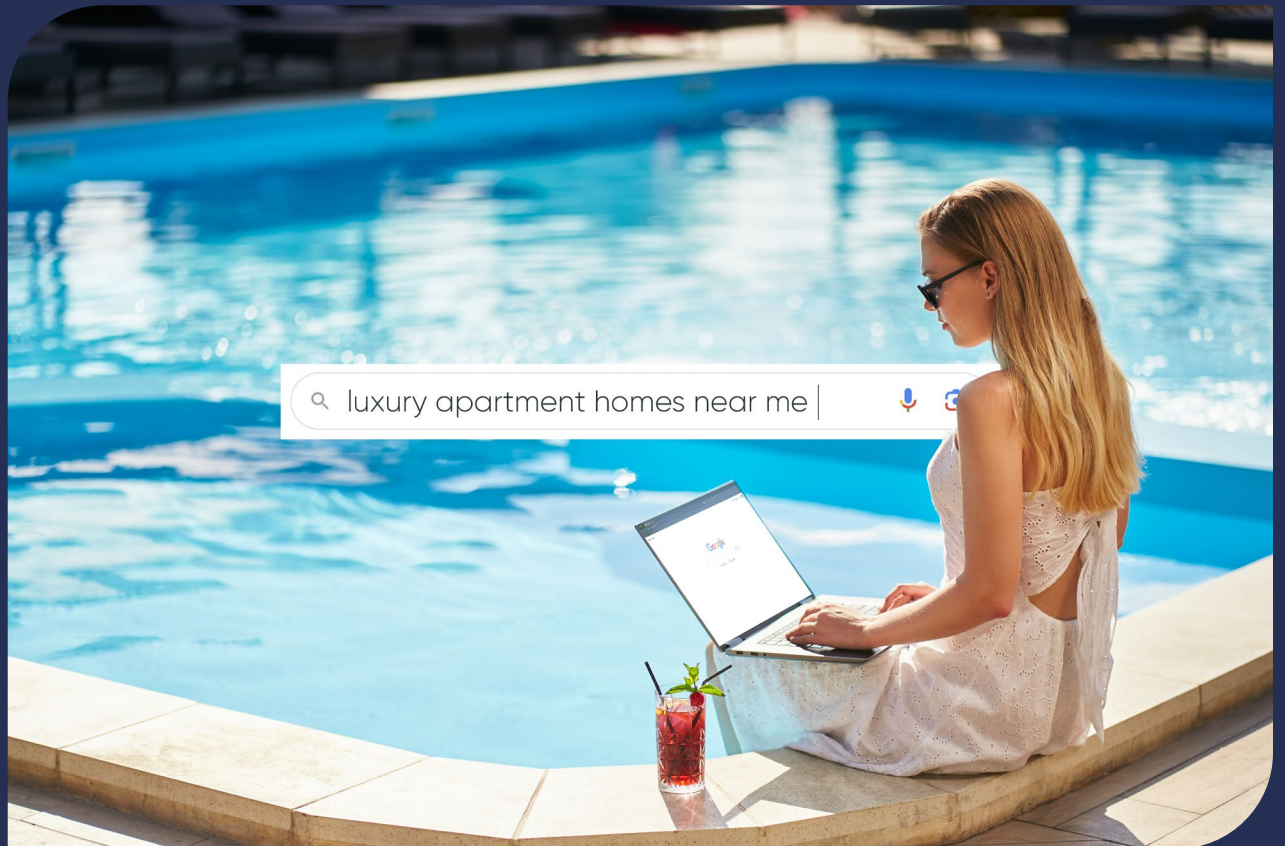
Within Google Ads, the majority of targeting options rely on the keywords you choose to bid on. When we set up these campaigns, we typically bid on luxury, penthouse, and high-rise-focused keywords to capture renters actively looking for high-end apartments in a given area. This high-intent and precise targeting is also available on YouTube, so we often deploy this type of campaign in addition to a paid search campaign.

LOCATION TARGETING

We leverage radius targeting, DMA targeting, and location-based keyword targeting to reach renters living near the luxury community. It's not uncommon for renters in major metros to be moving from other cities, so we study lead and website traffic trends to determine where leads that converted into leases came from and target those specific areas.

INTEREST TARGETING

Interest-based targeting in social and display platforms can be a way to reach prospective renters with an affinity for the amenities and lifestyle perks your community offers. It can also be a way to reach the renters who value luxury services.



BEHAVIOR TARGETING

The tracking features provided by websites and search engines offer numerous ways to target prospects based on their online engagement with your brand.

One way we do this is through retargeting ads. We leverage ad platforms with the ability to identify previous website visitors when they are searching online or browsing social media and serve ads to re-engage them throughout their buying journey.

Another way we use website behavior to find high-quality leads is through conversion tracking. We deploy our lead generation platform, [The Conversion Cloud®](#), on our client's sites and set lead engagements as conversions in Google and Facebook Ads. We then turn on bidding strategies and campaign objectives that leverage machine learning to find renters most likely to become a lead and automatically bid more to reach them.

Tips for Pre-Qualifying Renters

- **Share pricing in your ads.** If you are getting a lot of unqualified renters clicking on your luxury apartment ads, one way to minimize this traffic is to be upfront with pricing in ads. By encouraging prospects to opt out of clicking on an ad on their own, you decrease the amount spent on unqualified ad clicks and help ad platforms find qualified renters by feeding them more information about your audience. There are two ways we implement this in ads:

1/ Add a line in the ad copy that says, "Rates starting at \$XXX/month".

2/ A second option is adding price extensions in Google Ads so that your floorplan-specific rates are in your paid search listings.

- **Add an income qualification application to your website.** Giving prospective renters the ability to determine if they qualify to rent at the community before they contact your leasing team can be a great way to automate the qualification process and reduce the time your team has to spend interfacing with unqualified applicants. We've built an [income qualification application](#) that gives prospects immediate feedback when they qualify. The customizable application allows leasing agents to adjust the requirements and calculations to suit the community.



- **Ask qualification questions when leads engage with gated content or schedule tours.** We bake an optional custom set of lead qualification questions into every lead generation or tour application our clients add to their sites. Our clients use it to ask questions to determine if a lead's needs match what is available at the community before a conversation takes place with the leasing team. We also enable clients to use qualifying information to segment email audiences so they can deliver tailored content.

"What is your intended move-in date?"

"What floorplan are you interested in?"

"Do you have pets?"

CREATING ADS THAT RESONATE

Now that you know what today's luxury renters are looking for in an apartment, where to reach them online, and how to target them, let's talk about how you can inspire them to engage.

FOCUS ON YOUR UNIQUE SELLING PROPOSITION

While spacious and well-designed interiors are a hallmark of a luxury rental, in many cases, the amenities and location are how a luxury community can set itself apart from the rest of the rentals on the market.

In ad campaigns, we utilize image and video ads that incorporate visuals and written content that hone in on how close a community is to desirable landmarks and highlight the amenities that interest luxury renters.

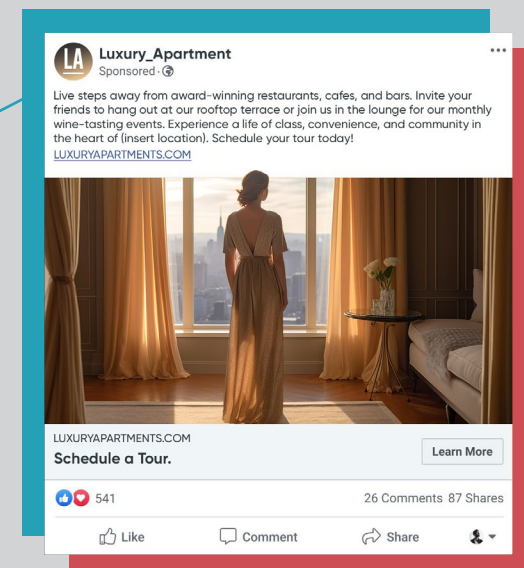
Let's walk through an example.

Picture a luxury apartment community located in a desirable urban neighborhood known for its restaurant scene and nightlife. The typical renter interested in this location wants to be within walking distance from the neighborhood's hot spots and to have an active social life. This is how we might use copy and imagery to communicate this community's unique selling point.

On Facebook and Instagram, our ad strategy would include images of the neighborhood, the apartment's interior, the lounge, and maybe an additional amenity that sets the community apart, like a spa or a concierge. In the ad description, we might say:

"Live steps away from award-winning restaurants, cafes, and bars. Invite your friends to hang out at our rooftop terrace or join us in the lounge for our monthly wine-tasting events. Experience a life of class, convenience, and community in the heart of (insert location). Schedule your tour today!"

Wherever possible, you want to communicate clearly what distinguishes the community and what life is like for its residents. Social media ads and email campaigns give you the most space to convey this lifestyle messaging. Using storytelling in your copy can help prospects envision how their lives would improve, leading to higher engagement.



LEAD WITH HIGH-QUALITY VISUALS

Design elements go a long way in communicating luxury. Our typical approach to communicating luxury in our banner and email campaigns is using design elements that complement the community's aesthetics and highlight the location. Aerial shots of a high-rise in the city or of a lakeside community perform well and help emphasize a key unique selling point.





TELL A STORY WITH VIDEO

When creating video content, the most important thing to showcase is the look and feel of your community. **In studying the success of past video ad campaigns, we found that communities receive the best video ad results when they incorporate both tour and lifestyle content.** We recommend incorporating shots of your amenities, common areas, and neighborhood to communicate the lifestyle your community creates alongside a unit tour.



BUILD A BRAND WITH COPYWRITING

Copy and imagery allow communities to convey who they are to prospective renters. The more targeted your marketing approach is, the greater the opportunity for crafting messages that will convert.

Use language that inspires renters to imagine what their day-to-day life could be like rather than focusing all of your marketing around the physical attributes of a property.

From a tactical perspective, we also include keywords that align with what your audience is searching for in search ads. Within Google, we design ads that feature the term “luxury” in the ad copy and highlight community features with call-out and structured snippet ad extensions.



ENSURE ADS ARE FAIR HOUSING-COMPLIANT

When designing ads for any housing campaigns, adhering to fair housing guidelines in your ad copy and visuals is important. Make sure any people in your ads reflect a diverse audience, avoid using any exclusionary language in your ad copy, and add EHO and ADA icons in your visuals.

GREETING PROSPECTS WITH A FIVE-STAR ONLINE EXPERIENCE

In the luxury apartment market, unparalleled service from the property management team is seen as an expectation rather than a bonus. This audience expects instantaneous and personalized communication that works around their busy schedule.

With this in mind, every touchpoint prospects experience from their first website visit to move-in day should reflect the exclusivity and sophistication luxury renters seek.

Tips for Creating a Five-Star Digital Experience:

Bring prospects to a sophisticated webpage that showcases the community's design, location, and amenities. The website should communicate the lifestyle and social experience renters can expect, along with highlights of the neighborhood surrounding the community, to convey benefits beyond an apartment's walls.

Give prospects the opportunity to watch video content on-demand and tour floorplans virtually. We've seen success with clients using this as a lead generation opportunity by highlighting available floorplans and gating self-guided video tours.

Offer self-scheduled touring directly from your website so prospects can make an appointment to visit your property instantly and conveniently.

Provide prospects with a chat experience that delivers thoughtful responses. We recommend pairing a [chatbot with a live chat](#) agent service to ensure high-profile prospects receive a more personalized experience when asking questions.

Add a call to action to join a VIP list or a Founders club to your website. This is an excellent strategy for new properties looking to grow their email list in preparation for pre-leasing. Offer these prospects exclusive offers or events to encourage them to stay in contact with your community before it's open.

Record and sync digital and in-person interaction sources and maintain great lead records to show prospects you remember their preferences and previous interactions.

Launch tailored email and text message lead nurturing campaigns with relevant information and offers. [Scale personalization with triggers and email segments](#) based on the prospect's interests, online behaviors, and answers to questions.



REAL RESULTS FOR LUXURY APARTMENTS

DOWNTOWN LA PROPERTY ATTRIBUTES 56 LEADS TO MULTICHANNEL VIDEO AD CAMPAIGN



Q1 & Q2 Results	
Property Name	THEA at Metropolis
Location	Los Angeles, California
Scheduled Tours	656
Spotlight Leads	417
Live Chat Leads	121
Ad Clicks	41,905
Leases Attributed to Website Leads	56
Leases Attributed to Ads	1 in 3

THE STRATEGY

Multichannel Video Campaign

The community created high-quality video content showcasing its stunning LA views, communal areas, amenities, and spacious interiors. We turned this footage into tour-like video ads for promotion on YouTube, Connected TV, and Instagram Stories.

Segmented Display & Social Ads

We launched animated Display banner ads and Facebook/Instagram feed ads with various messaging and targeting. These ads promoted the community's offerings, services, and amenities, focusing on tour-like video content for those looking for luxury rentals in LA. We also ran retargeting campaigns for previous website visitors and penthouse campaigns.

Data-Driven Search Marketing

We noticed leases were coming from cities like NYC, Chicago, and Denver. As a result, we expanded our Google Ads targeting and ad copy to reach renters in these areas.

Lead Capture & Live Chat

To maximize conversions and manage inquiries efficiently, we introduced The Conversion Cloud®, our lead generation platform, to automate tour scheduling, provide promotional offers, and connect prospects with live chat agents.

Email Newsletter

We launched a monthly email newsletter promoting the community's concierge, events, pet club, and amenities to re-engage prospects and increase lead-to-lease conversions.

UPTOWN CHARLOTTE PROPERTY SCHEDULES 723 TOURS WITH HIGHLY TARGETED CAMPAIGN



12-Month Results	
Property Name	SkyHouse Uptown
Location	Charlotte, North Carolina
Scheduled Tours	723
Spotlight Leads	1,228
Ad Clicks	34,750

THE STRATEGY

Top-of-the Funnel Awareness

This Uptown Charlotte community generated interest by sharing images of their location, Sky Deck, and Skyline views through Instagram Stories, Facebook and Instagram carousel ads, and Display banners offering discounts for donations to St. Jude. These ads targeted affluent renters in the nearby medical community.

Strategic Search Marketing

To address unqualified traffic and one-bedroom vacancies, we customized Google Ads for one-bedroom units, integrated lead data from The Conversion Cloud® with Google, and implemented AI-based bidding. We also increased investment in neighborhood keyword searches, which yielded the best leads.

Converting Website Traffic Into Leads

We promoted tours, floorplans, and offers through our Spotlight™ and Schedule Genie® applications to boost lead and tour conversions. Additionally, we introduced a Live Chat service for personalized responses to prospect inquiries 24/7.

INNOVATIVE MULTIFAMILY MARKETING

When your marketing isn't filling vacancies, it's time to stop struggling with campaigns that don't work. Generate higher quality leads, launch more strategic campaigns, and automate lead management with greater control over your budget and leasing performance.

YOUR MULTIFAMILY MARKETING EXPERTS

As a Google Premier Partner, Facebook Business Partner, and preferred marketing partner for the nation's largest property management companies, we have the tools and talent to give your community a competitive edge in the luxury rental market.

For over thirteen years, Conversion Logix has stabilized thousands of assets for industry-leading companies with performance-driven marketing campaigns and lead generation solutions. Our new ad automation platform and customer-first approach ensure you meet the demands of your business with the speed and agility needed to maximize your investment.

Schedule a Consultation With a Conversion Logix Advisor Today

