

COVID-19 Email Strategies For MFH





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Inc.
5000

State of the MFH Market

Email Trends During COVID-19

Creating Effective Emails



Part 1

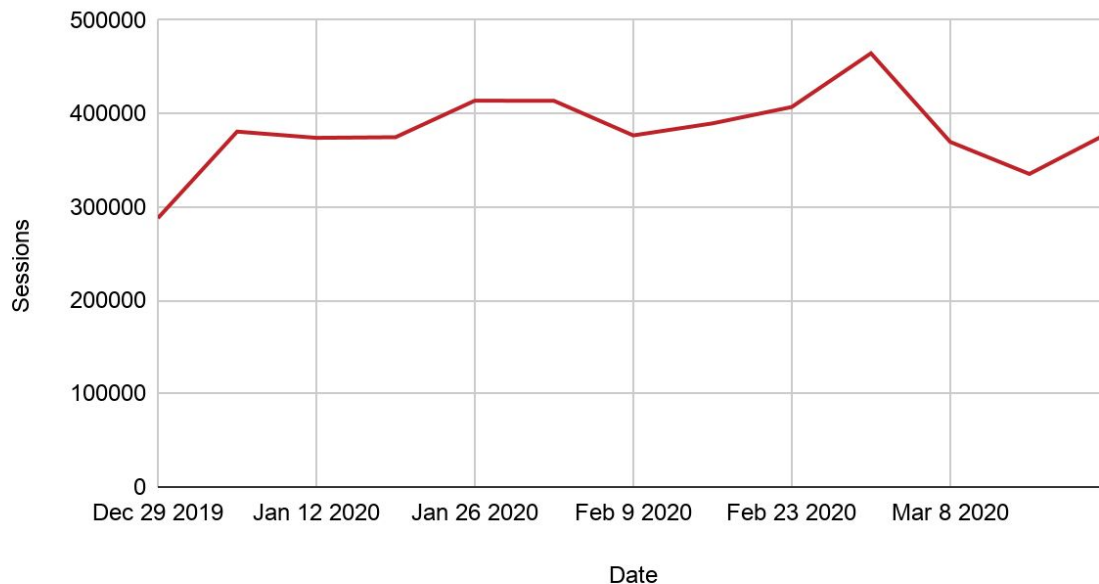
State of the MFH Market





MFH Sessions Over Time

Website Sessions vs. Date (Dec 29 - Mar 29)



3-Week Over 3-Week Change



Organic Traffic

23.8% ▼

Paid Traffic

2.1% ▲

Average Change: March 9-29 vs. February 17 - March 8

Week Over Week Change



Organic Traffic
9.7% ▲

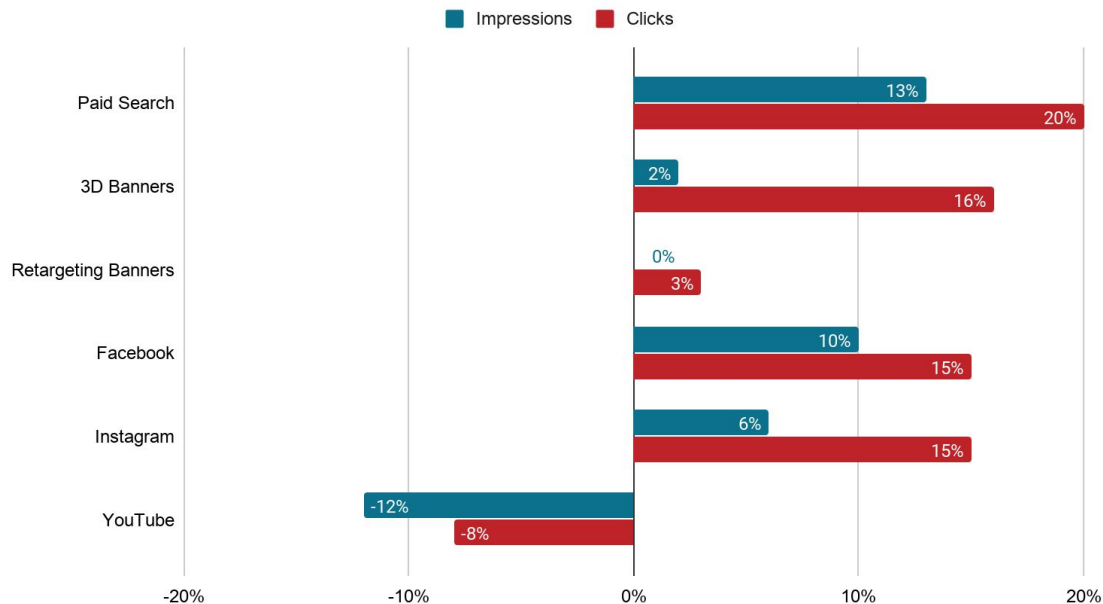
Paid Traffic
12.9% ▲

Average Change: March 23-29 vs. March 16-22



Marketing Performance

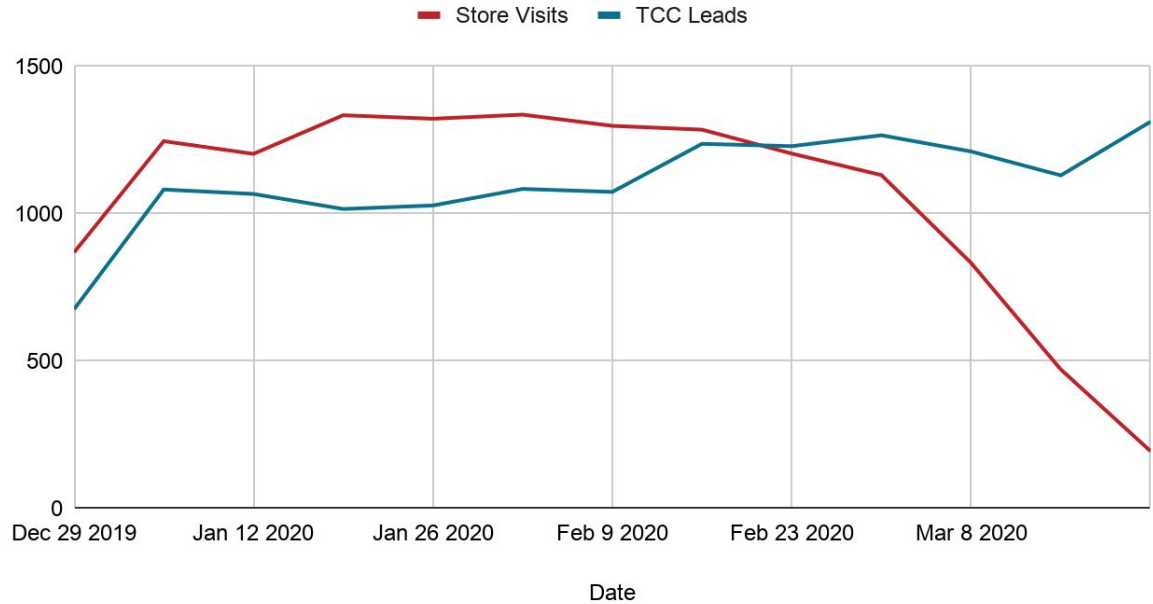
Impression and Click Changes (March 23-29 vs. March 16-22)





TCC Leads vs Store Visits

Store Visits and TCC Leads



TCC & Live Chat Lead Increase



Total TCC Leads

12% ▲

Live Chat Leads

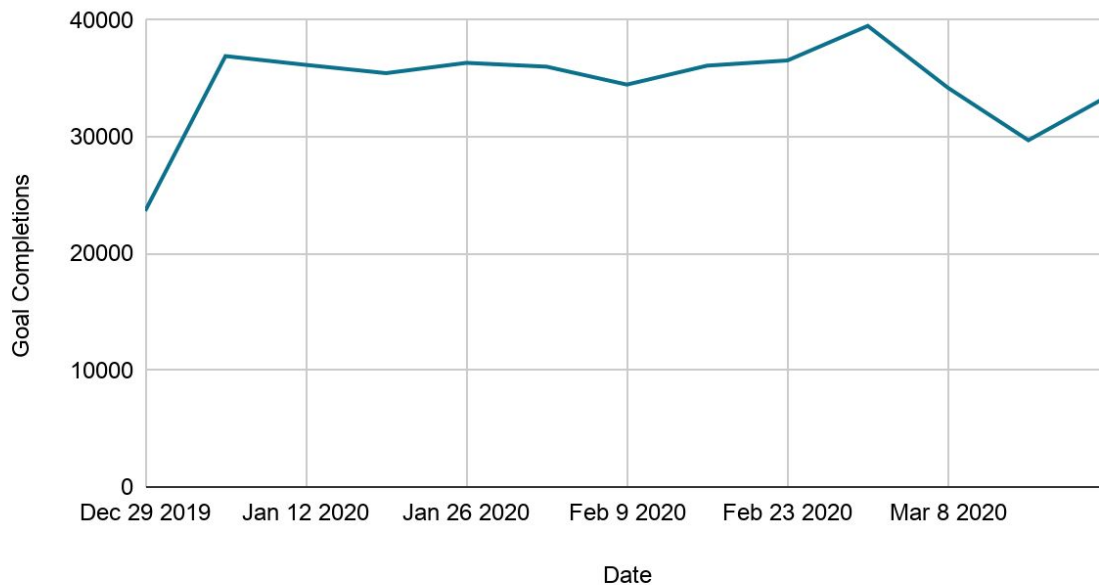
34% ▲

Average Change: March 22-29 vs. March 16-21



Goal Completions Over Time

Goal Completions vs. Date (Dec 29 - Mar 29)



Part 2

Email Trends During COVID-19



Importance of Email



Capture Their Attention

Email allows you to capture a lead's full attention and provides you with complete control over the message you deliver.



Direct Link to Hot Leads

Email prospects are the hottest leads you have. Craft the imagery, messaging, and conversion tools in your email to generate leases!

Follow up with prospects who engage with your email!

Email Performance



Open Rate

Apartment seekers opened **31.3%** of all emails that Conversion Logix sent

Click Rate

15.5% of prospects who opened an email went on to visit the community website



Industry Benchmarks

The Real Estate industry has an average open rate of **19.2%** and click rate of **9.2%**

Conversion Rate Increase

Emails are generating more and more leads during the health outbreak. Compared to the previous month, emails have generated **over 30% more goal completions** on average. Conversions are still climbing. Last weeks email conversion was **up nearly 25% over the previous week**.

Month
Over
Month

31.6%

Week
Over
Week

24.6%



CONVERSION LOGIX®

Part 3

COVID-19 Email Success Stories!



3 Success Stories. Infinite Insights!



1. 1,500 Opens

Subject Line: [First Name], the next five to lease virtually will receive our special offer!

Send Time: 3:30 PM

2. Flexible Move-Ins

Subject Line: [First Name], Spring has sprung, live 6 weeks free at [community name]!

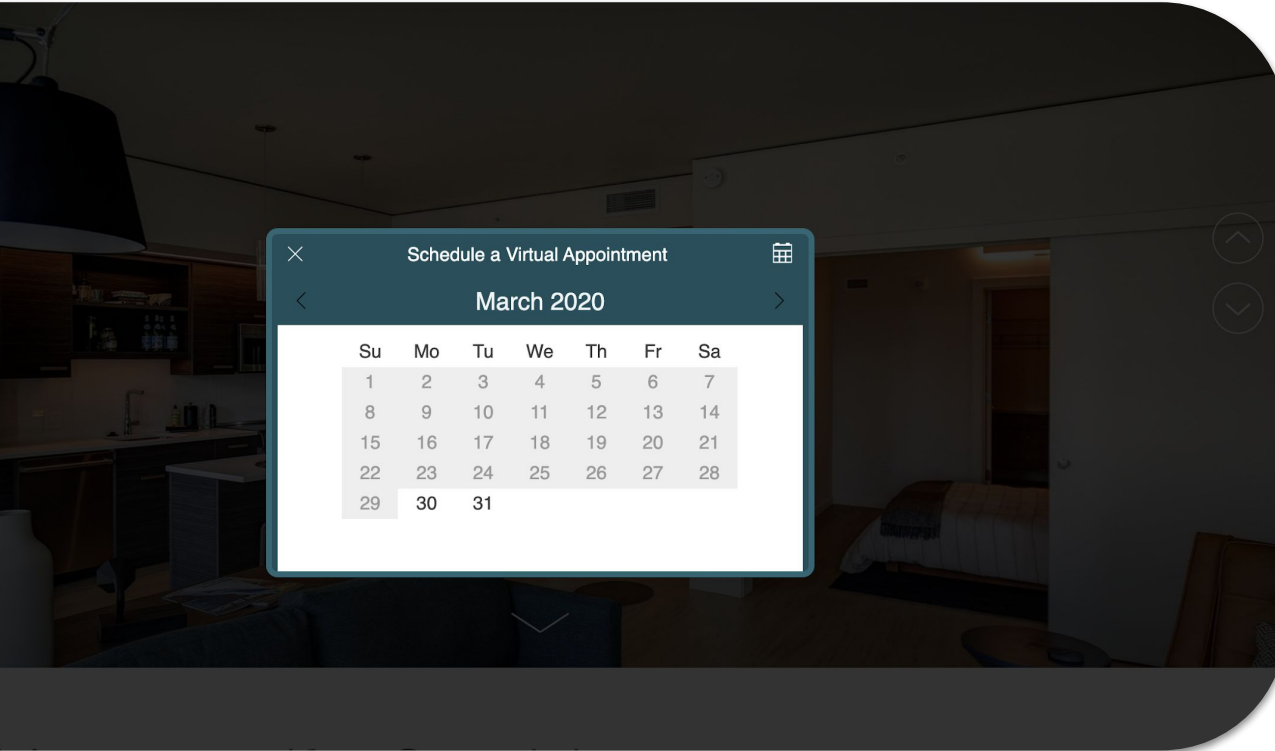
Send Time: 12:00 PM

3. Built for Virtual Tours

Subject Line: [First Name], Schedule a Virtual Tour Today!

Send Time: 10:00 AM

Linking to Conversion Tools



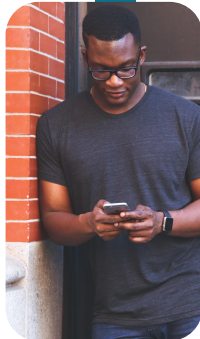
**Deep Link for
Easy Conversions**

Performance Recap



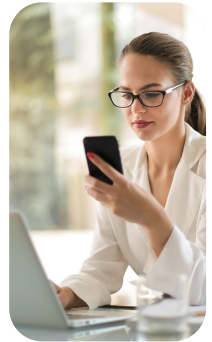
Client Email #1

Open Rate: 44.2%
Click Rate: 7.2%



Client Email #3

Open Rate: 30.5%
Click Rate: 19.9%



Client Email #2

Open Rate: 32.6%
Click Rate: 8.8%

Part 4

Email Best Practices

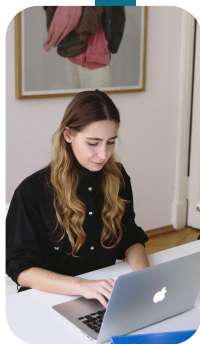


Who to Send To



Prospects from the Past 3 to 12 Months

Why so long? The apartment search process takes months to complete which means a months-old prospect can still be a hot lead.



Dormant Leads. Leads Looking to Renew.

Extending your list back to 12 months can re-engage dormant leads and recapture last year's prospects who are now looking to renew!

When to Send



Every Two Weeks

Consistently remind prospects to take next steps at your community

Late Morning to Early Evening

Best send times: 9 am, 11 am, 3 pm

Our Open-Rate Performance

Our Avg:
33.96%

Real Estate Average: 19.2%

How to Send: Subject Lines



First Name Customization

Personally addressing leads who have already engaged increases email open rates.

Concessions

Intrigue leads from the very beginning.



Schedule a Virtual Tour

Ensure prospects know they can still take next steps.

Limited Availability

Spur apartments seekers to action before it is too late.

How to Send: Create and Track



Tell Your Story

Use high quality images, videos, and graphics to show off your community's unique lifestyle.

Make the most out of the header design.

Communities that tell a story with email design can drive higher engagement.



Link to Tools on Your Website

Drive conversions by providing prospects with useful tools and information when they click through to your website.

Track Your Email Results

Uncover how many leads and leases your emails generate.

Questions?



Next Week: COVID-19 Conversion & Attribution



MFH Marketing Update

The latest trends in MFH marketing and how your community is affected.

**Using Data Attribution To Deliver True ROI:
Bringing Clarity to your Digital Strategies**

Want to Learn More?

Reach out to us at
sales@clxmedia.com

Visit us online at
ConversionLogix.com and
schedule a call

