

Marketing During COVID-19

Moving Your Leasing Team Online

CL | CONVERSION LOGIX®





Andrew Cederlind
Chief Operating Officer



Joe Carino
Chief Revenue Officer

CL | CONVERSION LOGIX®

PREMIER

Google
Partner



PUGET SOUND BUSINESS JOURNAL | 2016



FASTEST-GROWING
PRIVATE COMPANIES

Inc.
5000



State of the MFH Market

Digital Leasing Teams



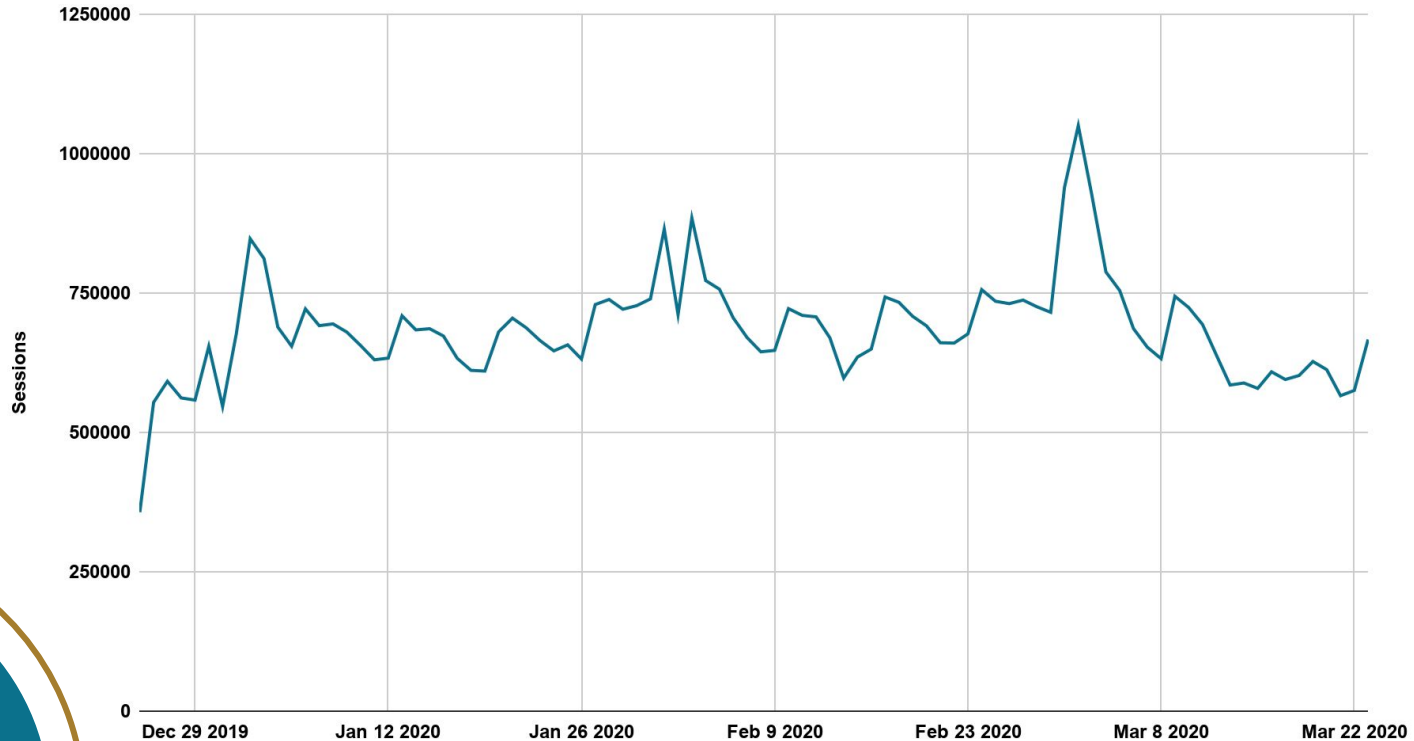
Making the Switch

State of the MFH Market



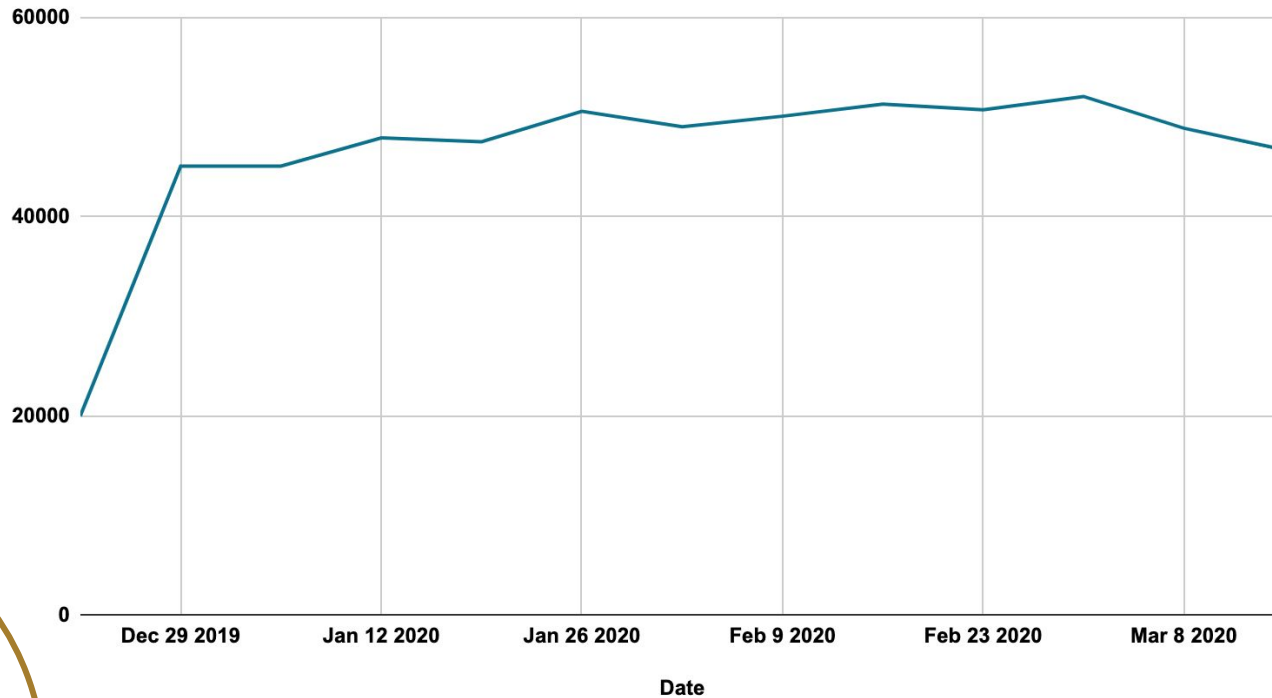
State of MFH Marketing

Website Sessions vs. Date (Dec 25 - Mar 23)



State of SRL Marketing

Senior Living Website Sessions vs. Date



State of MFH Marketing

2 Week over 2 Week Change

Organic Traffic
28.9% ▼

Paid Traffic
3.2% ▼

Median Change: March 9-22 vs. February 24 - March 8

State of MFH Marketing

Week over Week Change

Organic Traffic

19.9% ▼

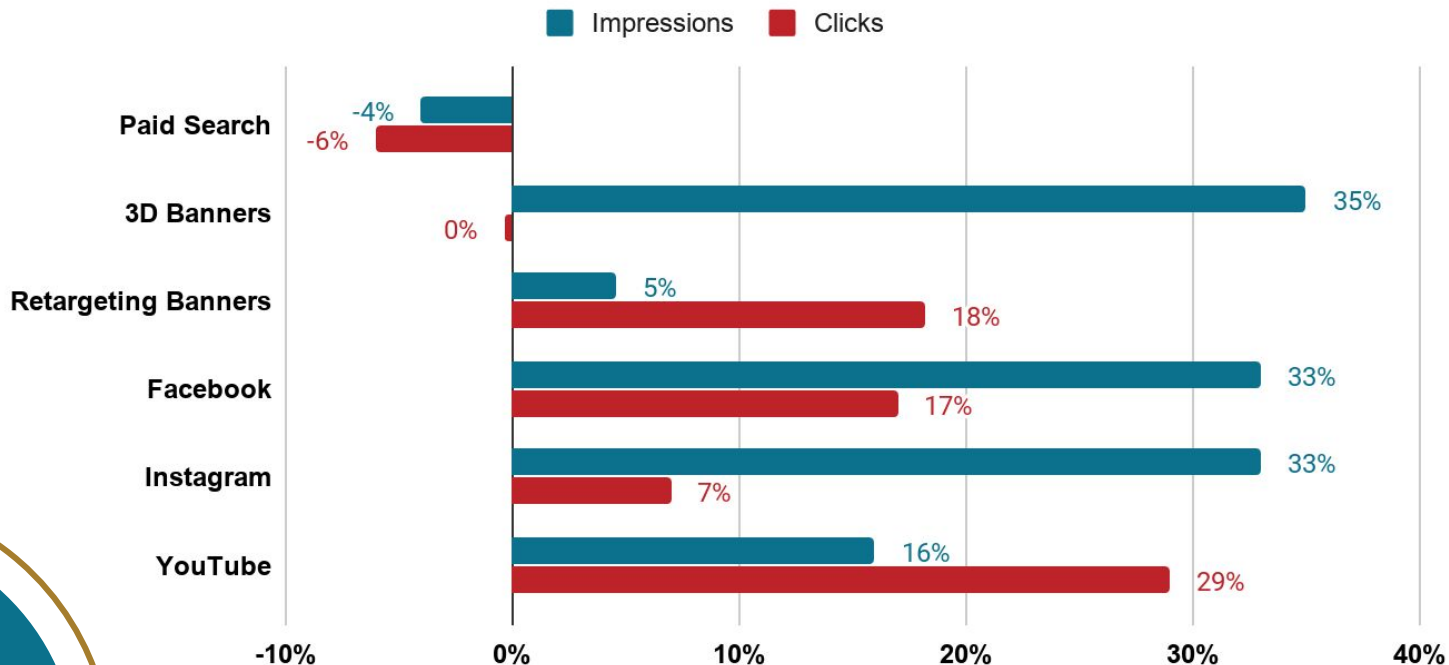
Paid Traffic

2.4% ▲

Median Change: March 16-22 vs. March 9-15

State of MFH Marketing

Impression and Click Changes (March 16-22 vs. March 9-15)

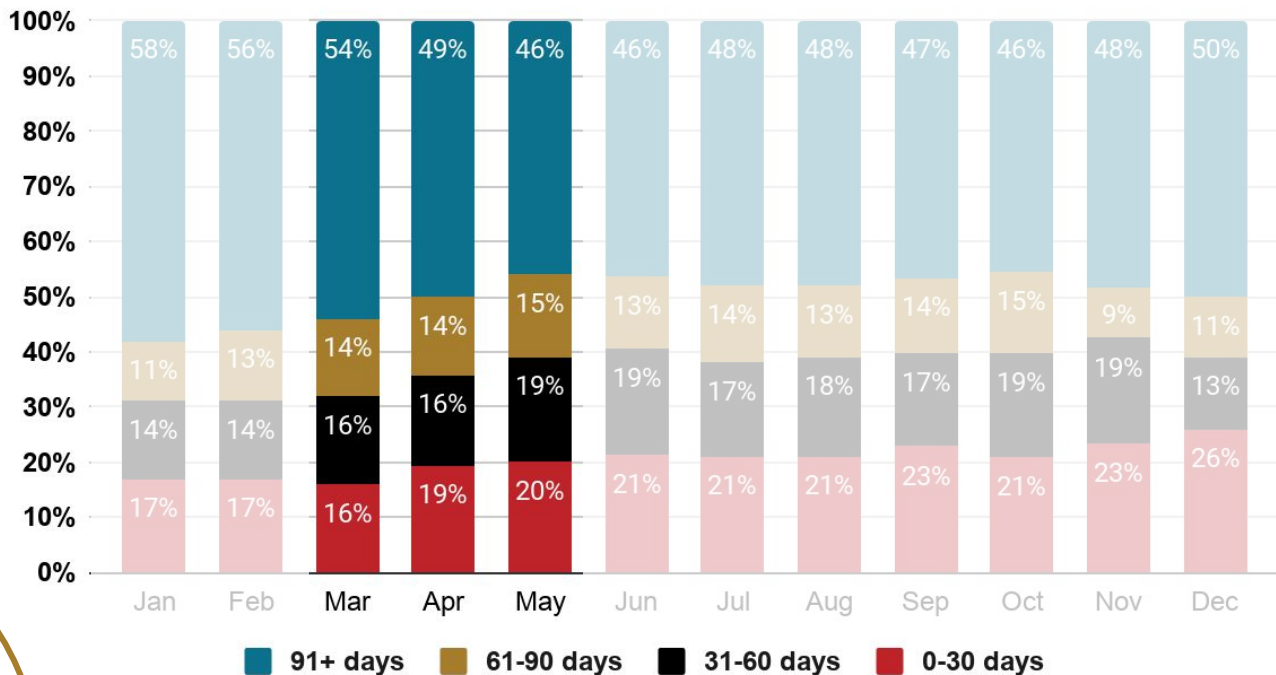




Digital Leasing Teams

Long Sales Cycle

Days from Search to Move by Search Month



Source: ApartmentList.com

Digital Leasing Teams

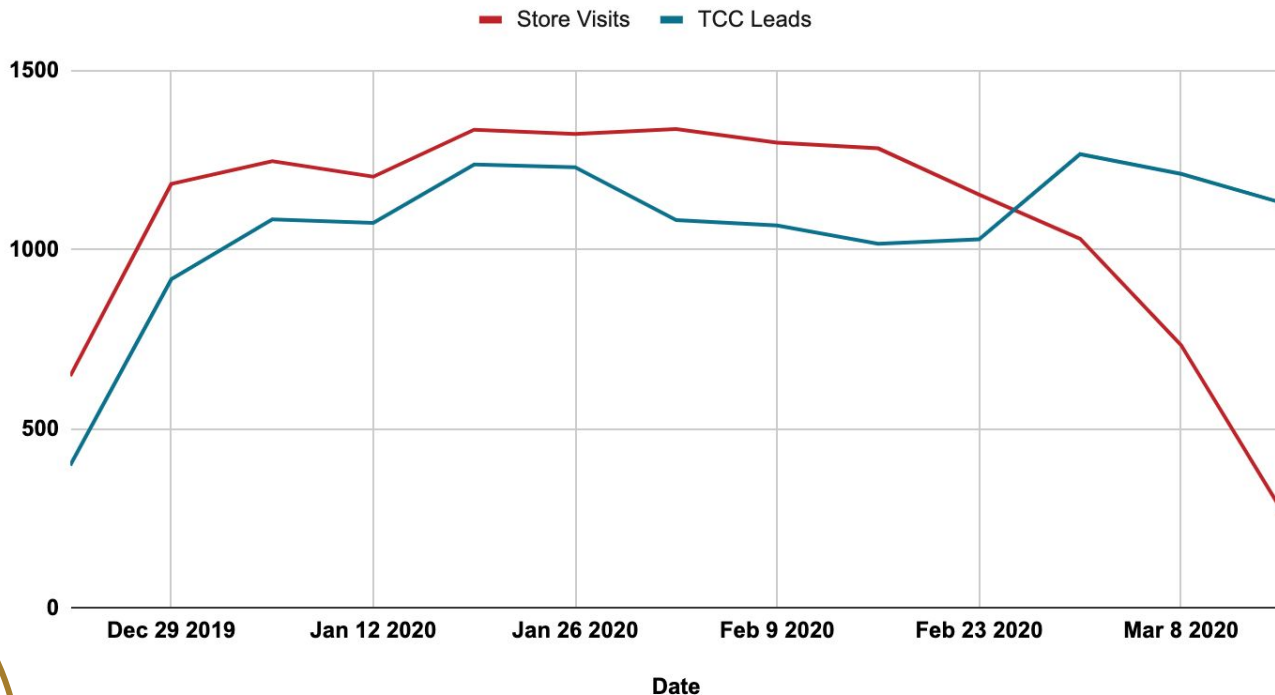
In-Store Visits Drop

62.5% ▼

In-Store Traffic Change: March 16-22 vs. March 9-15

Digital Leasing Teams

Store Visits vs. Conversion Cloud Leads (December 22 - March 15)



Digital Leasing Teams

Inform prospects

Address questions

Capture interested leads

Help prospects take action

Provide a streamlined
leasing experience



Digital Leasing Teams



Our leasing office has gone virtual. As the Coronavirus (COVID-19) situation has evolved, we have made changes to our business practices based on the latest public health recommendations. Our management office will remain open to serve our residents. However, we are temporarily ceasing all in-person property tours and meetings with prospective residents. Instead, we invite you to use our website to explore our community virtually. You may also call or email our leasing office to set up a virtual visit with one of our leasing professionals.

VIRTUAL TOUR

Digital Leasing Teams

NOW OFFERING UP TO 8 WEEKS FREE AND IMMEDIATE MOVE-INS*!

[RESIDENCES](#) [FLOOR PLANS](#) [AMENITIES](#) [SERVICES](#) [LOCATION](#) [GALLERY](#) [NEWS](#) [TEAM](#) [RESIDENT PORTAL](#) [CONTACT](#)

[APPLY NOW](#)



The Conversion Cloud Performance

Appointments Scheduled Last Week
15

Chat Conversion Rate
75%

Single Client TCC Stats: March 16-22

The Conversion Cloud Performance

Website Lead Increase

0.4% ▲

All-Client TCC Lead Increase: March 16-22 vs. March 9-15

Making the Switch





Set Up Your Digital Leasing Journey

Promote Your Digital Leasing Journey



1 Set Up Your Digital Leasing Journey

Allow prospects to...

- Gather info & ask questions
- Take a virtual tour
- Sign a lease online



Add Communication Channels

Ensure prospects can always connect with your team via phone, email, and directly from your website

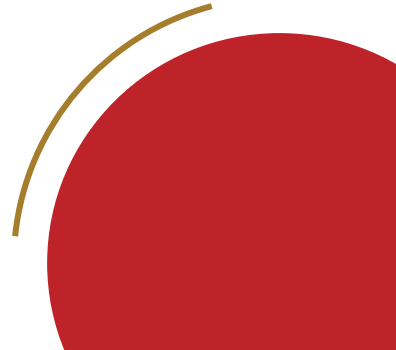


Channel #1: Live Chat



Answer prospect questions with
speed and accuracy

Convert website visitors into leads
for your team



Channel #2: Conversion Tools

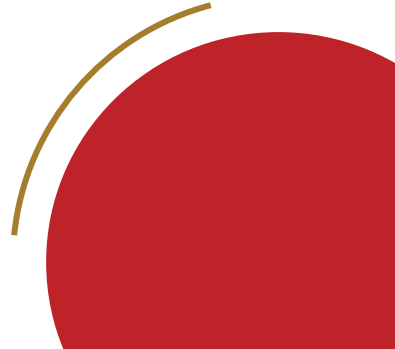


Concession Manager

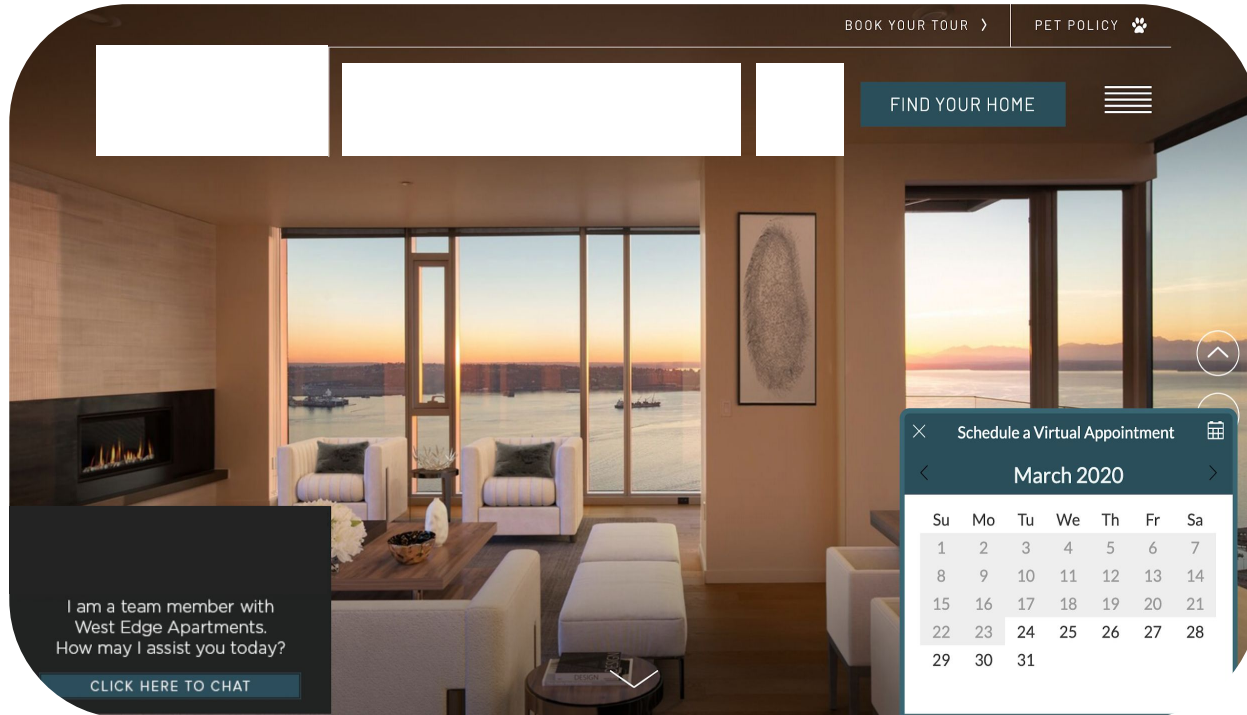
Call us Now

Income Calculator

Schedule Genie



Schedule a Virtual Appointment



Set up a live or recorded digital tour of your community.

Streamline Online Leasing

Ensure prospects can intuitively complete every leasing step via your website and leasing portal

Link to your leasing portal directly from the homepage and floor plans page



2 Promote Your Digital Leasing Journey

Ensure prospects know your community offers a 100% digital leasing experience

Adjust your marketing to reflect current health concerns



Updating Messaging

“Brand New Apartments” vs.
“Now Open”

“Virtual Tours Available”

“Now Leasing” & “Online
Leasing Available”



Updating Imagery

Move away from highlighting community spaces or using pictures with groups of people

Highlight in-unit amenities with pictures of your apartment units



Updating Call to Actions

“Schedule a Virtual Tour”,
“Schedule a Call”, “Schedule a
FaceTime Call”

“Lease Online Today”



Key Takeaways





1 Store visits and organic website traffic are declining and need to be supplemented with digital advertising.

2 Opportunities to advertise on Facebook, Instagram, and YouTube are on the rise.

3 Communities can use live chat services, conversion tools, and online leasing to provide an optimal online experience for prospects.



4 Websites, ads, and listings should be updated with relevant imagery, copy, and call to actions.

Questions?



Next Week



Want to learn more?

Reach out to us at
sales@clxmedia.com

Go to ConversionLogix.com to
schedule a call.

