

# Social Advertising During COVID-19





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**5000**

**State of the Market**



**Social Performance  
During COVID-19**



**Creating Effective  
COVID-19 Social Ads**





Part 1

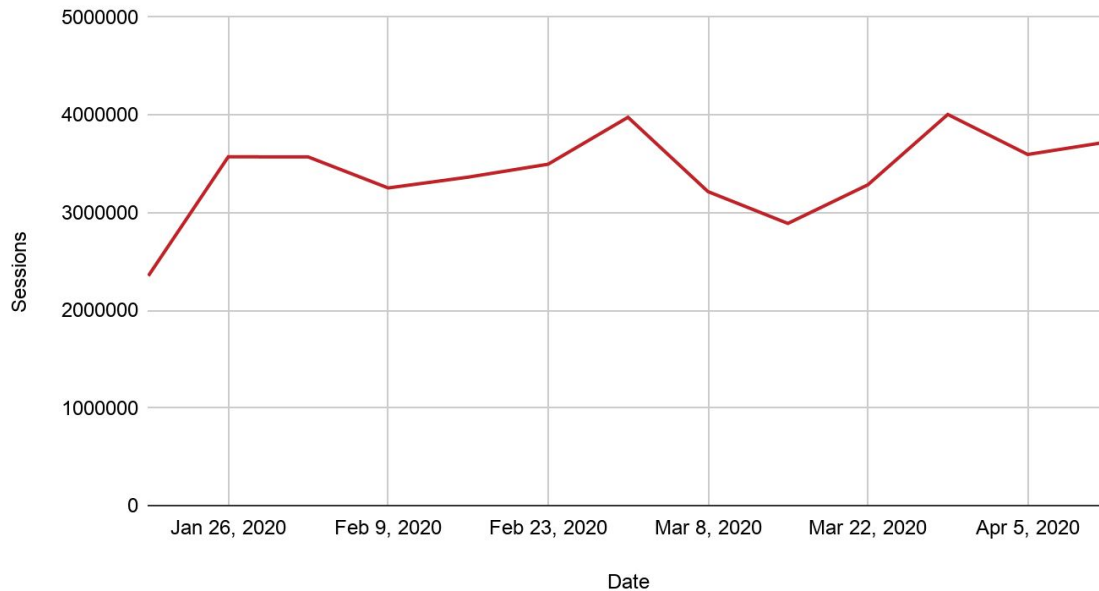
# State of the MFH Market





# MFH Sessions Over Time

Website Sessions vs. Date (Jan 19 - April 18)



# Week Over Week Change



Organic Traffic  
**12.7% ▲**

Paid Traffic  
**2.2% ▲**

Median Change: April 13-19 vs. April 6-12



# 6-Week Over 6-Week Change



Organic Traffic

**17.6%** ▼

Paid Traffic

**7.4%** ▲

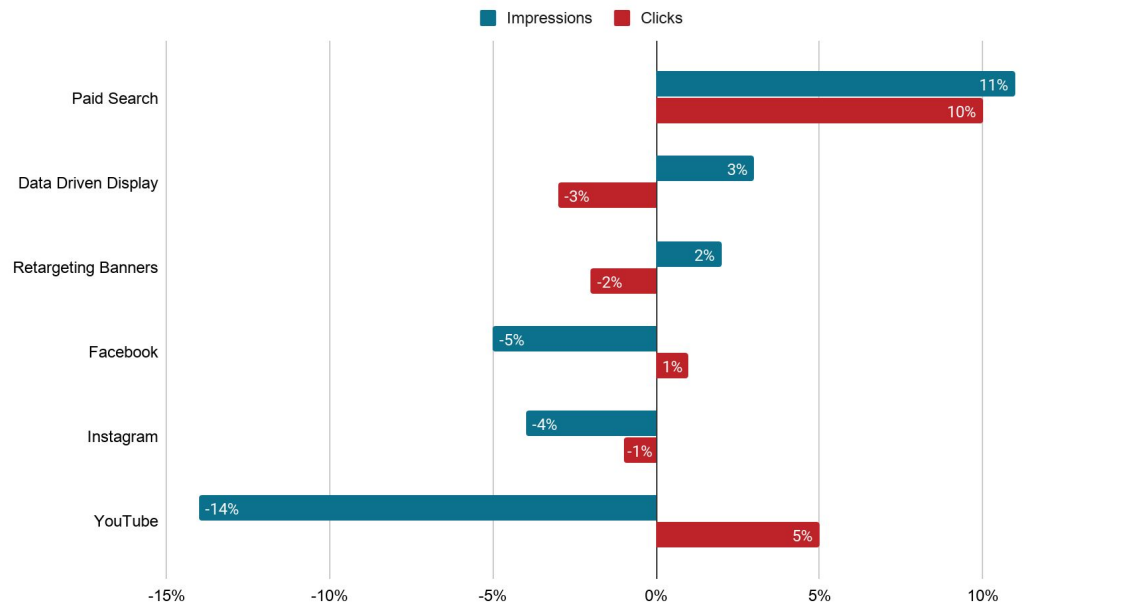
Median Change: Mar 9 - Apr 19 vs. Jan 27 - Mar 8





# Marketing Performance

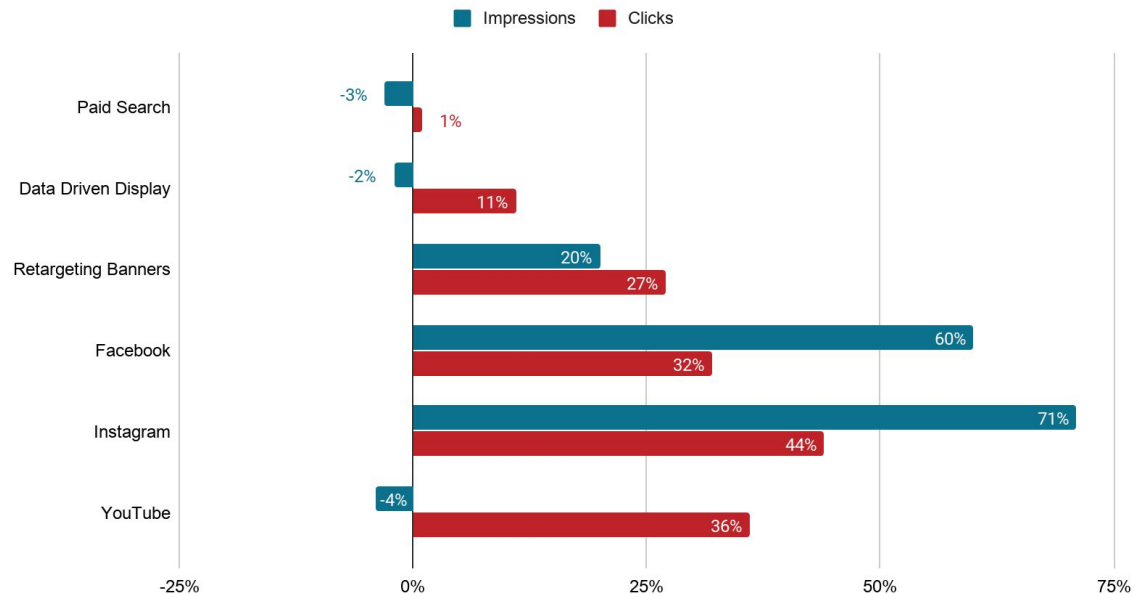
Impression & Click Changes (April 13 - 19 vs. April 6 - 12)





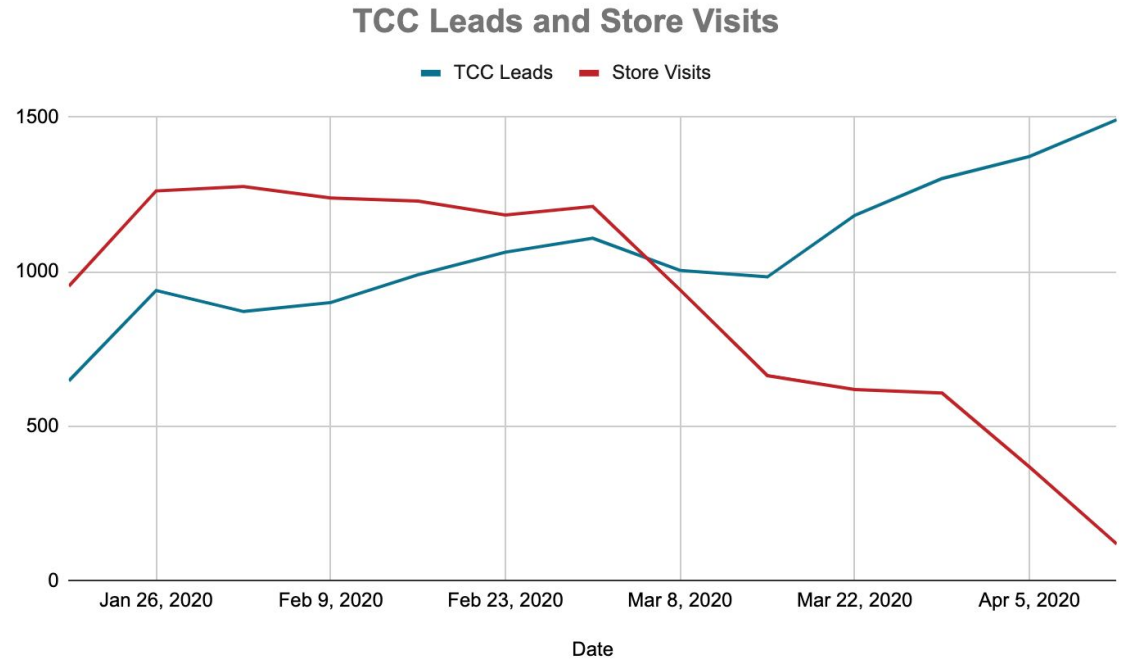
# Marketing Performance

Impressions & Click Changes (Mar 9 - Apr 19 vs. Jan 27 - Mar 8)





# TCC Leads vs Store Visits





# The Conversion Cloud Lead Increase



Total TCC Leads  
**20% ▲**

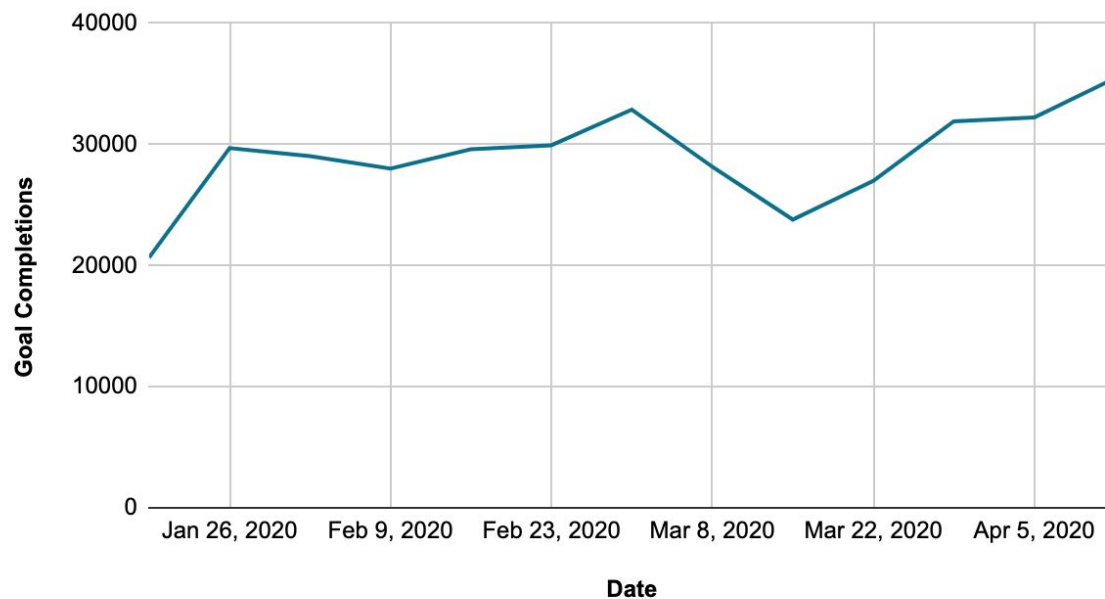
Average Change: April 13-19 vs. April 6-12





# Goal Completions Over Time

Goal Completions vs. Date (Jan 19 - April 18)



Part 2

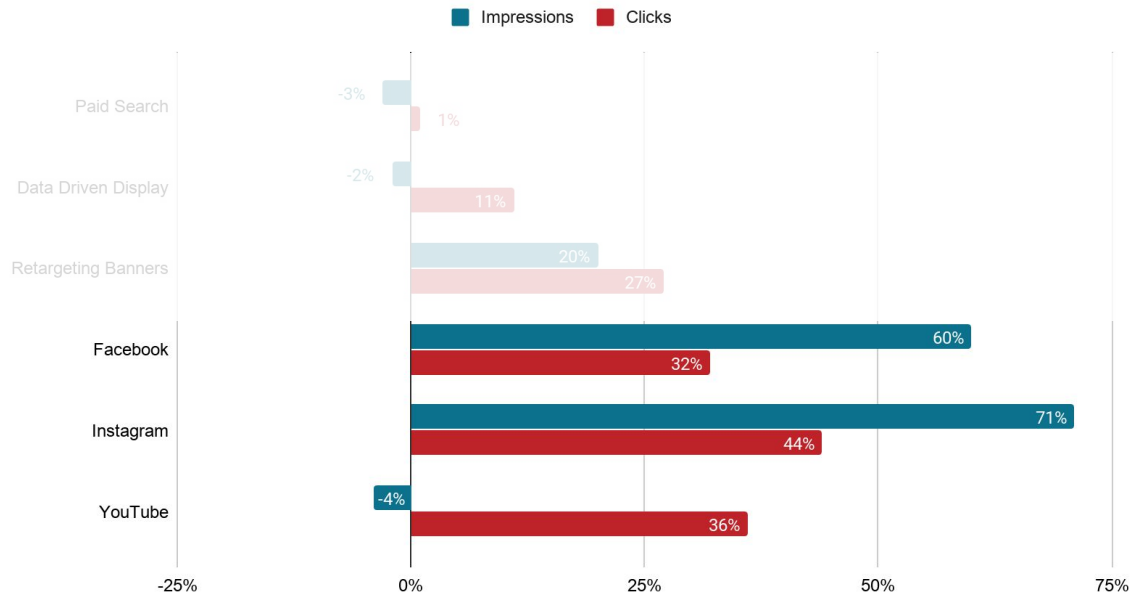
# Social Performance During COVID-19



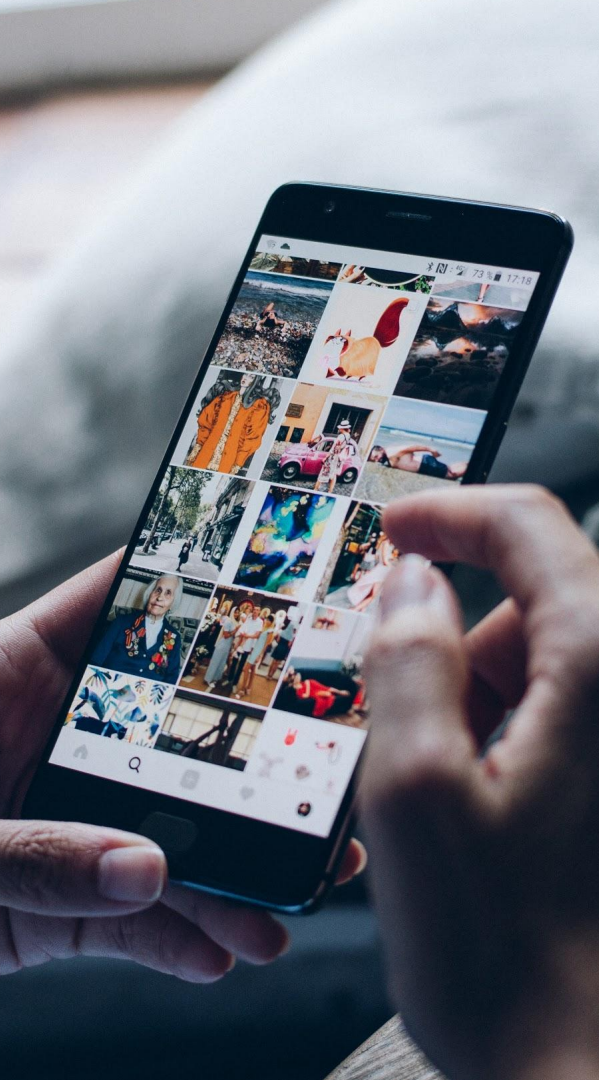


# Marketing Performance

Impressions & Click Changes (Mar 9 - Apr 19 vs. Jan 27 - Mar 8)







# Social Media Usage During COVID-19

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## More Time on Social

Platform usage across Facebook, Instagram and WhatsApp are up **70%**. News viewership on YouTube is up **75%** year over year.

## Consumers are Clicking Through

U.S. website traffic from Facebook to other sites increased over **50%** week over week.

## Stories Captivate the Masses

Instagram Stories content volume increased by **15%** week over week and Stories impressions increased **21%** during the same period.



# Social Ads

VS

# Organic Posts

Social ads allow you to **easily reach a wide audience of apartment seekers** and promote your community.

Advanced targeting options, ad formats, and ad objectives **reach those who are most likely to lease at your community.**

**Reach a  
Large Audience**

**Target the  
Right Audience**

Organic social does not reach enough prospects. Facebook page posts **reach only 6.4% of people who like your page.**

Organic social pages primarily **reach those who follow your community page.** This is ideal for resident engagement, but not for targeting prospective residents.



# Facebook & Instagram Performance

6 Week over 6 Week  
Impression Increases

**66%**

Increase in FB  
Impressions

**56%**

Increase in IG  
Impressions



# Facebook & Instagram Performance

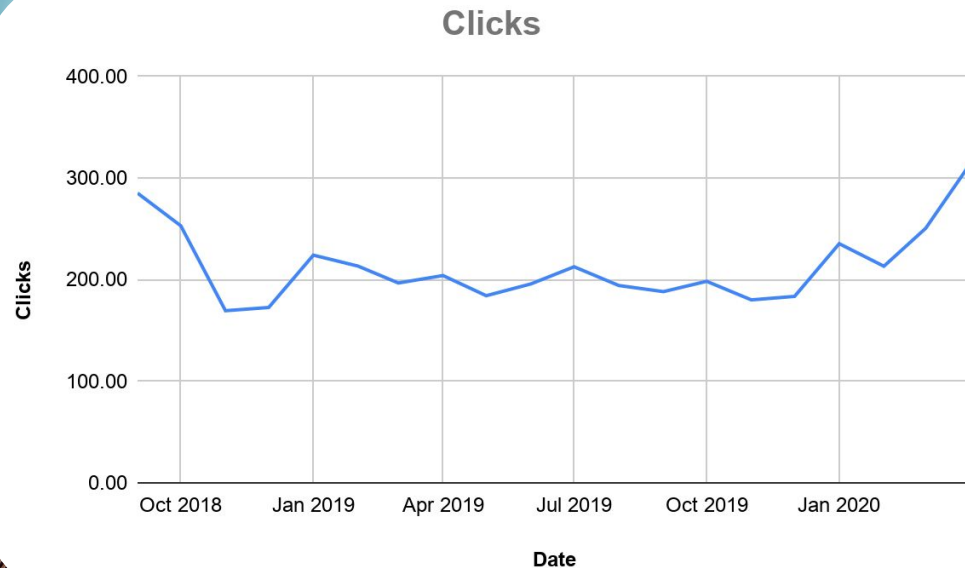
6 Week over 6 Week  
Click Increases

**32%**

Increase in FB  
Clicks

**32%**

Increase in IG  
Clicks



# Facebook & Instagram Performance

6 Week over 6 Week  
Goal Increases

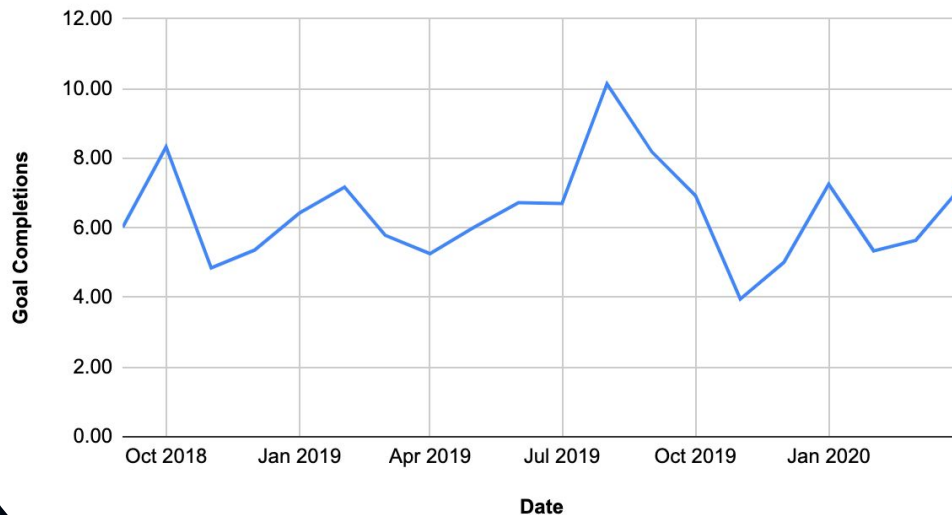
20%

Increase in Goal  
Completions  
from FB

15%

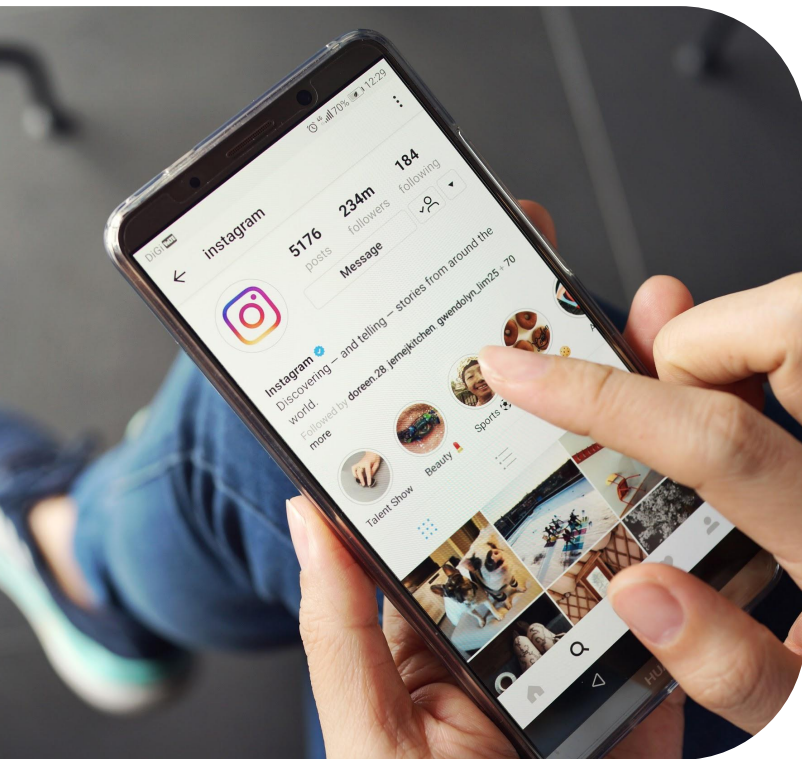
Increase in Goal  
Completions  
from IG

Goal Completions





# Rise in Instagram Stories Ad Clicks

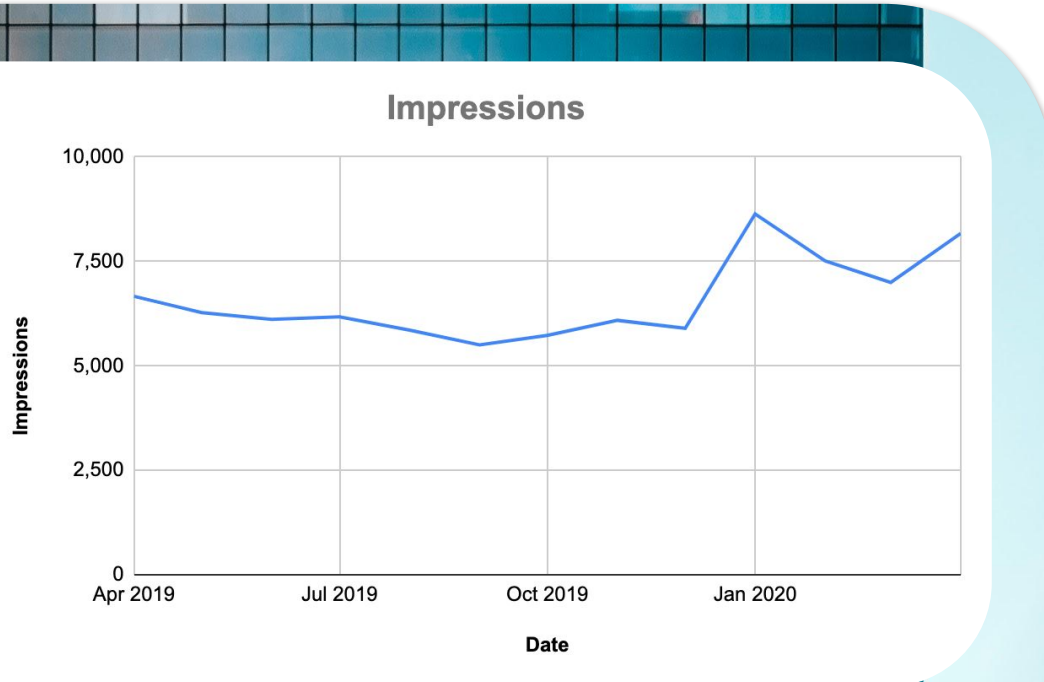


**30%** increase in Stories ad clicks  
(10% greater than feed ads)

## Benefits of Stories Ads

1. Less competition
2. Engaging full screen video ad
3. Stories capture attention because they are ephemeral and people don't want to miss out

# YouTube Performance



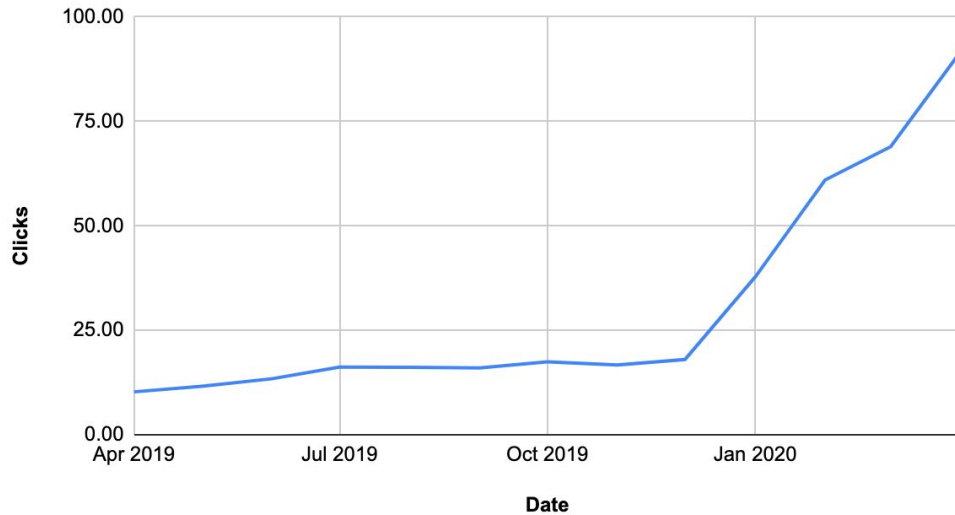
**6 Week over 6 Week  
Impression Trend**

**1%**

Decrease in  
Impressions

# YouTube Performance

Clicks



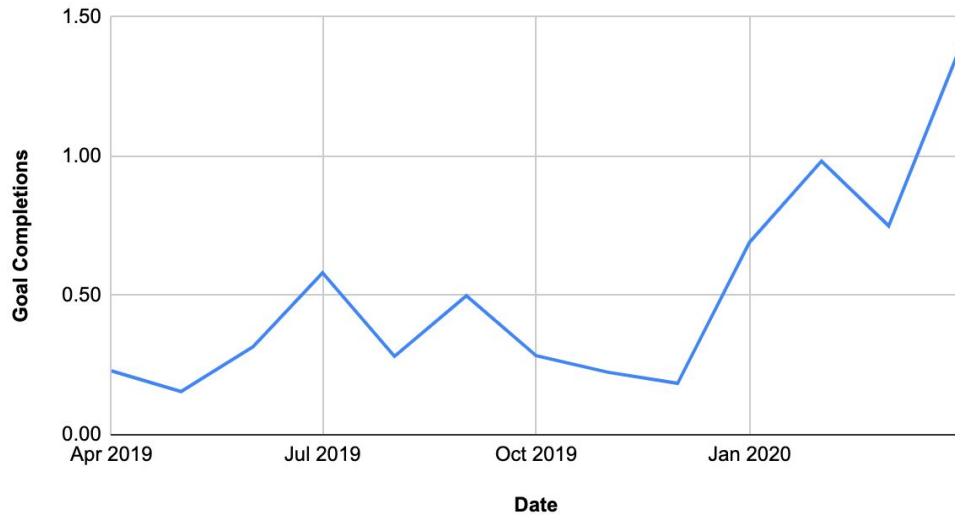
6 Week over 6 Week  
Click Increase

**39%**  
Increase in  
Clicks



# YouTube Performance

Goal Completions



6 Week over 6 Week  
Goal Completion Increase

**23%**  
Increase in  
Goals

Part 3

# Creating Your Social Strategy



# When to Use Facebook

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## **Audience:** Millennials, Gen X, Baby Boomers

Everyone from Gen Zers to Baby Boomers has a Facebook account but those in their late twenties and older are more likely to actively engage with it.

## **Wide Variety of Placement Options**

Facebook offers the most placements options and ad formats for advertisers making it a first choice for communities looking to advertise on social.

## **Ads Offer More Space for Copy**

Facebook ads offer space for primary text, prominent headlines, and descriptions along with images or video.

# Creating a Facebook Ad

## Ad Format

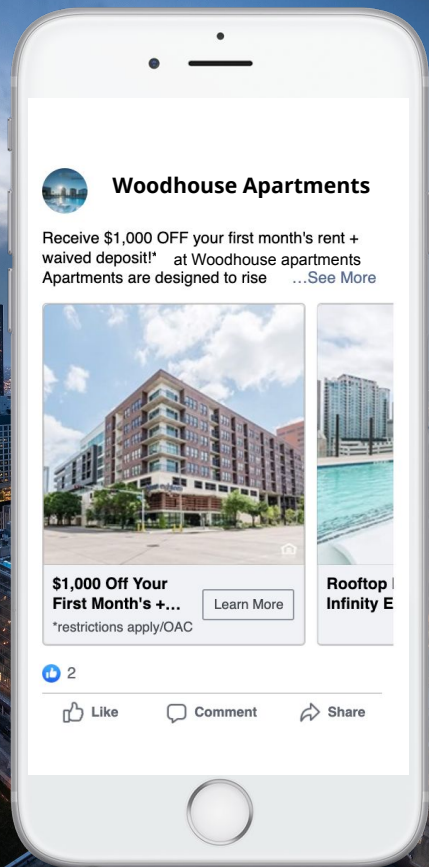
- Single image ads outperform Carousel image ads more consistently in Facebook. If you are new to Facebook ads and want to guarantee consistent results, **single image is a good ad format to start with.**
- **Carousel ads have the potential to perform exceedingly well** when communities use powerful imagery and effectively tell an engaging story.

## Imagery

- Apartment seekers want to know what your units look like. Show interior images of your apartments. **Kitchen images perform well.**
- **Show off your location** with a map carousel card or an image of a popular landmark.

## Messaging

Facebook allows for more copy than other ad platforms, but ensure you are quick to **mention key messages such as offers, tour availability during COVID-19, and location.**





# When to Use Instagram



## Audience: Gen Z and Millennials

Instagram allows your community to reach Gen Z, younger Millennials, as well as social users in their 30's, 40's, and 50's.

## Interest Targeting

Instagram utilizes Facebook's behavior data, allowing you to target based on interests. Facebook interest targeting is highly sophisticated, delivering ads to prospects most likely to lease at your community without interfering with Fair Housing Laws.

## Visual Emphasis

Instagram allows for a highly visual in-feed ad placement. You can feature multiple images which appear in the same format as an organic Instagram post. Full-screen placement within Instagram Stories allows you to capture a user's full attention with descriptive images or videos.

# Creating an Instagram Ad

## Ad Format

Choose your ad placement based on the goal of your ad. Do you want to **show off a full-screen video** on Stories or would you prefer that prospects **read about the amenities you offer** in their feed?

## Imagery

Use up to 5 images in a carousel ad. Mix interior and exterior shots of your **community and neighborhood**. Cater images to the times by showing a **supportive, optimistic, or idealistic** reality of what residents can enjoy while living at your community during or after COVID-19.

## Messaging

Call out that your community is **open for move-ins, include offers, highlight your location, and include your offers** if they are competitive in your market.



# When to Use YouTube

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## Popular Platform for All Ages

Over 73% of American adults across all age groups watch YouTube. If you are a brand new community opening during COVID-19 this is a great platform to use to build awareness at scale.

## Ads Incorporate Both Audio & Visual

Unlike Facebook and Instagram video ads which are typically viewed with the sound off, YouTube viewers default to watching ads with the sound on and video watch times tend to be longer.

## Google Offers Keyword Targeting

The fact that YouTube is a Google product means you can take advantage of keyword targeting to reach apartment seekers searching for a community like yours online.

# Creating a YouTube Ad

## Ad Format

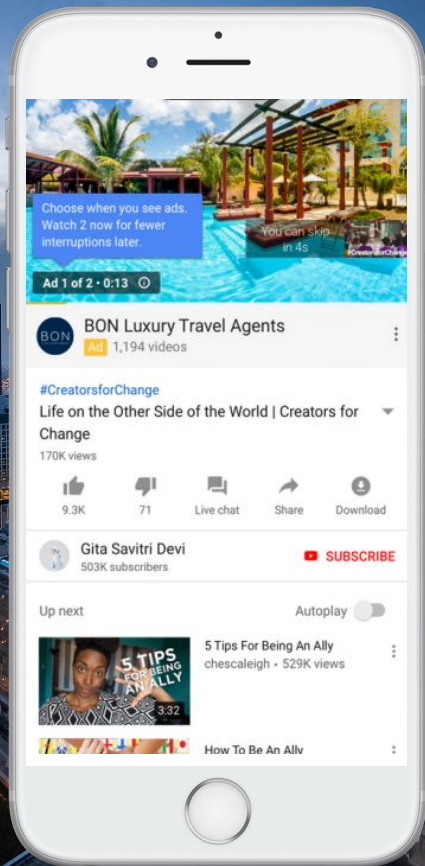
Deliver your prospects **non-skippable, 6-second bumper ads** or skippable **15, 30, or 60-second ads**. Also promote your brand with **banner ads** that appear in the YouTube platform.

## Imagery

Create a video using images or footage of your community and neighborhood. Visuals should **represent the lifestyle that your residents embody** while also being respectful of the socially distant times we live in.

## Messaging

Keep messaging concise. Call out your community's location, offer, and that move-ins are still available during COVID-19. Ensure messages match the images and footage used in your video.





# How COVID-19 Changed Social Ads

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**Immediacy:** Immediate move-ins available and schedule a virtual tour is becoming an industry standard during these times.

**More time, more content:** People have more time than before so they are more likely to watch your videos and click into your website. Use tour videos in your ads to give prospects a better idea of what it's like to be in your community.

**Offers up front:** Communities are offering concessions in their Facebook ad headlines, in their Instagram copy, and as callouts in their YouTube videos. **Virtual look and lease specials** are emerging as a new offer. Prospects are price sensitive so highlighting specific rent prices has been effective at driving engagement.

# How COVID-19 Changed Social Ads

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**Inside & Outside:** Communities are highlighting in-unit amenities like high-end kitchens, hardwood floors, and tall ceilings while still showing off premium exterior shots of their building, pools, and neighborhood.

**Easy access:** If your community offers concierge services like Alfred or secure package delivery this is a great thing to highlight in your headlines and through ad images.



# Key Takeaways

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## Traffic is on the rise!

Overall website traffic to MFH websites is steadily increasing as consumer confidence is restored.

## Social is driving more clicks and leads

COVID-19 drove apartment seekers inside and on to their devices. Social media has proven to be an effective way to drive quality traffic that converts on your website.

## YouTube has matured

With 2 billion monthly users and 73% of US adults using YouTube, the video platform is now a highly effective way to reach your audience.

## Stories has captivated the masses

Social users are sharing their lives via Stories and Stories ad performance is thriving. Present your community on a full screen ad and capture a prospect's full attention.



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# Take Your Next Step

## Evaluate Your Social Strategy

Are you using the right channels and ads?

## Download Our Free Guide

“Four Facebook Ad Mistakes That Are Costing You Leases”

## Reach out to us at

[sales@clxmedia.com](mailto:sales@clxmedia.com) for a one on one consultation

## Visit us online at

ConversionLogix.com and schedule a call





# May 6th: Retargeting & Nurturing



## MFH Marketing Update

The latest trends in MFH marketing and how they affect your community's strategy

## Throughout the Journey

How prospects interact with your marketing throughout their leasing journey and how to best track each engagement.

## Retarget & Nurture

Leading strategies to re-engage prospects across multiple channels and effective follow up with prospects who convert.

# Questions?

