

# CASE STUDY: Social Advertising

## Overview

### Multifamily Housing Class A Lease Up in Tempe, AZ

This lease up community in Tempe, AZ needed to fill studio, 1, 2 and 3 bedroom apartments at a higher price point than nearby communities.

From the start of their campaign in August 2019 to June 2020, the community ran three social campaigns to drive leads and tours to their community.

When COVID-19 hit in March, the community adapted their social campaigns to meet the changing environment and saw even greater campaign results during the pandemic.

## Challenges

This brand new lease up needed to build awareness before they opened for pre-leasing.

Once the community started leasing they needed to drive traffic to their website and generate leads and tours.

When COVID-19 hit, this community had to adapt their marketing strategy to continue driving leads and tours during the pandemic.



### Main Challenge

Build Awareness Amidst  
Established Competitors



### Core Strategies

Facebook & Instagram Awareness Ads  
Facebook Retargeting Ads



### Key Outcome

358k Impressions,  
138 Leads

# The Approach

**Campaigns:** This community launched a Facebook awareness campaign, an Instagram awareness campaign and a Facebook retargeting campaign.

**Target Audience:** Apartment seekers 18-65+ located in a 15 mile radius around the community. This targeting ensured the ads were fair housing compliant while targeting in-market prospects.

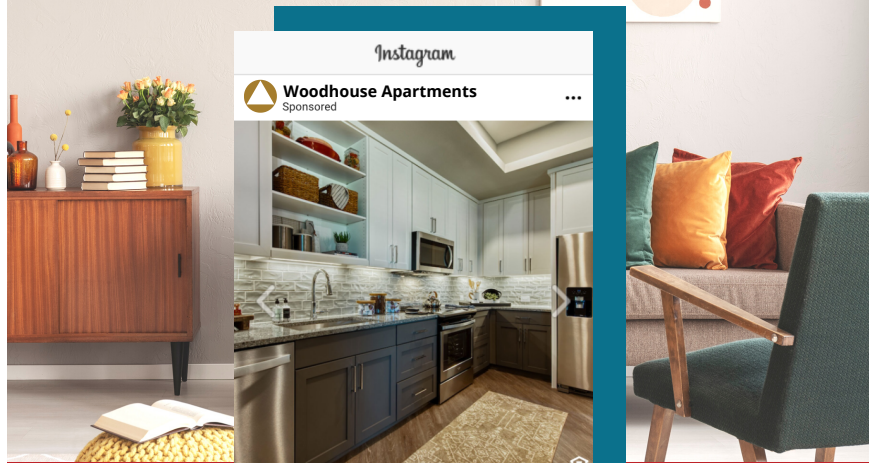
## Ad Content:

*August:* Promoted their brand and VIP email list before officially opening.

*September:* The community started pre-leasing. The community promoted a special in their social ad copy "Up to 8 Weeks Free" and changed their CTA to "Lease Today".

*October:* Launched Concession Manager, allowing prospects to claim "8 Weeks Free" in exchange for lead information after clicking on a social ad.

*April:* Adapted to COVID-19 by promoting virtual tours across all social campaigns. Launched Schedule Genie, allowing prospects to click a social ad and self-schedule tours on their website.



# The Results

**358k**  
Imps.

**Facebook Awareness**  
Impressions: 115,445  
Website Sessions: 3,122  
Leads: 62

**8.7k**  
Sessions

**Instagram Awareness**  
Impressions: 145,751  
Website Sessions: 3,544  
Leads: 52

**138**  
Leads

**Facebook Retargeting**  
Impressions: 97,331  
Website Sessions: 2,009  
Leads: 24

# Overcome Challenges

Every community faces a unique challenge with their marketing. Our team is here to guide you through your challenges and make you confident in your digital marketing strategy. Reach out to our helpful team for a private consultation and we will help you overcome your biggest marketing hurdles.

**Contact us at**  
conversionlogix.com  
866.297.4914  
info@clxmedia.com

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