

# Apartment Marketing Strategies for Spring 2021



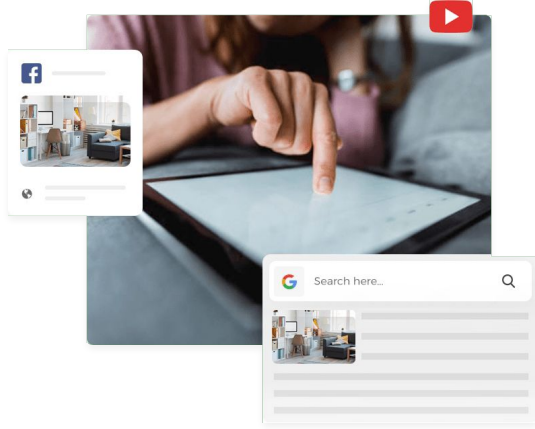


**Andrew Cederlind**  
Chief Operating Officer  
*Conversion Logix*

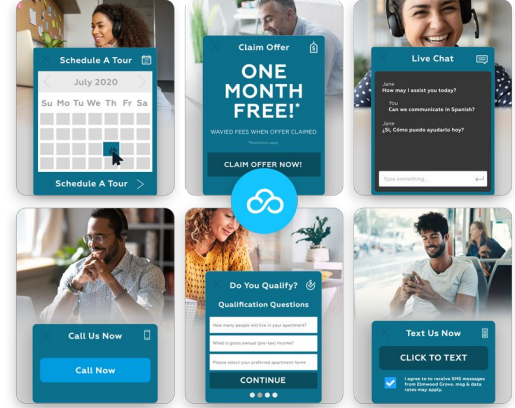


**Joe Carino**  
Chief Revenue Officer  
*Conversion Logix*

## Digital Media



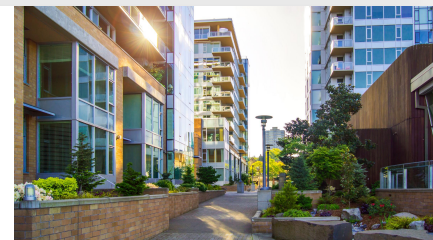
## Ad Tech



# Seasonal Marketing Trends



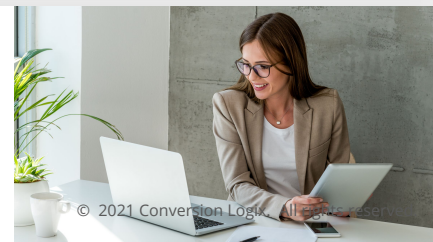
## Top Performing Spring Ad Examples



## Build Your Spring Strategy



## Next Steps





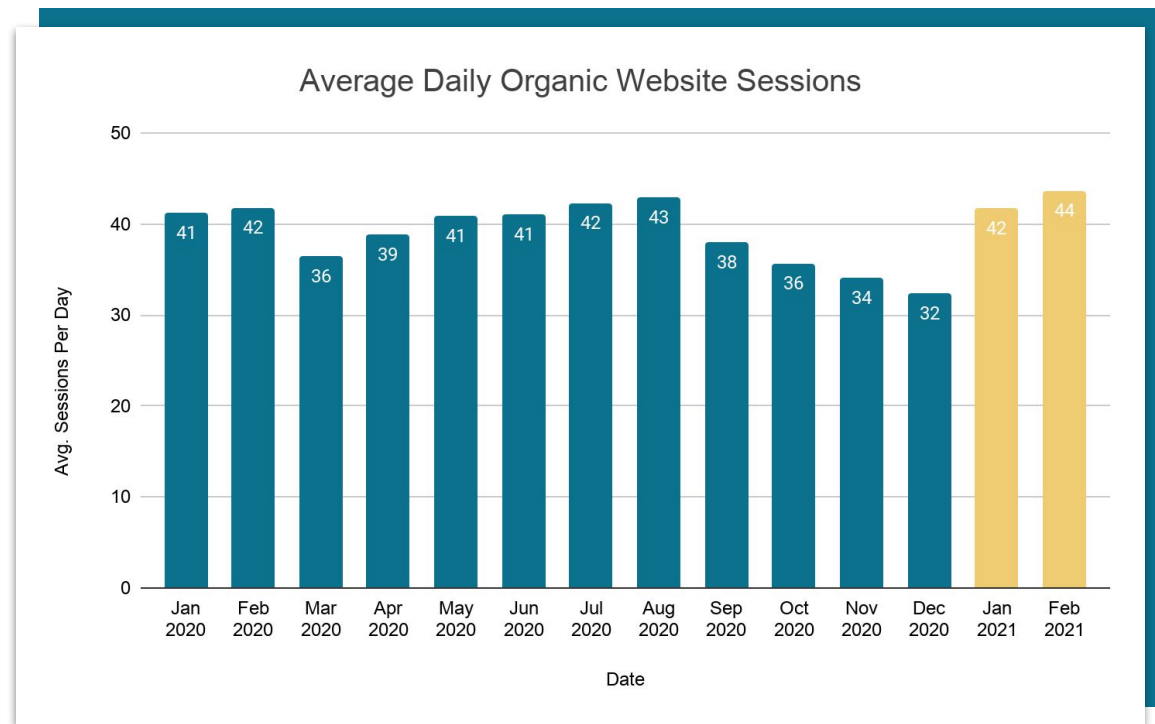
Part 1

# Seasonal Marketing Trends



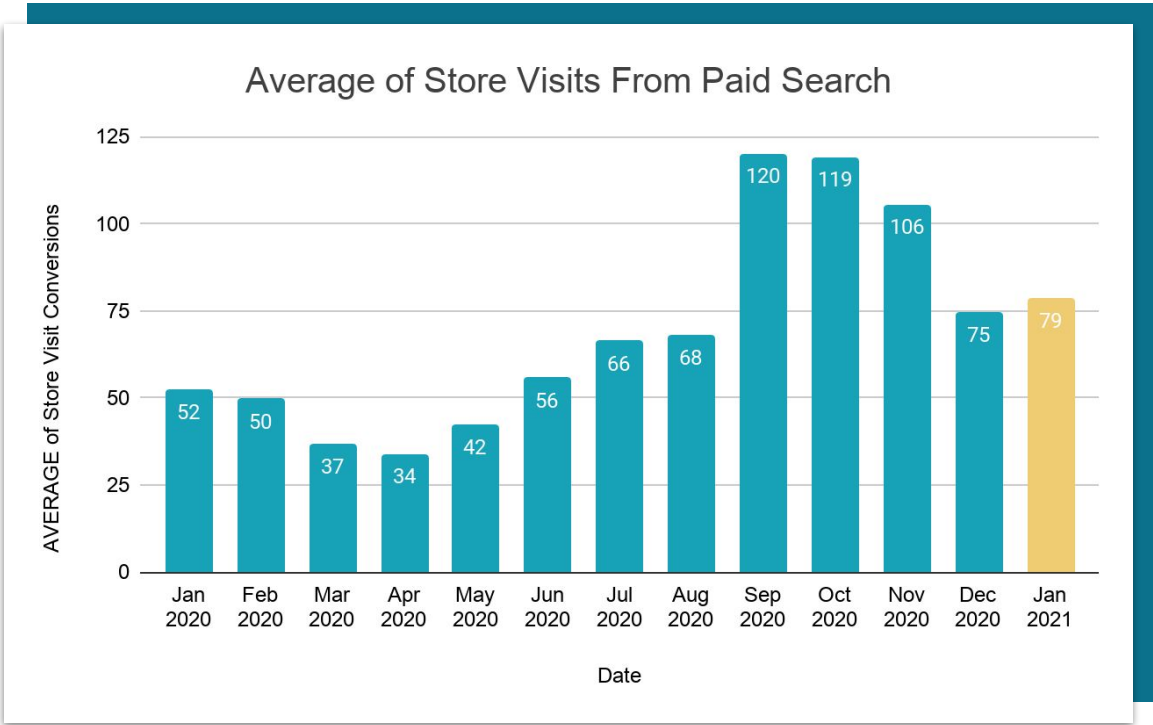


# 2020-2021 Average Daily Organic Sessions





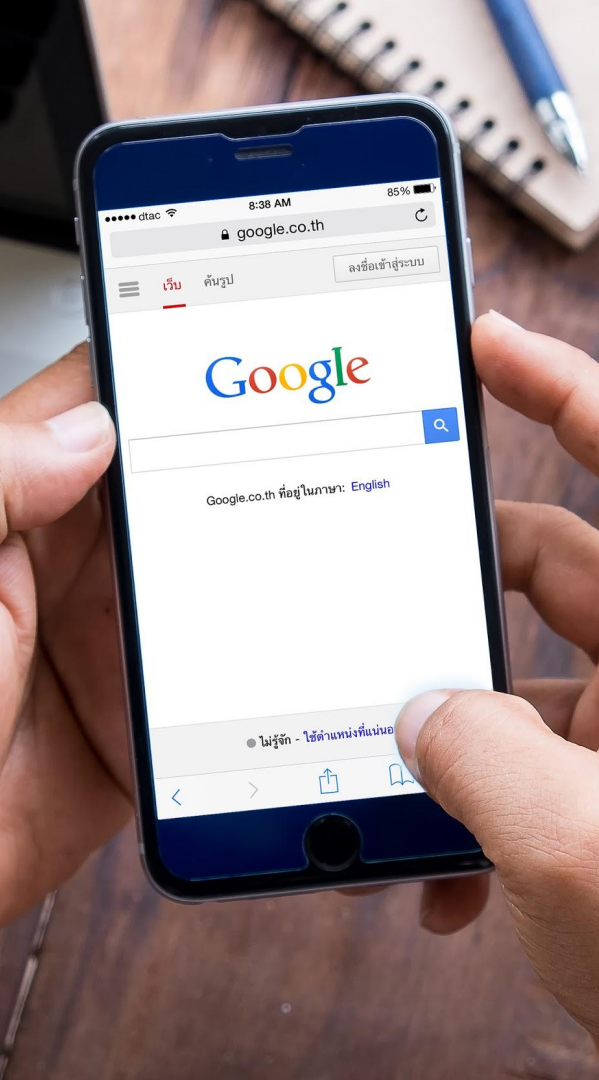
# 2020-2021 Store Visit Conversions



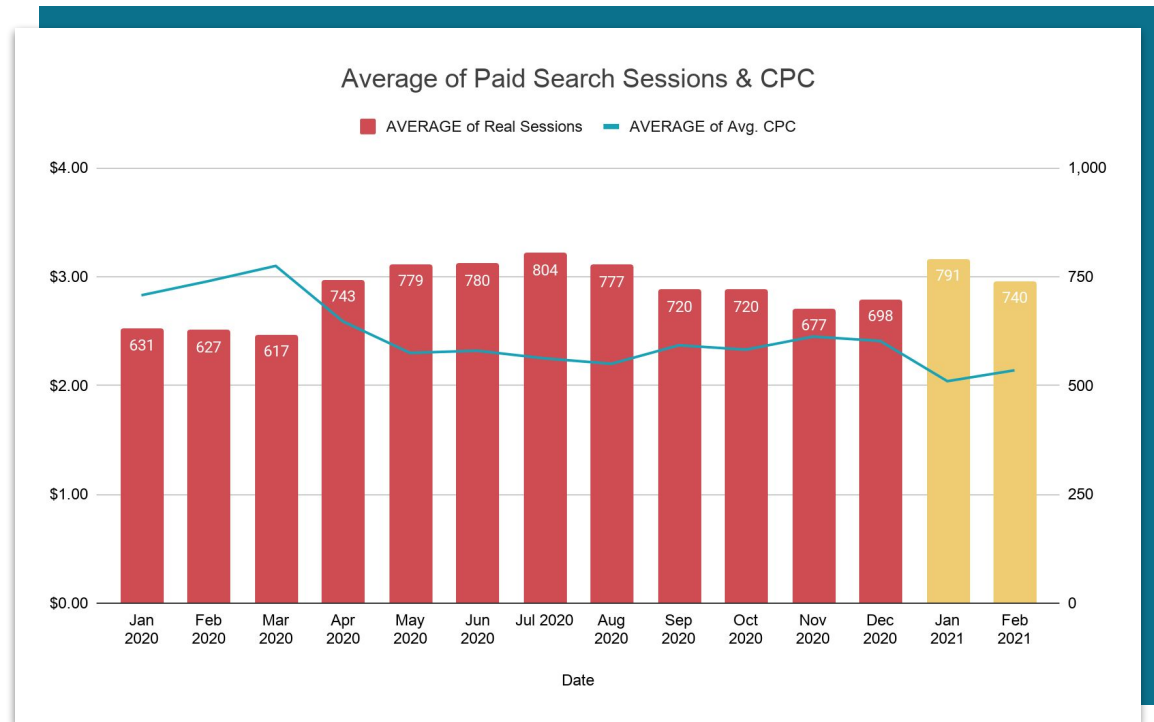


## 2020-2021 Self-Scheduled Tour Trend





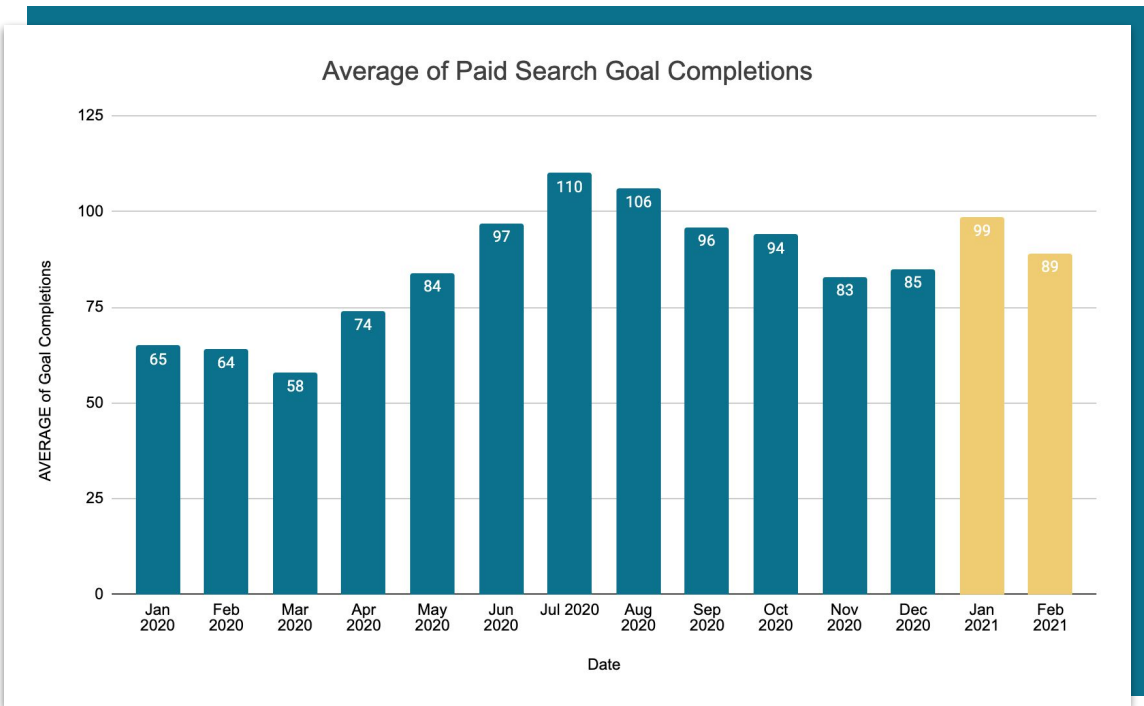
# 2020-2021 Paid Search Traffic





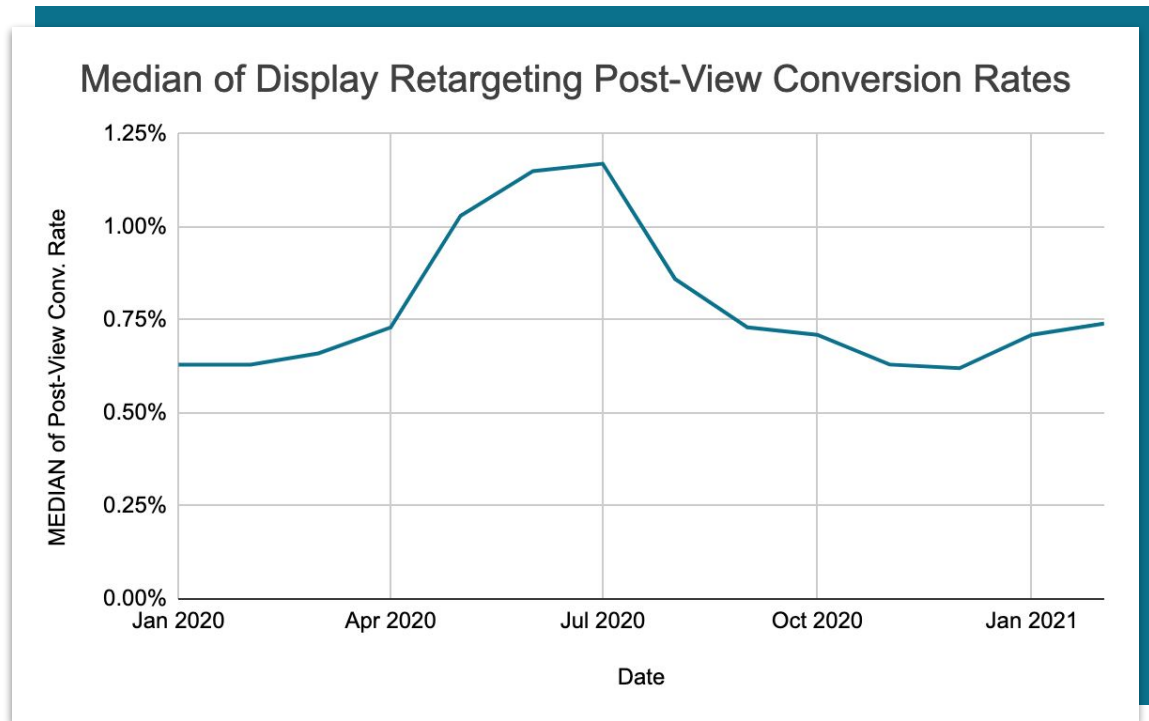


# 2020-2021 Paid Search Website Leads



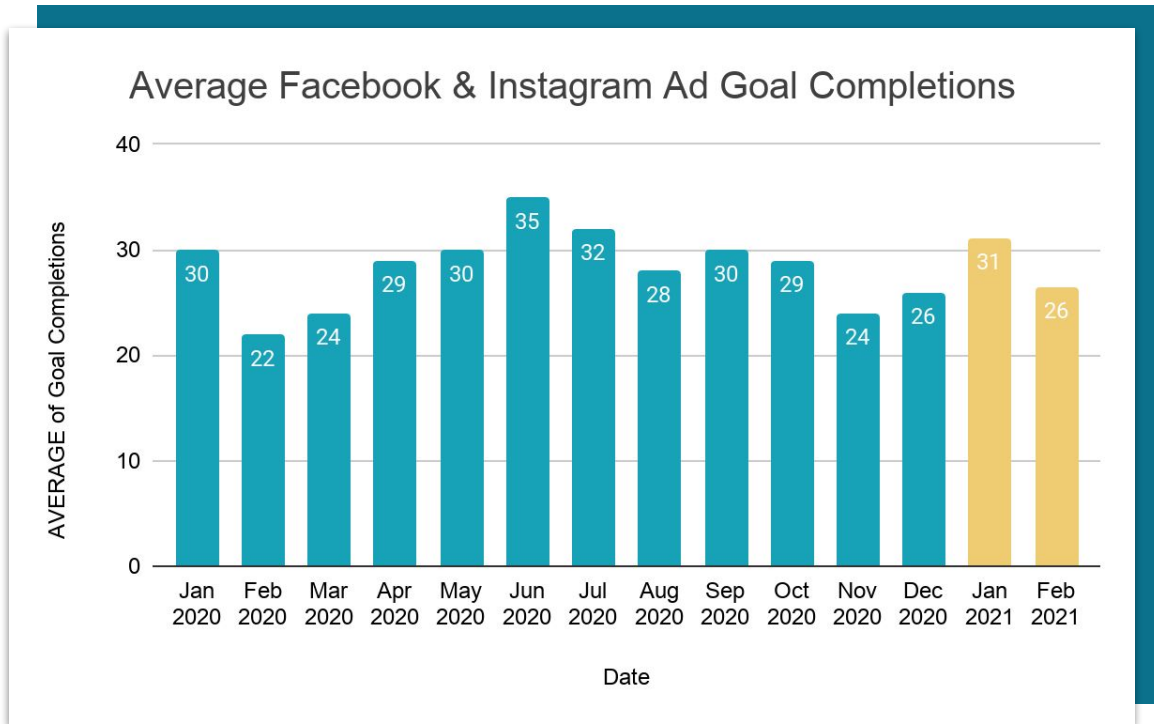


# Seasonal Rise of Display Retargeting





# 2020-2021 Paid Social Website Leads







# 2020 YouTube Website Leads



Part 2

# Top Performing Spring Ad Examples






# Highlighting Location

## Located Near Natural Attractions

CTR  
8.07%

Sponsored · 🌐

Lease today and enjoy 2 months free rent on us!\* has numerous one and two bedroom floor plans available. Located within reach of plentiful beaches, coves and canyon trails, art galleries, amazing dining, shopping and entertainment options. Experience the coveted Laguna Beach Lifestyle by making this community your new home today.



**2 Months Free Rent\* | Lease Today!** [LEARN MORE](#)

👍❤️ Barbara Murphy and ... 13 Comments

👍 Like    💬 Comment    ➦ Share

CTR  
7.69%

Sponsored · 🌐

Perched on the lively riverfront minutes from the heart of Downtown Chattanooga, is the ideal mix of refined comfort and adventurous lifestyle. Our modern 1 and 2 bedroom apartment interiors pair with landscape views and thoughtful community amenities. Learn more today!



**Convenience and Comfort on the Riverside** [LEARN MORE](#)

👍❤️👤 Ronaldand... 13 Comments 4 Shares

👍 Like    💬 Comment    ➦ Share




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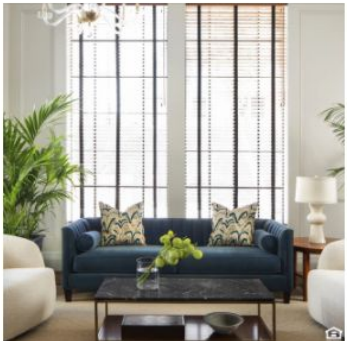
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# Spring Imagery

## Bright Open Spaces




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Classic studio, one bedroom, and two bedroom apartments available! New housing in a storied 19th-century neighborhood. Enjoy 9,000 sq. ft. of on-site lifestyle retail amenities. Walk on quiet residential streets to shops, restaurants, bars, gyms, theaters and parks. Learn more today!



Located in the Mission District of San Francisco


[LEARN MORE](#)

   Lauren Cook and 14 ... 1 Comment


 Like  Comment  Share

CTR  
7.06%

## Outdoor Amenities and Bright Interiors

 Sponsored · 🌐


Indulge in luxury in the heart of The Rim. With just a few short steps you can experience favorite San Antonio shops, restaurants, and entertainment. Schedule a virtual appointment today!



Receive up to 8 Weeks Free!\*


\*restrictions apply/vari...

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2 Bedroom Apartments Startin...

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Spacious 3BR/2BA Apartments Startin...

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See more at

CTR  
7.22%


# Flexible & Virtual Tour Options

## Virtual Tour Headline

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CTR  
6.47%

High rise living in Seattle's hippest neighborhood. Now offering virtual tours! Call our leasing team or schedule online today. Immediate move-ins available! Lease today & live up to 6 weeks free!\*



Schedule a Virtual Tour Online Now

LEARN MORE

👍👍👍 15

7 Comments

👍 Like

💬 Comment


🔗 Share

## Virtual Tour Videos of Highlighted Units

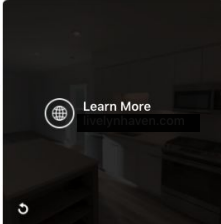
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CTR  
6.83%


Enjoy reduced pricing, 4 weeks free, a \$99 deposit and waived application fee! Join our community located blocks away from Santana Row. Virtual tours and live video apartments available. Learn more today!



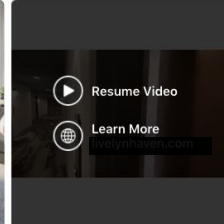
A Haven From the Noise. This is...  
Learn More



Floorplan B4- 2Bd, 2Ba | Virtual Tour  
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Airy, Modern Architecture. High-...  
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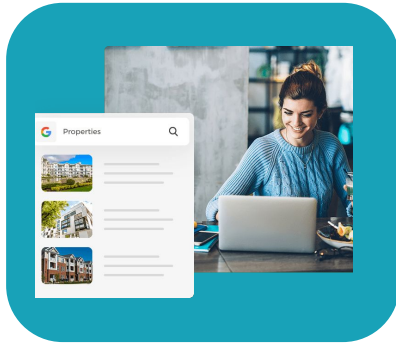
Part 3

# Build Your Spring Strategy



# Selecting Your Marketing Mix

## Top Advertising Channels for Spring 2021



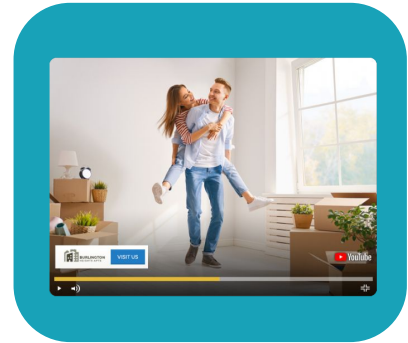
**Paid Search**



**Display Retargeting**



**Paid Social**



**YouTube**



# Paid Search

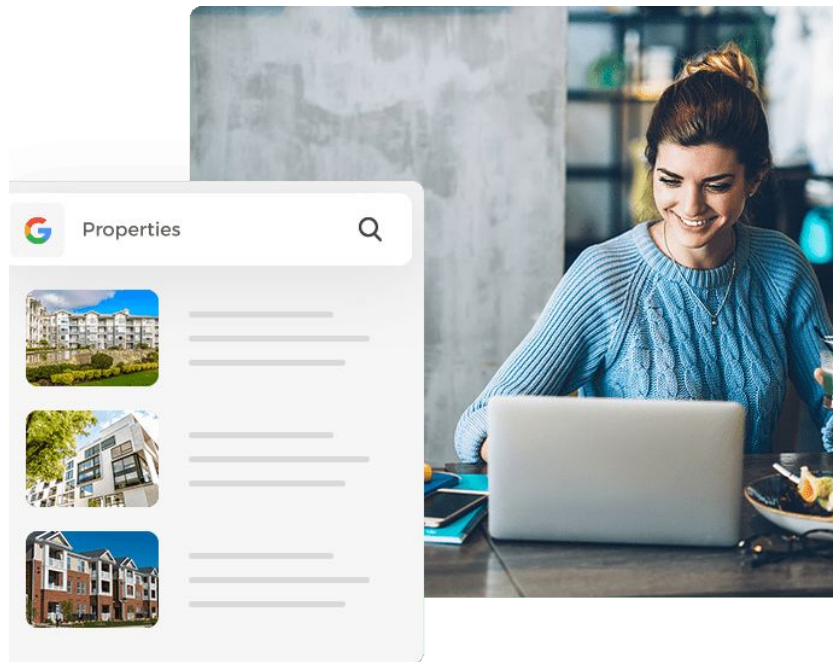
## Spring Search Surge

Investing in Paid Search is our top strategy recommendation for Spring 2021.

Paid Search campaigns can ensure your community shows up **at the top** of the search engine when demand is the highest.

Google search traffic typically **rises in early spring**, peaks in late summer and declines in the fall.

Google Ads have been **underpriced** since the start of the pandemic while online search traffic has risen. This trend has carried over into winter 2021, and is likely to continue into the spring.



# Display Retargeting

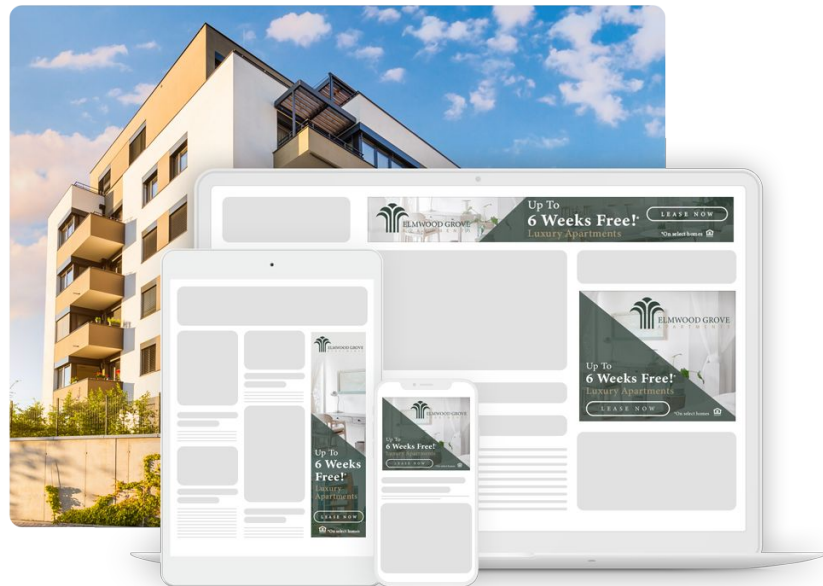
## Stay Top of Mind

It can take seven or more **impressions** for an ad campaign to make an impact on a prospect's purchasing decision.

Display Retargeting keeps your community **top of mind** by delivering banner ads to your website visitors as they browse the internet.

Retargeting is the **most impactful** when your website traffic is at its peak. Apartment websites see the most traffic in spring and summer which is why we highly recommend this strategy in spring.

In 2020, we saw **longer buying cycles** in the apartment industry. Retargeting is even more important when prospects spend more time in the consideration phase.



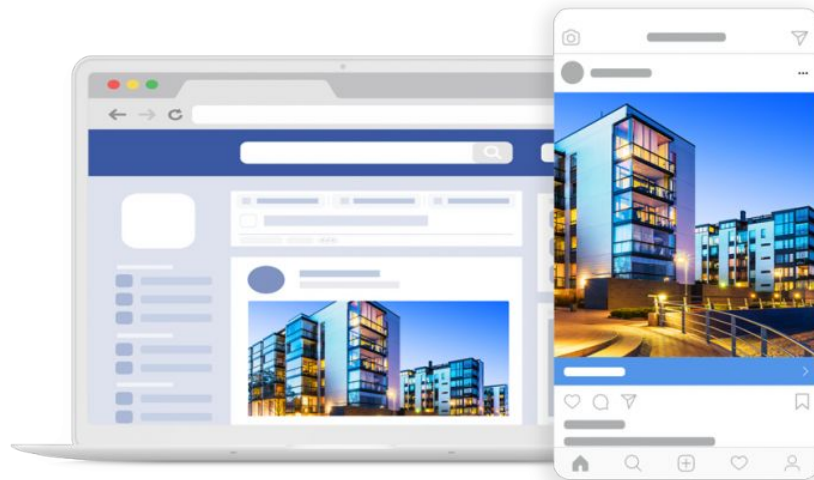
# Paid Social

## Expand Your Reach

Advertising in Facebook and Instagram gives communities the ability to reach apartment seekers in the feeds of their favorite **social media channels**.

Since the start of the pandemic Facebook ads have delivered a **greater return** on ad investment than previous years.

It's all about **Value**. Last spring we saw more impressions, clicks, and conversions for the same ad dollars spent and are still seeing great deals on the Facebook ads platform.



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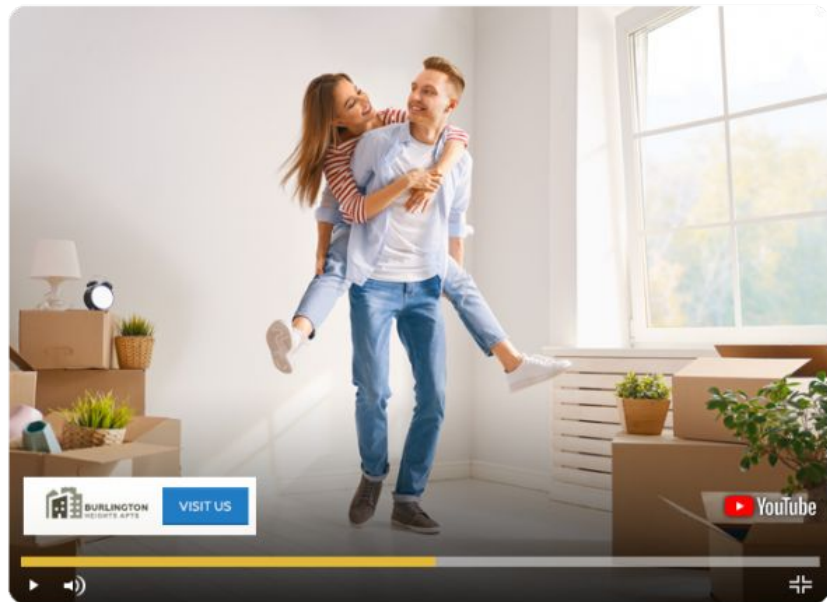
# YouTube Ads

## Target Apartment Searchers With Video

Similar to Facebook Ads, we've seen a huge **increase in website conversions** from YouTube Ads since the start of the pandemic.

YouTube is a great spring strategy for 2021 because it allows communities to **capitalize on rising search traffic** and promote their community through video.

YouTube campaigns can be built around **keyword searches** in Google, allowing communities to reach a higher intent audience.

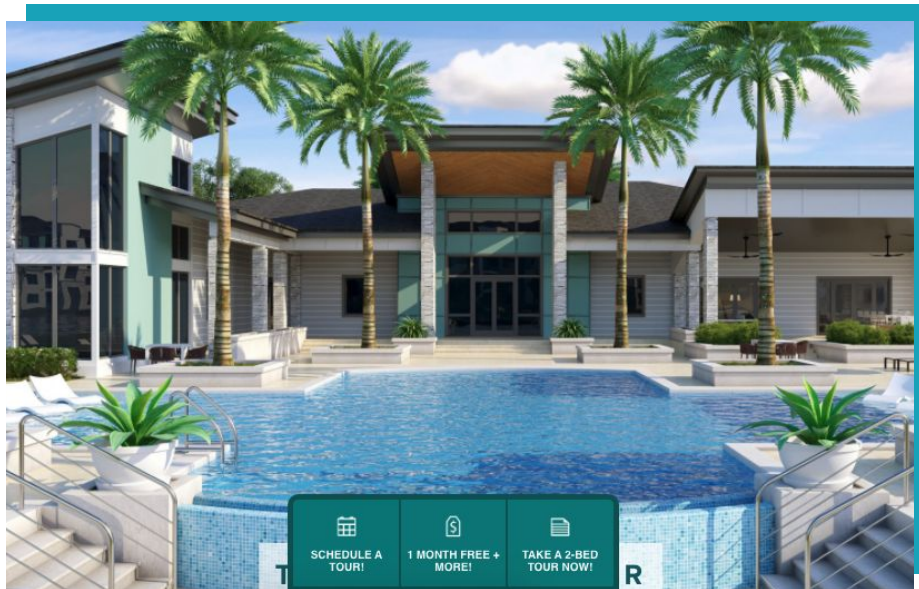


# Optimizing Your Website for Conversions

## How to Convert Website Visitors into Leads

Engage apartment seekers on your website with **call to actions** that deliver value and provide your team with the opportunity to contact the lead and qualify them.

- Self-Schedule Virtual & In-Person Tours
- Promote Concessions
- Answer Questions
- Pre-Qualify Leads





Part 4

# Next Steps





# Key Takeaways

- 1** Recent boost in YoY website engagement indicates an earlier start to the leasing season.
- 2** Invest in strategies like Paid Search, Retargeting, Facebook Ads and YouTube Ads in Spring 2021.
- 3** Top performing ads align messaging and imagery to the mindset prospects are in during the spring.

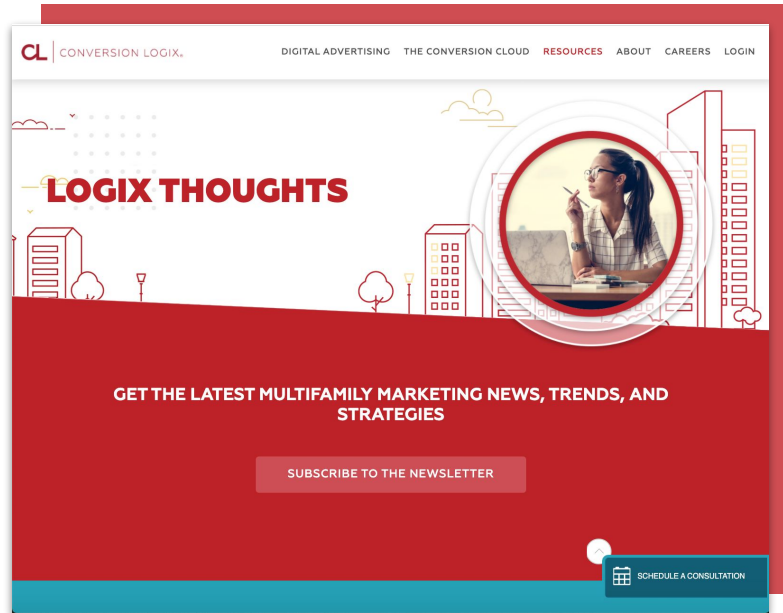
# Take Your Next Step

## 1. Build your spring marketing strategy.

Use the recommendations we shared today to create a top-performing spring marketing campaign.

2. Reach out to us at [sales@clxmedia.com](mailto:sales@clxmedia.com) for a one on one consultation!

3. Visit us online at [ConversionLogix.com](https://ConversionLogix.com) and schedule a call.



# Innovative Virtual and Video Technologies in 2021

Join us [April 28](#) for our next webinar!

What we'll cover:

- Combining YouTube and videos in your digital marketing campaigns
- Recommendations on how to get started with video campaigns





# Questions?