

Case Study

Email & The Conversion Cloud

Overview

Multifamily Housing Class A Property in Bellevue, WA

Located in a high-income, downtown location this community needed to fill vacancies across their their studio, one, and two bedroom apartment units in early October.

This community launched an email campaign to promote their new concession, new pricing, and a work from home lifestyle to leads they acquired during the spring and summer.

Within a week after the email launched, three leads scheduled a tour and five claimed an offer on the community's website after opening the email.

Challenges

Communities located in expensive urban areas across the U.S. have experienced a reduction in demand several months into the pandemic.

This community still had vacancies to fill in the fall after peak leasing season.

This community needed a way to re-engage leads in a longer buying cycle.



Main Challenge

Generate Leads & Tours
During COVID-19



Core Strategy

Email Blasts &
The Conversion Cloud



Key Outcome

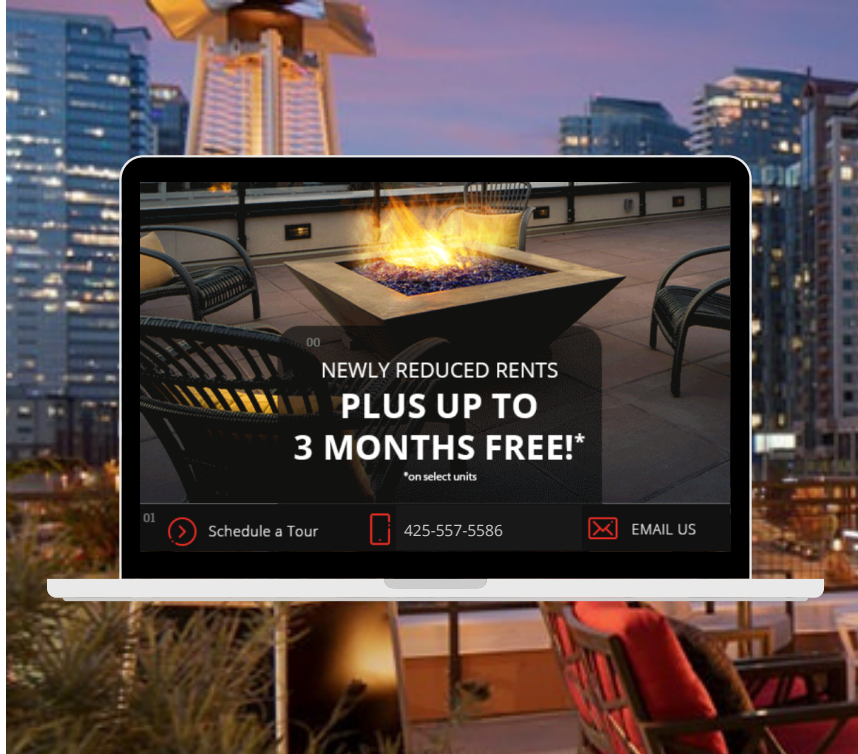
3 Schedule Genie Tours
5 Concession Manager Leads

The Approach

Our team designed a custom email featuring the community's new offer, reduced pricing, and a work from home lifestyle.

To catch the prospect's attention we added first name personalization and an offer in the subject line, a fire cinemagraph in the header of the email and a slideshow gif of interior images alongside reduced pricing.

We sent prospects who clicked on the email to our self-scheduling tool, Schedule Genie. The link overlaid a calendar with available tour times on the homepage to prompt prospects to "Schedule a Touchless Tour".



The Results

Time Frame: 7 Days (Oct 9th - Oct 16th)

431
Opens

76
Clicks

3
Tours

25%
Open Rate

18%
Click Rate

5
Offers
Claimed

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
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