

# Lease-Up Marketing Strategies for 2021



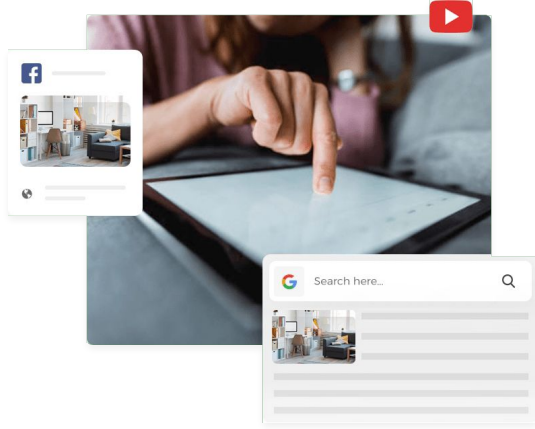


**Andrew Cederlind**  
Chief Operating Officer  
*Conversion Logix*



**Holly Rodriguez**  
Regional Sales Director  
*Conversion Logix*

## Digital Media



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THE  
CONVERSION  
CLOUD®

## Lead Gen Software



PREMIER  
Google  
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f Marketing  
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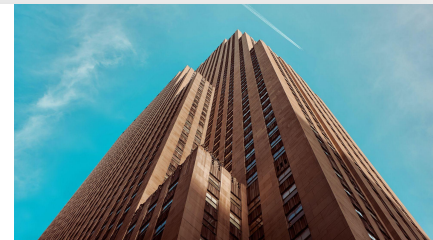
Fast  
50  
Fastest-Growing Companies  
IN CENTRAL TEXAS

Inc.  
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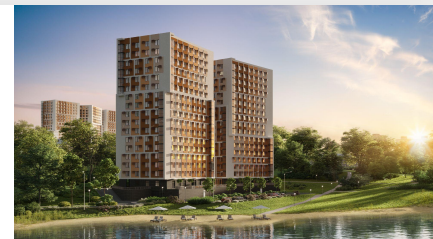
# Breaking Through in the Modern Media Landscape With a Lease-Up



## Conversion Strategies for Each Stage of the Leasing Process



## Lease-Up Campaign Success Stories



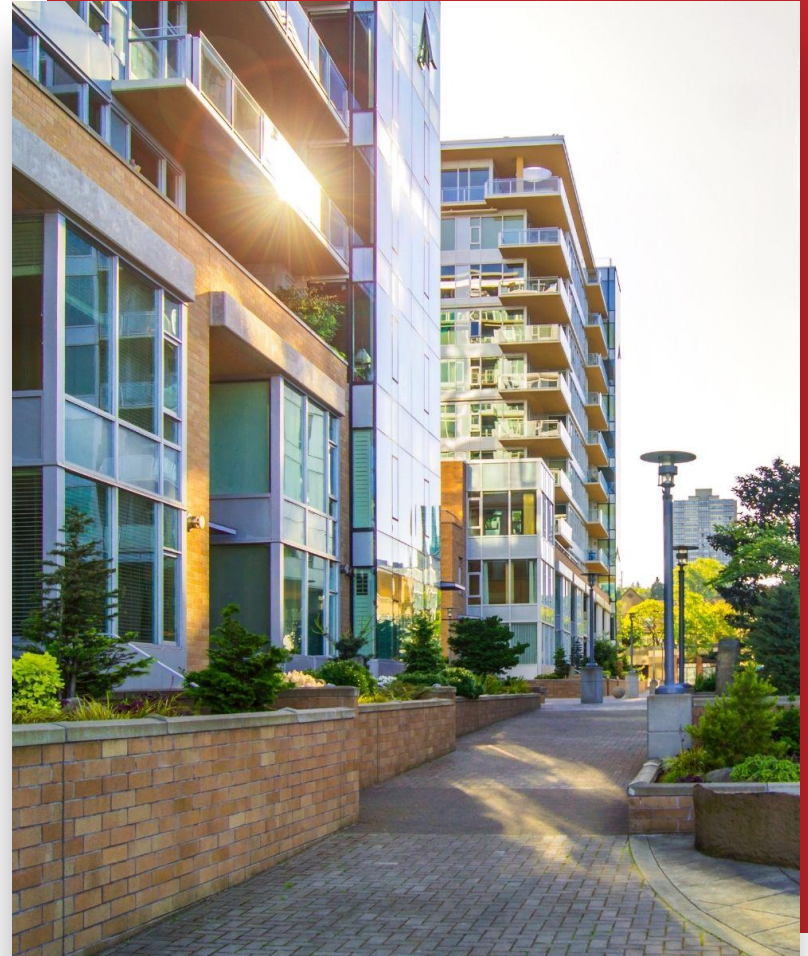
## Q & A





Part 1

# Breaking Through in the Modern Media Landscape With a Lease-Up



# Digital Media Consumption

U.S. adults spent an average of 7 hours and 50 minutes a day on digital media activities in 2020. This is a 15% increase from 2019.<sup>1</sup>

The average mobile phone user checks their phone up to 63 times a day.<sup>2</sup>

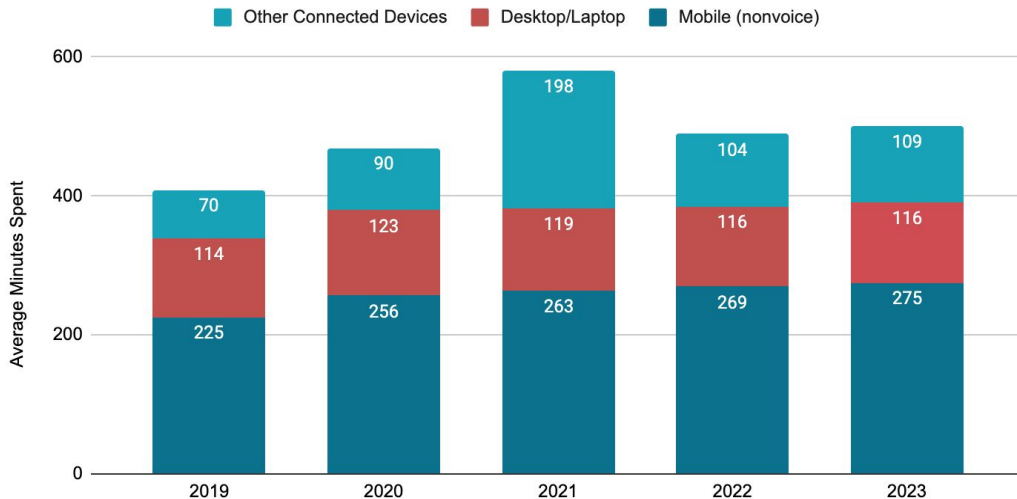
<sup>1</sup>eMarketer

<sup>2</sup>Slick Text



# Where Do People Consume Digital Media

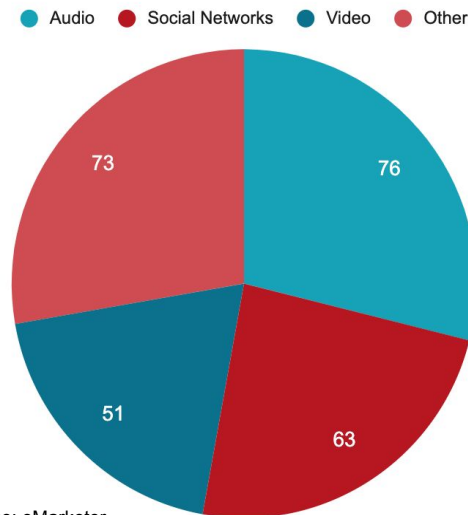
**Average Time Spent with Digital Media in the U.S. by Device (2019-2023)**



Source: eMarketer

Digital Media Devices

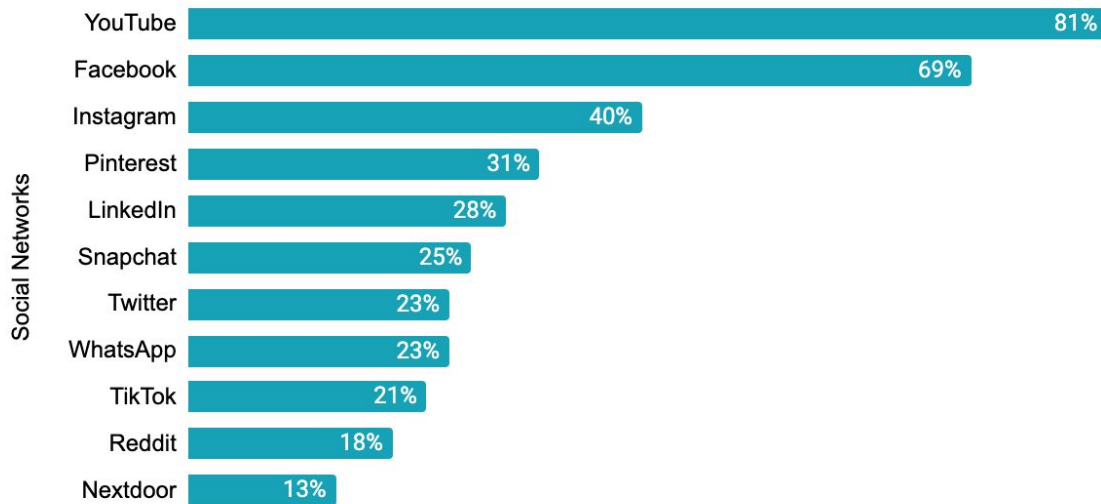
**Average Time Spent (Minutes) with Mobile Media Activities in the U.S. in 2021**



Source: eMarketer

# Social Media Platform Use in 2021

## % of U.S. Adults Using Social Media Networks in 2021



Source: Pew Research Center

% of U.S. Adults

# Breaking Through the Modern Media Landscape

To stand out in today's crowded digital media landscape brands need to create **"breakthrough moments"**.

A **"breakthrough moment"** happens when your target audience pays attention to your brand and remembers what you offer.

To create these moments marketers have to:

- Capture Attention
- Deliver a Relevant & Compelling Message
- Be Memorable



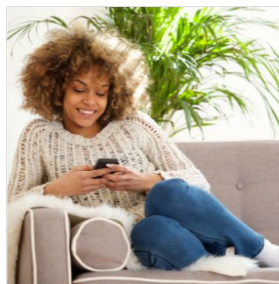
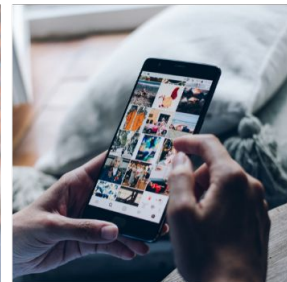
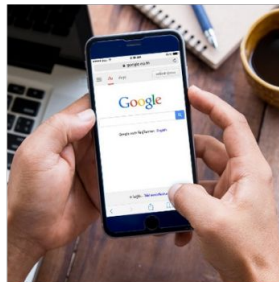


# Creating Breakthrough Opportunities

To “capture attention” and “be memorable” brands have to meet their target audience where they are and often have to deliver their message multiple times across different channels.

How to Create Breakthrough Opportunities:

- Cross-device marketing
- Omnichannel marketing
- Retargeting

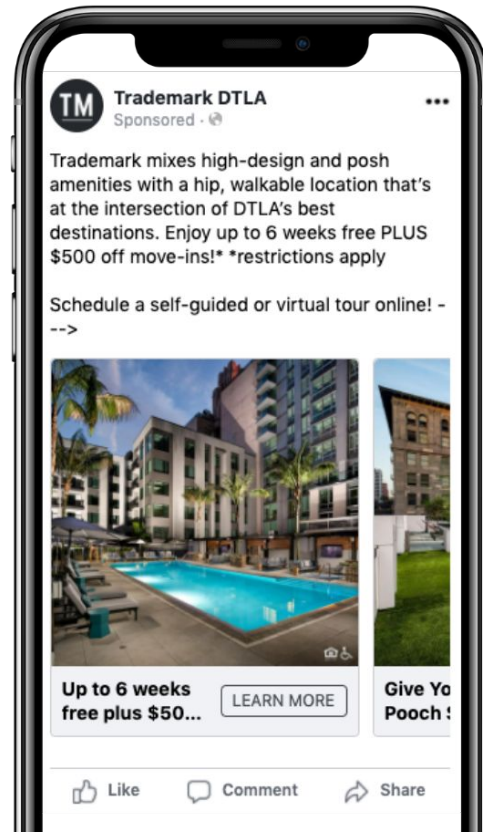


# How to Deliver a Relevant & Compelling Message

Understanding your community's unique selling point and value proposition is critical to delivering a relevant and compelling message to your audience.

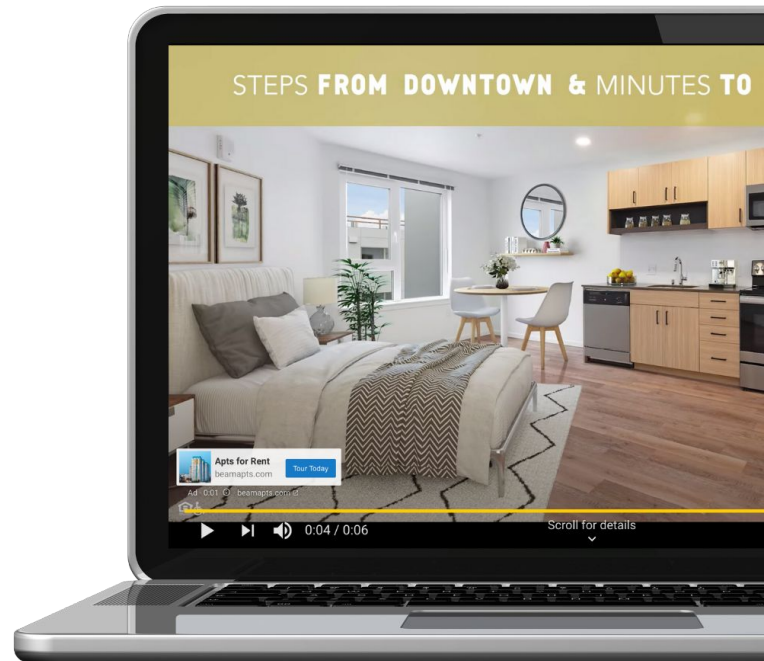
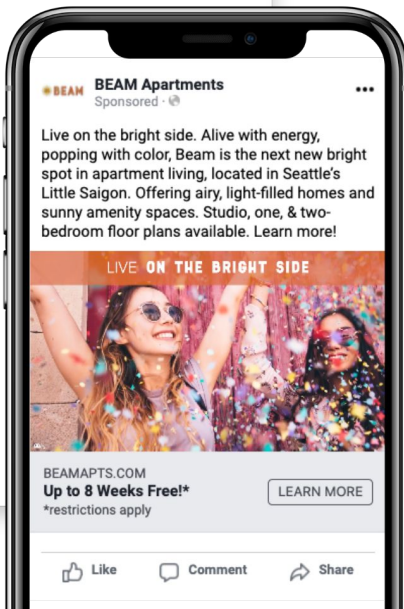
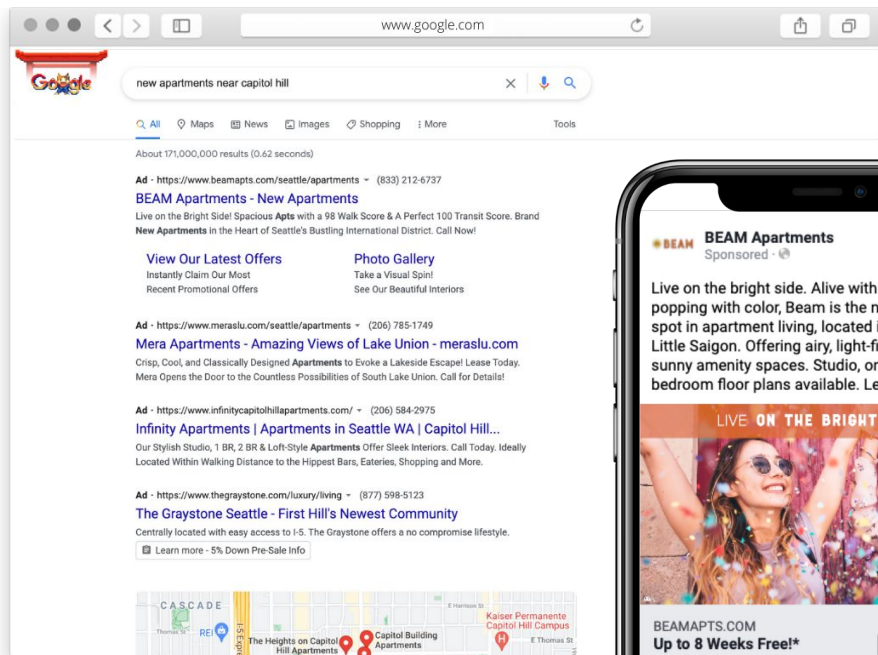
## Popular Elements of Lease-Up Value Propositions:

- Location
- Price
- Lifestyle
- Community Amenities
- Added Services
- Floorplans
- Apartment Unit Features



# Breakthrough Moments

What does a breakthrough moment look like for a lease-up?

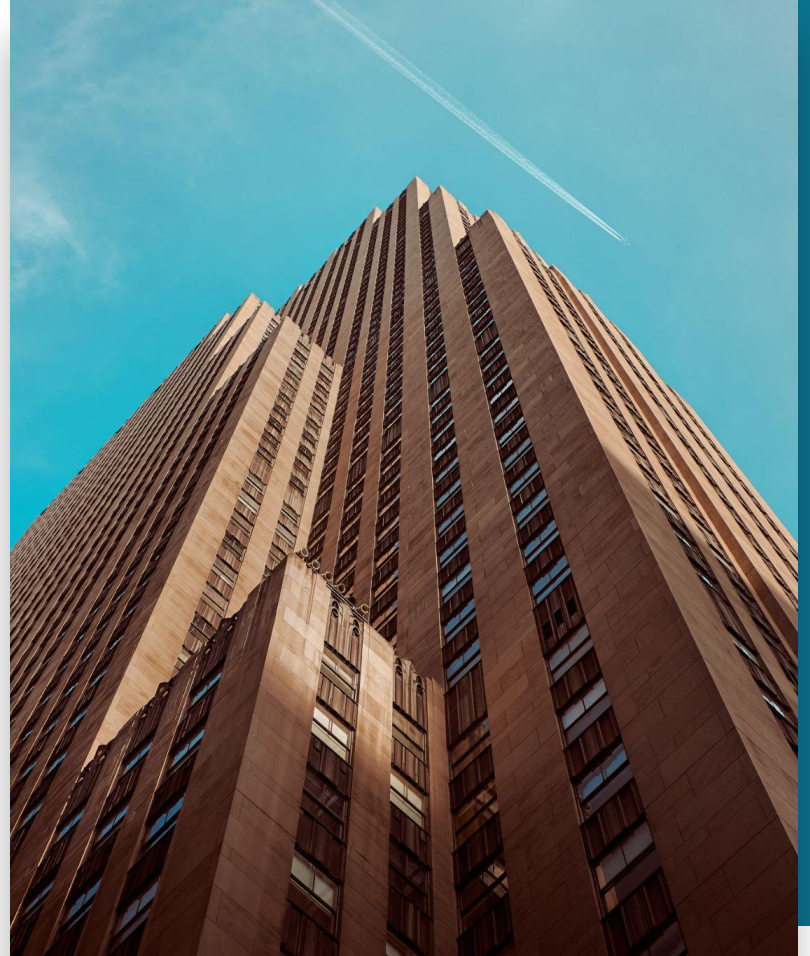


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Part 2

# Conversion Strategies for Each Stage of the Leasing Process

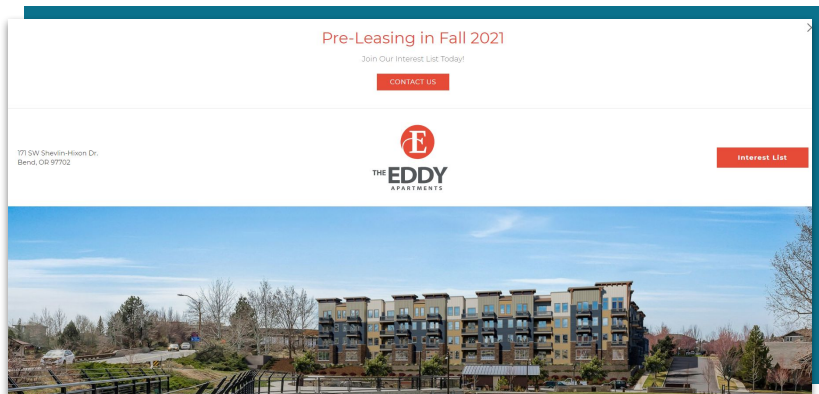




# Coming Soon Stage

Timeframe: 1-3 Months

- Launch Landing Page
- Drive Prospects to Subscribe to an Email List
- Early Stage Brand Awareness Campaigns

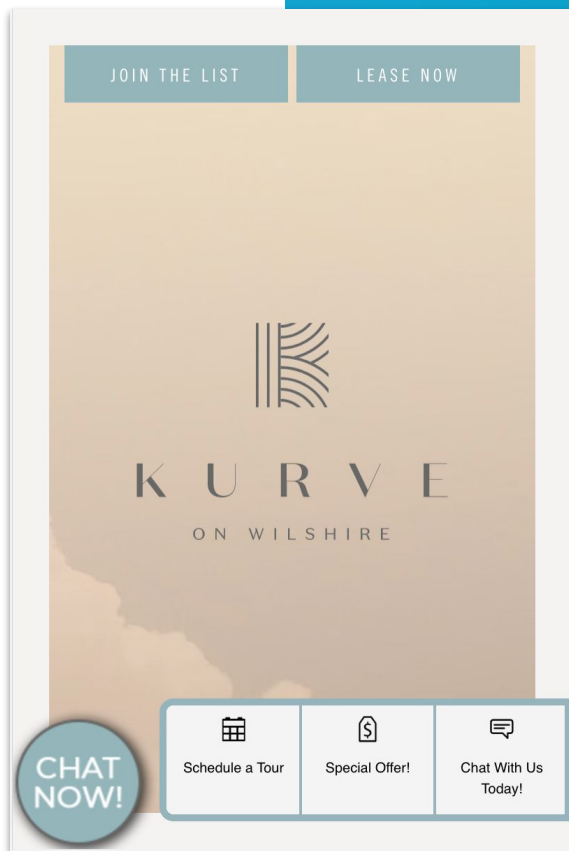




# Pre-Leasing Stage

Timeframe: 2 Months

- Build Out Website
- Launch Live Chat
- Add a Pre-Lease Call to Action Across Ads
- Capture Leads with Pre-leasing Specials
- Replace Renderings with Real Video and Imagery in Brand Awareness Campaigns



# Now Open Stage

Timeframe: 3-6 Months

- Send Email Drip Campaign Announcing Grand Opening to VIP List
- Promote Open Houses
  - Virtual Open Houses
  - On-Site Showings
- Promote Schedule Tour CTA & Launch a Self-Scheduling Tour with Flexible Tour Options
- Promote Leasing Specials (ex: Look & Lease)

**ASCEND**  
AT LAKEVIEW

Now Open!  
Now Offering Hard Hat Tours  
NEW CONSTRUCTION SPECIAL  
**6 WEEKS FREE!**

**BOOK A TOUR**

**BRAND NEW**  
1, 2 & 3-BEDROOM FLOOR PLANS

**A4**  
1 BED | 1 BATH  
848 SQ. FT.

**B1**  
2 BED | 2 BATH  
1,053 SQ. FT.

**APARTMENT FEATURES**

- Stainless Steel Kitchen Appliances
- Gourmet Chef Kitchen with Prep Islands and Pendant Lighting\*
- Designer Granite Counter Tops
- Elegant Hardwood-Style Flooring
- Large Walk-In Closets with Custom Wood Shelving
- Energy-Efficient Programmable Thermostat
- Private Garages with Direct Access\*
- Private Fenced-In Yards\*

View Floor Plans



# Brand New Stage

Timeframe: 7-18 Months

- Update Imagery Across Ads
- Promote Virtual or In-Person Tours
- Use “Brand New Apartments” call outs in ads
- Create floor-plan specific campaigns as needed





Part 3

# Lease-Up Campaign Success Stories



# Downtown LA Lease-Up

## The Community:

Luxury High Rise Lease-Up in Downtown Los Angeles, CA

## Campaign Tactics:

- Google Ads
- Display Ads
- Facebook & Instagram Ads
- YouTube Video Ads
- Live Chat
- Conversion Cloud
- Email Remarketing

## Campaign Strategies/Timelines:

Coming Soon - 2 Months

Pre-Leasing with Promo -- 8 Months

Now Open - 9 months

- Audience Targeting, Descriptive keywords

- Promo + Starting Price

- Floor Plan focus

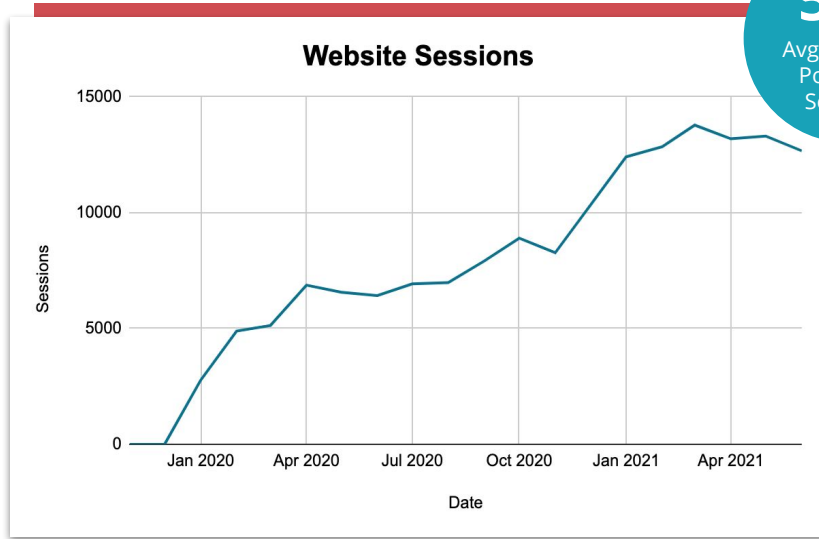
- Video Ad Virtual Tours

- Open House/Promo Email





# Campaign Results



**578**

Avg. Monthly  
Post-View  
Sessions

## Website Traffic:

8,897 Avg. Sessions/mo

## Campaign Conversions:

395 Avg. Conversions/mo

## Average Monthly Leads:

87 Conversion Cloud Leads/Mo

9 Live Chat Conversations/Mo

35 Claimed Offers/Mo

45 Scheduled Tours/Mo



# Riverside Lease-Up

## The Community:

Luxury Lease-Up in Riverside, CA

## The Campaign Strategy:

Google Ads  
Display Ads  
Facebook & Instagram Advertising (+ Stories)  
YouTube Video Ads  
Google My Business Posts  
Conversion Cloud

## Promotional Messaging:

Up to 6 Weeks Free! 2 BR Apts from \$1,999\* - Q4 2019  
One Month Free! PLUS Zero Deposit on Select Floor Plans!\* - Q2 2020  
View a Virtual Tour Now! - Q2 2020  
Get Notified! Contact us to get availability updates! - Q2 2021

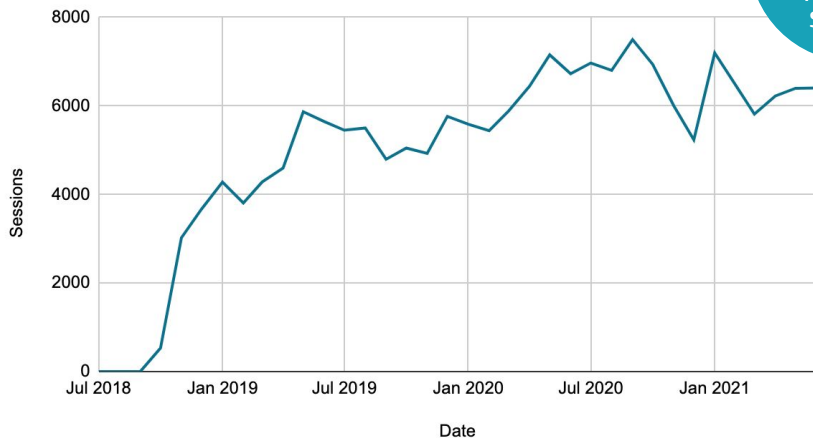


# Campaign Results

442

Avg. Monthly  
Post-View  
Sessions

Website Sessions



## Website Traffic:

5,528 Avg. Sessions/Mo

## Campaign Conversions:

110 Avg. Conversions/Mo

## Average Monthly Leads:

53 Conversion Cloud  
Leads/Mo

6 Live Chat Conversations/Mo

31 Claimed Offers/Mo

17 Scheduled Tours/Mo





A wide horizontal banner image. The background shows a modern building with a flat roof and large windows on the left, and a body of water with reeds in the foreground. The sky is a mix of orange, yellow, and blue, suggesting a sunset or sunrise. A white rectangular box is centered over the image, containing the word 'Questions?'.

# Questions?



# Key Takeaways

- 1** Create breakthrough moments through omni channel campaigns that highlight your community's USP.
- 2** Leverage lead capture tools, VIP email lists, leasing specials, and lead nurturing to convert apartment seekers.
- 3** Diversify your marketing spend. Create a comprehensive campaign to reach your target audience across a variety of channels.



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# Next Steps

1. Check out the **Conversion Logix blog** for more apartment marketing strategies.
2. Read our latest lease-up case study at [conversionlogix.com/case-study](https://conversionlogix.com/case-study)
3. Visit us online at [ConversionLogix.com](https://ConversionLogix.com) and schedule a one on one consultation

