



Getting to Yes:

How Top Operators Avoid Leasing Mistakes



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Today's Speaker



Crystal Banegas
Regional Sales Director
Conversion Logix

About Crystal

Crystal has worked in the property management field for over 10 years. She'd held a variety of positions from regional leasing manager, leasing and marketing director, and is now a regional sales director at Conversion Logix. She is passionate about helping leasing and property marketing teams succeed through innovative and personalized digital marketing strategies.

About Conversion Logix



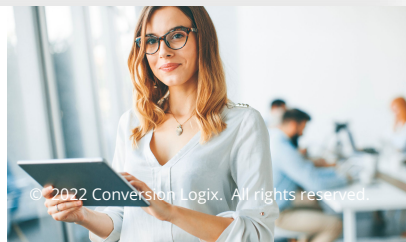
How to Increase Conversion Rates



Case Study



Q & A



SECTION 1

About Conversion Logix



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A satellite night view of the United States, showing the outlines of the continents and the glowing patterns of city lights and transportation networks. The lights are concentrated in the eastern half of the country and along the West Coast, with a dense network of smaller lights throughout the interior.

Our Mission

To enable today's marketers, managers, and business owners to profitably generate leads, appointments, and sales.

Our Story



Conversion Logix® started as a digital marketing agency in 2010.



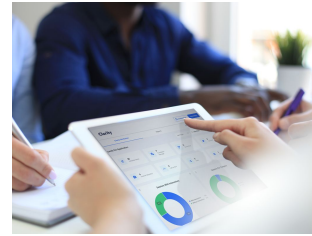
We found our niche partnering with marketing managers and onsite teams in the **multifamily** and **senior living industry**, managing millions in ad spend for the nation's top property management companies.



After years of driving high-intent traffic to websites, we noticed our clients were missing out on closing opportunities due to **lackluster lead capture strategies, long prospect response times, and difficulty identifying the anonymous website visitors converting into customers.**



In 2018 we **launched The Conversion Cloud®** to help marketing teams generate website leads and gain a better understanding of their customers' journeys. Within a few months our clients were converting **65% more leads**, delivering instant responses to prospect inquiries, and identifying their top-performing lead generation campaigns.



Three years later we've generated **over 600,000 leads**, empowering marketing and sales teams **across nearly 800 companies.**

SECTION 2

How to Increase Conversion Rates



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Address the Five Causes of Low Lead-to-Lease Conversion Rates

1 The traffic coming to your website is unqualified.

2 Website visitors leave your site without converting.

3 Leads receive untimely initial responses.

4 Leads come in for a tour and realize they do not want to lease.

5 Leads visit, like the community, then forget about you and move on to a competitor.

Case Study

19 Guest Cards, 7
Leases, 1 Week



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Case Study

The Situation:

- Apartment community located in suburb outside of Orlando
- Occupancy trending downward
- Unqualified lead traffic

Optimizations:

- Changed geotargeting in Paid Search campaign to reach out of state renters looking to move to the Orlando area

Results:

- Two weeks after the optimizations were made the community signed **seven leases** and collected **19 guest cards** within **one week**



SECTION 4

Q & A

Want a more personalized
consultation?

Schedule an appointment at
conversionlogix.com



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