

Riverside Lease-Up Reached Stabilization with Conversion Logix MarTech Solutions

THE RESULTS

1,193

Conversion Cloud Leads*

5,213

Website Conversions***

110,060

Website Sessions



The Situation

A lease-up in Riverside, California, needed a digital marketing strategy to reach in-market renters online. Situated in a suburban market near a research university, the community faced a range of challenges, from construction delays to difficulty attracting international and graduate students due to a shift to online education during COVID.

The Solution

Conversion Logix implemented a multichannel advertising campaign and online lead capture strategy. The campaign drove 110,060 prospects to the community's website and converted 1,193 prospects into high-quality leads through The Conversion Cloud® application modules, enabling the community to reach stabilization in November 2020.

Leads

- 460 Scheduled Tours
- 920 Claimed Offers
- 382 Live Chat Leads**

Website Conversions

- 3,648 Campaign Goal Completions
- 1,565 Post-View Campaign Goal Completions

Website Traffic

- 94,811 Campaign Website Sessions
- 15,249 Post-View Campaign Website Sessions

*Conversion Cloud lead totals were calculated by totaling unique leads generated in The Conversion Cloud platform from July 2018-June 2021.

**Live Chat lead totals include leads generated from Conversion Logix's managed Live Chat solution during July 2018 - June 2021 (this includes Live Chat leads in The Conversion Cloud® and the service pre-dating the introduction of Live Chat to The Conversion Cloud).

***Website conversions represent direct and post-view conversions based on goal actions recorded in Google Analytics. These actions include Virtual Tour, Chat, Promo Call-Out, Store Visits, Get Directions, Schedule a Tour, Apply Now, Contact Form, Email, and Call.

****All of the events and campaign results referenced in this study took place from July 2018-June 2021.

The Strategy

The community invested in a comprehensive campaign designed to drive awareness and conversions. The campaign incorporated Google advertising, Facebook & Instagram advertising, Display Retargeting, and lead generation modules in The Conversion Cloud®.

Search Strategy

Paid Search specialists launched a Google Ads campaign targeting non-brand, location-specific search terms and brand search terms.

The Conversion Logix team optimized the community's appearance in local and map searches with a weekly Google Business Profile posting service.

Social Awareness Strategy

A Facebook Ads campaign reached local apartment dwellers within the Facebook and Instagram feed and Instagram Stories. Conversion Logix promoted the community's specials, location, amenities, and call to action to schedule a tour.

Retargeting Strategy

Conversion Logix re-engaged the community's website visitors with Display and Facebook Ads retargeting. This ensured the community stayed top of mind from the coming soon to the now open phase of the campaign.

Lead Generation Strategy

The community, using The Conversion Cloud application modules, promoted concessions, self-scheduled tours, and engaged prospects in live chat conversations. Conversion Logix's live chat team fielded chat questions and pre-qualified prospects. These lead capture strategies enabled the community to convert website visitors into leads and report on the marketing activities driving the best results.

KEY TAKEAWAYS

1. Achieving sustainability in an evolving market requires strategic investments in the right mix of digital advertising channels.
2. Lead generation technology can increase conversions, giving onsite teams the leads they need to reach stabilization faster.



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