



CONVERSION
LOGIX®

The Rise of TikTok

How Student Housing Can
Generate Leases with TikTok

Today's Speakers:



Crystal Banegas
Regional Sales Director
Conversion Logix



Andrew Cederlind
President
Conversion Logix



Jake Jarman
President
Redstone Residential



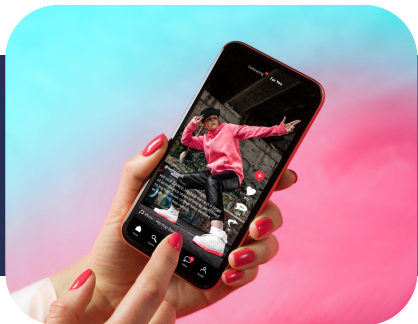
CONVERSION LOGIX®

Conversion Logix is a full-service marketing technology company.

Our Mission:

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

What You'll Learn



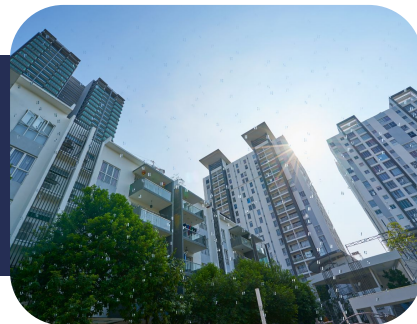
1 Why TikTok is growing in popularity



2 How to use TikTok to grow your organic reach



3 The benefits of running ads on the platform



4 How housing ads perform on TikTok

TikTok's Meteoric Rise



TikTok's Meteoric Rise

Reach your target market across the #1 most downloaded app.¹



**Over 1 Billion
Monthly Users
Worldwide!²**



Sources: ¹TechCrunch, ²TikTok



**43% of TikTok users
are ages 18-24.¹**

**In 2025, TikTok will
surpass YouTube
for the largest 18-24
video viewership
base.²**

**32% of TikTok users
are ages 25-34.¹**

Discovery-Focused Platform

88% of TikTokers **love**
discovering new content while
using the app.

52% of TikTok users say they
discover new products
through ads on TikTok.

Source: Nielsen



TikTok Users Are Highly Engaged

Over half of users perform actions like **saving sound clips** and **searching** through hashtags.

79% of users **read comments** on videos.

Source: Nielsen





The Difference Between Organic Posts and Ads

Benefits of Organic TikTok



Build brand awareness without spending on reach and engagement



The content can live on past the first 24 hours it is posted



Opportunity to connect with a young audience that is likely to be in the rental market for a long time



Tips for Getting Started With Organic Content



Make sure the teams
creating videos are aware
of trends

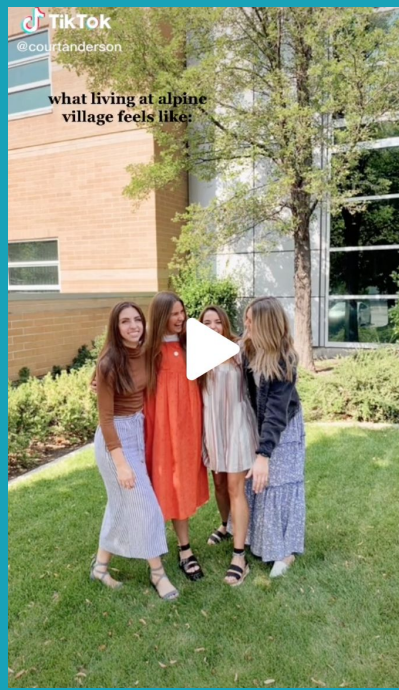


Local teams can offer
location-specific creative
nuance



Have your marketing team
audit videos and provide
feedback to keep onsite
teams on brand

Pulling at Their Heart Strings



Trending Sound:

“Have you ever been in love?”

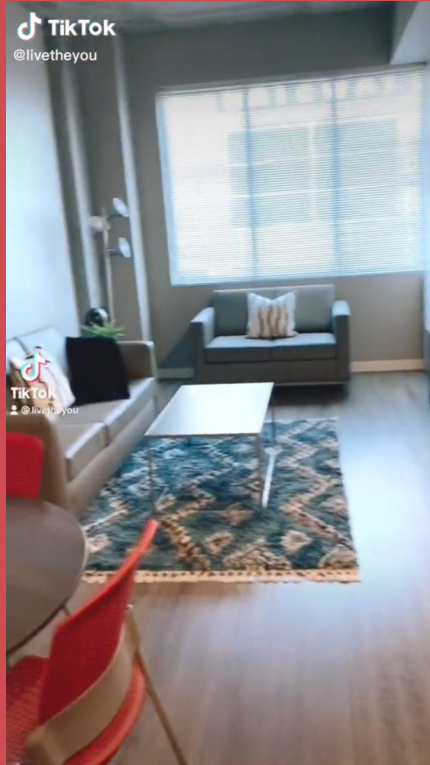
“Do you want me to describe it to you?”

Caption:

tryna secure that \$500
giveaway #securethebag
#alpinevillage #provo
#memories #fyp

Video Link

Apartment Walkthrough



Caption:

Hey @officialunlv students, have you
toured The yoU?

#studentliving#lasvegas#unlv

Video Link

Unexpected Influencer



Caption:

My friend Carole Baskin loves advocating for big cats and great places to live. UVU people! Check out axisluxuryliving.com #fyp #tigerking #utahcheck

Video Link

Advantages of Advertising



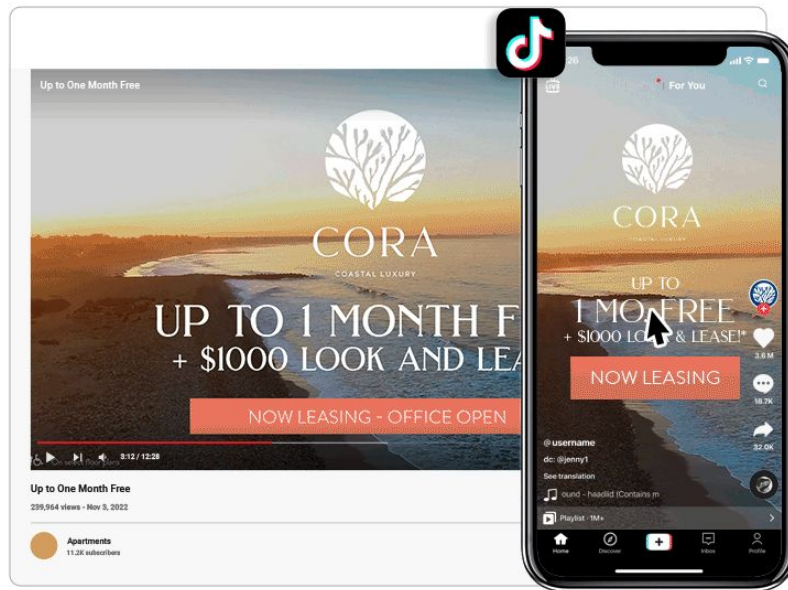
Targeting capabilities

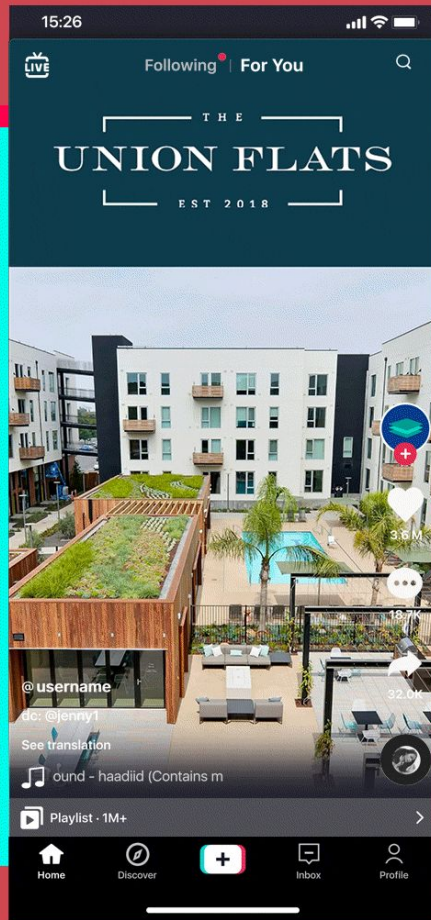


Clearly marked calls to action that take users to your website



Ad objectives that optimize ad delivery based on campaign goals





Captivate your
audience with
full-screen
sound-on video
experiences.

Campus Location Callout



campus living
villages



**Apartments Located
On University of
Illinois' Campus**

[Learn More](#)



campus living
villages



**2-Bedroom
Floor Plans Available**

[Learn More](#)

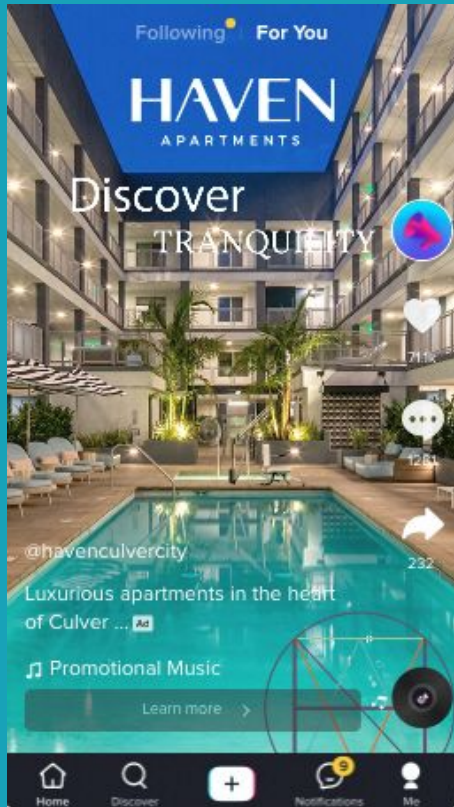


Caption:

Just blocks from the Quad, Illini Tower
Student Village offers a variety of fully
furnished suites.

[Video Link](#)

Branding & Offer Promotion

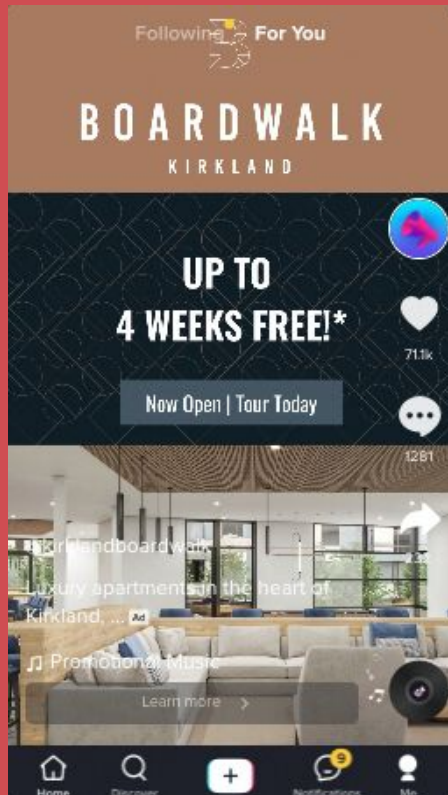
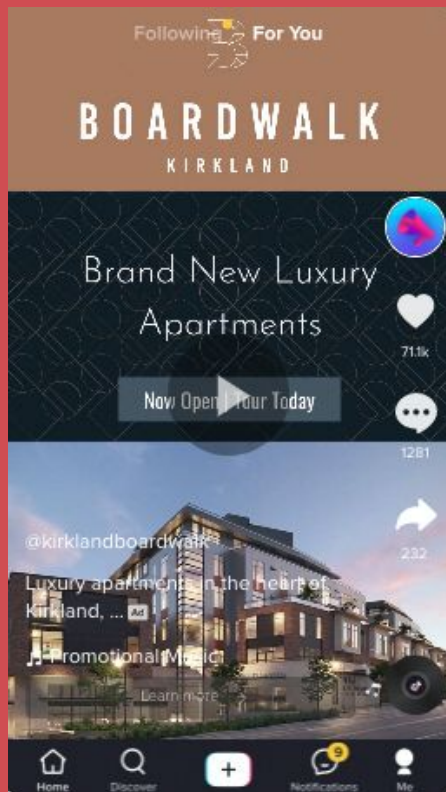


Caption:

Luxurious apartments in the heart of Culver City. Book your tour now!

Video Link

Marketing a Lease-Up



Caption:

Luxury apartments in the heart of Kirkland, WA.

Video Link

TikTok Users' Opinions on Advertising

83% of users say that ads on TikTok **are enjoyable**.¹

43% of heavy TikTok users feel that the “advertising” on TikTok **blends in with the content**.²

1 in 4 TikTok users **purchased or researched a product** after seeing it on TikTok.¹



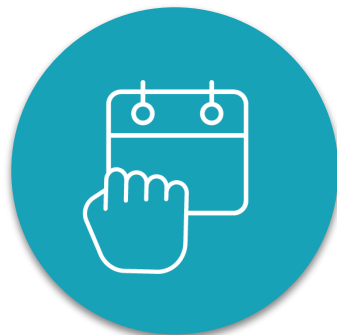
Tips for Getting Started With Ads



1 Prioritize **authenticity** and **relevance** over production value.



2 Leverage successful **content** from Instagram Reels and Stories.



3 Incorporate the **brand name**, **location**, and a **call to action** in the video ad.



4 Incorporate the **brand's style** in the text and graphic overlays to build brand recognition.

Targeting in the TikTok Ad Platform



TikTok Ad Targeting Options

- Location
- College life and college student interests
- Relevant hashtags
- Name of the university or mascot
- Apartment interest





Our TikTok Ads Results

TikTok Ads Results



Expanded Reach

Growth in organic search and brand traffic among clients running TikTok advertising.



Increased Brand Recall

Growth in organic search and brand traffic among clients running TikTok advertising.



Higher Ad Engagement

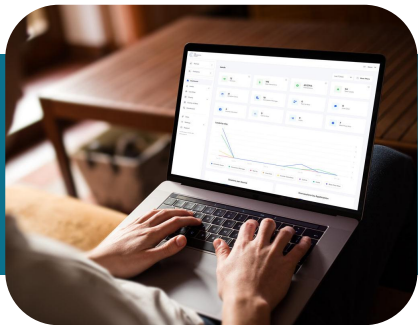
TikTok ads received high volumes of impressions, clicks, and video views.



Lead Generation

TikTok ads were effective at driving traffic that completed actions in our lead generation platform, The Conversion Cloud®.

Advantages of Running TikTok Ads With a Digital Marketing Partner



1 Generate greater ROI from your video assets.



2 Optimize your marketing mix.



3 Leverage AI to maximize campaign performance.



4 Control the quality of the content.

Communicating the Value of TikTok to Stakeholders



Select the best team to deliver the message



Educate stakeholders on the role awareness platforms play in overall campaign performance



Send reports frequently showing the assets running and KPIs





INTERESTED IN ADDING TIKTOK ADVERTISING TO YOUR NEXT CAMPAIGN?

Schedule a consultation with us at conversionlogix.com