



Luxury Lease-Up Attributes 36 Leases to Conversion Logix's Integrated Marketing Solutions

THE RESULTS

36

Leases

503

Conversion Cloud Leads

39,078

Website Sessions

The Situation

A luxury apartment community located in Seattle faced stiff competition in a high-end neighborhood with market-leader pricing. They sought out a digital marketing partner to help them promote the new community, compete with nearby developments, and generate enough leads to reach full occupancy.

The Solution

The community's marketing manager brought in Conversion Logix to design and execute a comprehensive digital marketing strategy.

The Conversion Logix team implemented a strategy that **built awareness across popular media channels** and **converted traffic into leads with lead generation software**. The team optimized the campaigns and made updates throughout the twelve months, ensuring the community's strategies were resonating and effectively driving leads, tours, and leases.

Within twelve months, the community reached full occupancy, leasing 113 units.

Leads

- 283 Scheduled Tours
- 128 Claimed Offers
- 92 Live Chat Leads

Website Traffic

- 35,166 Campaign Website Sessions
- 3,912 Post-View Campaign Website Sessions



The Strategy

The Conversion Logix team developed a multichannel media strategy to: **build brand awareness, target renters in the market for luxury rentals**, and reach renters at different stages of their leasing journey. Our team paired this with a **multi-application lead capture strategy** using The Conversion Cloud®.



Search Strategy

Our team leveraged three strategies to improve the community's visibility in Google search results: **Paid Search, Google Discovery Ads, and Google Business Profile Accelerator.**

- We built a Paid Search campaign targeting employer and neighborhood keywords, enabling the community to reach its target market of luxury renters.
- Our team ran a Google Discovery Ads campaign to scale brand awareness across Google properties.
- We published posts every week to the community's Google Business Profile to increase visibility in Google Maps and local search results.

Video Strategy

The Conversion Logix creative team designed custom video ads featuring the community's condo-grade interior and attention-grabbing concessions. The ads ran across **YouTube, Facebook, Instagram, and CLTV**. These campaigns **built awareness** among local luxury apartment seekers, **increased website traffic, generated leads,** and **re-engaged prospects** later in their leasing journey.

Display Strategy

We ran **Display awareness and Retargeting campaigns** featuring the community's South Lake Union location, concessions, and imagery. This enabled the community to **broaden their reach**, delivering the largest volume of impressions throughout the campaign while increasing both direct and post-view website traffic.

Lead Generation Strategy

We launched several Conversion Cloud applications on the community's website: Spotlight, Live Chat, and Schedule Genie, to capture lead information and provide prospects with instant responses. Once we captured enough leads, we implemented email retargeting campaigns

KEY TAKEAWAYS

1. Find creative ways to target apartment seekers in search when marketing a luxury unit with market-leader pricing. Invest in high-return strategies like neighborhood and employer campaigns.
2. Invest in video campaigns that can be leveraged across a variety of advertising channels to build awareness and maximize reach.
3. Create a superior prospect experience with a robust website engagement strategy to drive leads.



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