CONVERSION LOGIX®

# The Future of Multifamily Advertising is Here:

## How Automation is Transforming Housing

# Today's Speakers:

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Regional Sales Director
*Conversion Logix*

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# What We'll Cover:

- Ad Automation Journey

- How Ad Automation Can Help Multifamily

- The Future of Automation

- Prepare Your Organization for Automation

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.

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# Ad Automation Journey

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# History of Automation

Since the beginning, automation has improved processes while freeing up human resources.

**Water Wheels**
1st Century BC

**Mill Machinery**
9th Century AD

**Industrial Revolution**
17th-18th Century AD

**Electrification**
1900-1950s AD

**Computers & Robotics**
20th-21st Century AD

**Home Automation**
1900-2020 AD

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# The ATM: An Automation Success Story

# What Actually Happened?

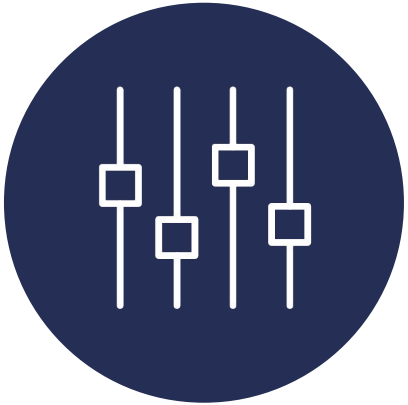
Branded ATMs in public locations **improved customer satisfaction and brand loyalty**.

**Increase in demand** for services that require **skilled employees.**

As ATM installations grew from the 1970s through the 2000s, **bank employment increased too**.

# Growing Need for Automation in Marketing

**1** Marketing is happening across more channels



**2** Customer preferences are changing quickly

**3** Sales & marketing are wearing more hats

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# Where We Are in the Automation Journey

## Integration

Sending information across teams, vendors, and entire organizations in real time.

## Using built-in tools in sales and marketing platforms

Utilizing automation in CRMs and Ad Networks (Google, Facebook, TikTok, Display)

# How Ad Automation Can Help Multifamily

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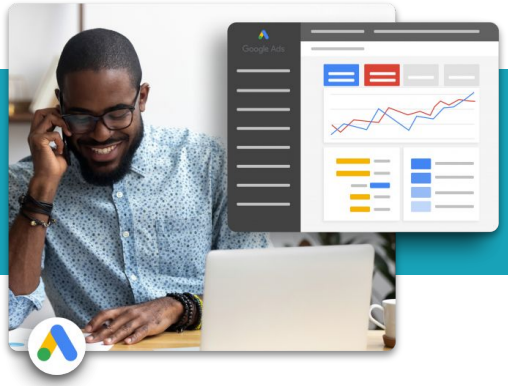
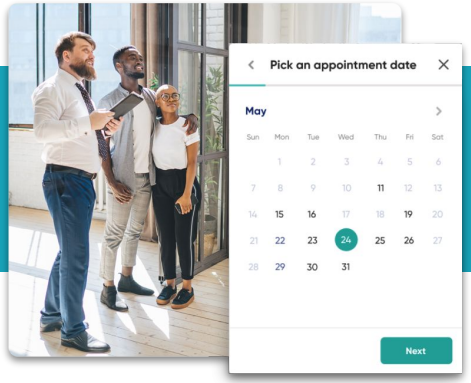
# How Ad Automation Can Help Multifamily



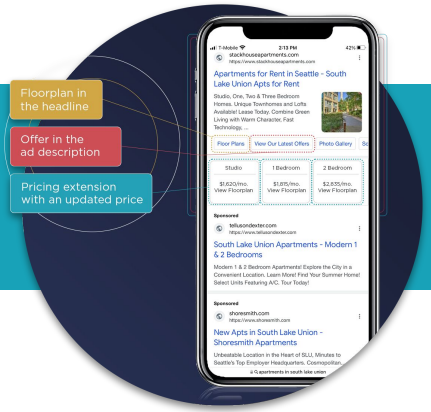
## Instant Optimization

Gather data, analyze information, and apply it to quickly to improve performance.




## Speed to Lead

Prospects expect instant responses to requests leading to the rise of bots, self-scheduling, and autoresponders.




## Real-Time Ad Updates

CRM data can help us make real-time ad updates to ensure offers are up-to-date, available floorplans are promoted, and pricing is accurate.

# How Media Platforms are Evolving

## Search Ad Automation

Google has instituted automation to help advertisers select AI strategies.

- Auto Apply Recommendations
- Automated Bidding
- Responsive Ads

## Social Ad Automation

**Facebook ad objectives** can find audiences likely to take different actions on your ads.

**TikTok's "For You Feed"** is leading the charge in video curation, delivering highly personalized videos based on interests, behaviors, and search patterns.

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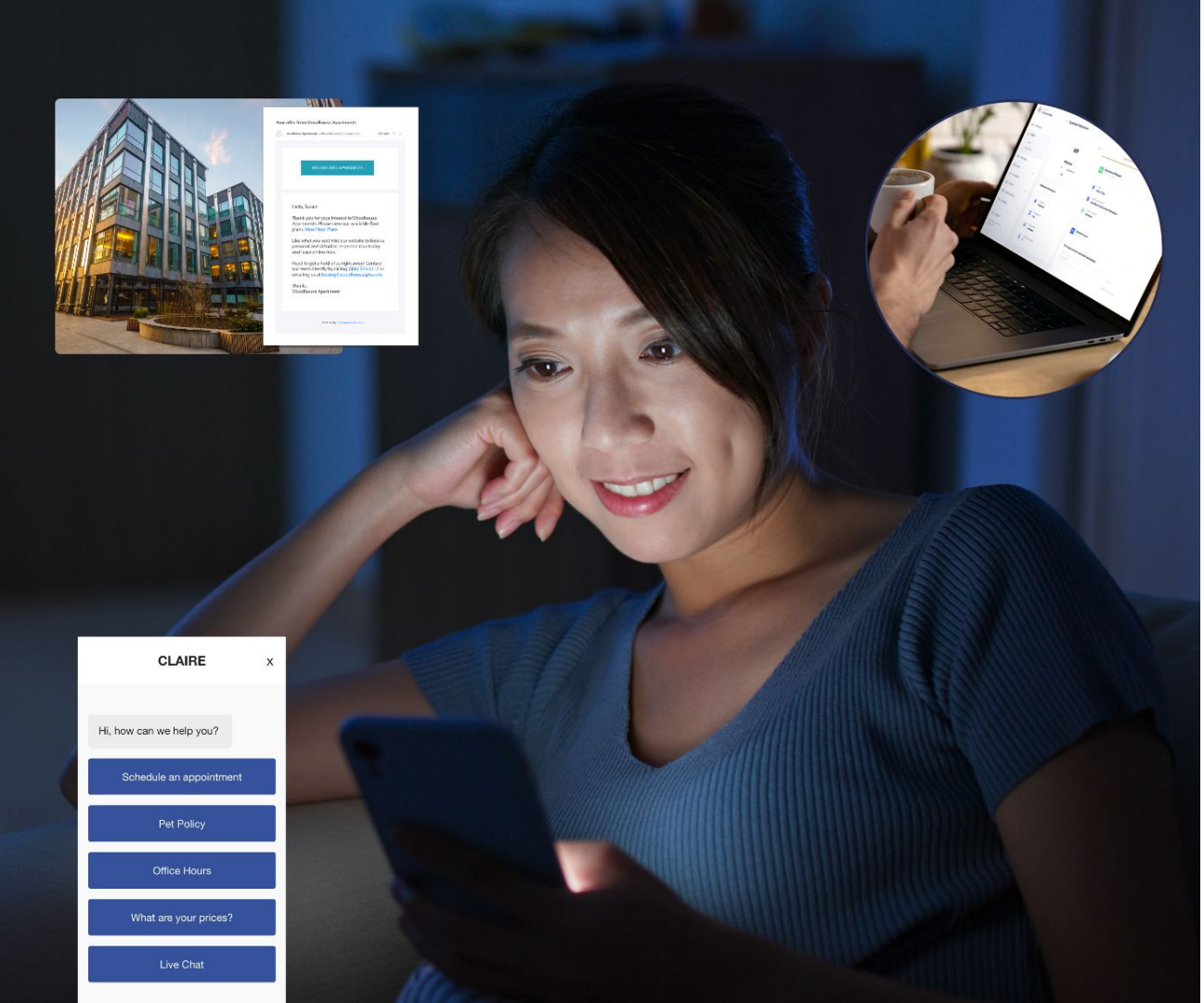


# Speed to Lead Solutions

Prospects expect instant communication when they shop online.

Slow response times can lead to leads dropping out of your funnel.

**Automated Solutions**

- Chatbots
- Email and Text Autoresponders
- Gated Virtual Tours
- Self-Scheduled Property Tours
- Offer Redemption

# Real-Time Ad Updates to Increase Performance

Integrations give us the ability to instantly identify your community's needs allowing us to:

1. Make campaign adjustments when occupancy rates dip
2. Launch offer updates on ads
3. Promote specific floor plans when availability changes
4. Update pricing in ads

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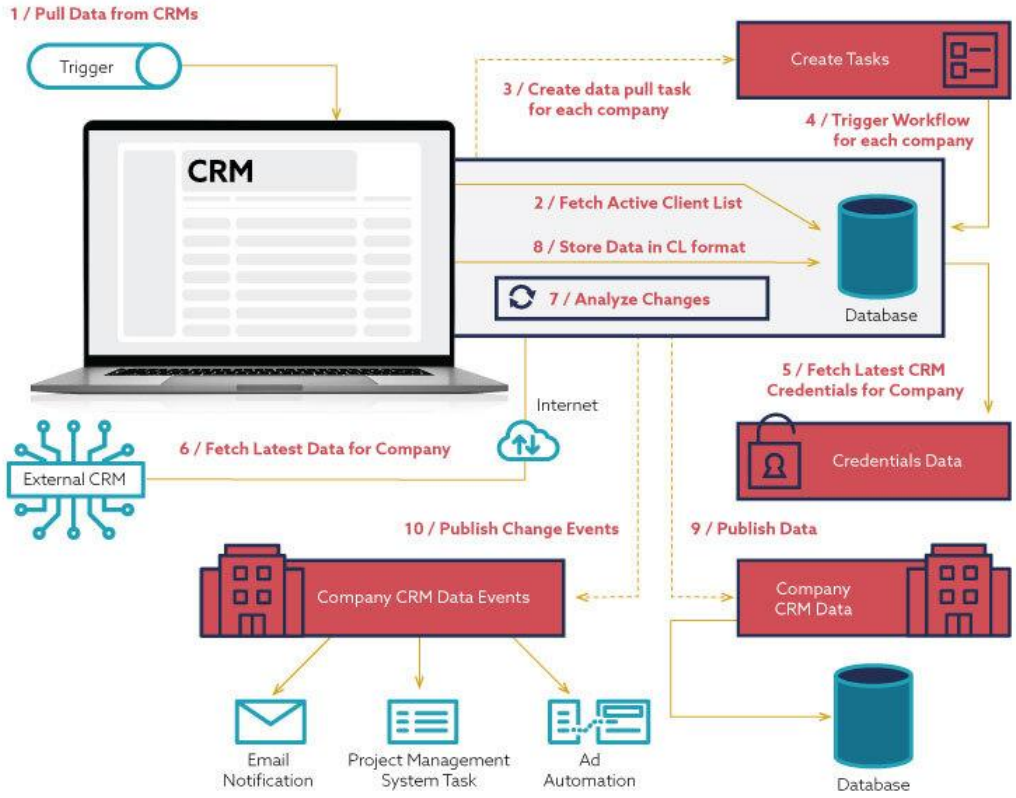
# Ad Automation in Action

We're building an automation engine to proactively optimize campaigns based on property data.

Starting with:

- Pricing
- Availability
- Concessions

Through integrations with Yardi, RealPage, Entrata

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# The Future of Automation

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# Areas of Focus in the Future

## Omnichannel Campaigns

Developing a unified and consistent cross-channel experience.

## Personalized Marketing

We are moving from one-to-many to one-to-one marketing.

# Omnichannel Marketing

Prospects receive consistent experiences from brands across multiple channels.

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# Personalization Is Becoming an Expectation

**64%** of customers expect personalized engagements based on prior brand interactions. (Salesforce)

**33%** of customers who abandoned a business relationship did so due to poor personalization. (Accenture)

# Prepare Your Organization for Automation

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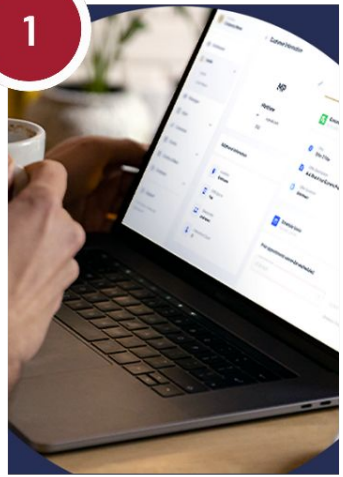
# How to Prepare Your Organization for Automation

1

Implement customer journey tracking.



3

Centralize and standardize marketing data.

Automate responses to web inquiries.

2

4

Partner with ad automation specialists.

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# What Organizations Need to Reach Omnichannel

Increase engagement on digital channels to **capture more information about prospects**

Use automation to **build detailed consumer profiles**

Deliver **hyper-personalized customer experiences** at scale.

**Connect data** between platforms to **attribute multichannel marketing** and and deliver **consistent experiences**

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# THANK YOU!

# Questions?

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