



CONVERSION
LOGIX[®]

You Have Eight Seconds

How to Market Student
Housing in 2023



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, appointments, and sales.



Agenda

Understanding Gen Z Purchase Behavior



Advertising to Gen Z



**Video Advertising on TikTok, YouTube,
and Instagram**



The Role of Automation and AI



On the Horizon



Today's Speakers:



**Andrew
Cederlind**

President & COO
Conversion Logix



**Kat
Callender**

Sales Account
Manager
Conversion Logix



**Alex
Rippy**

National Director
of Leasing
GMH Communities



**Michele
Bettinazzi**

Customer Experience
Manager
PeakMade Real Estate

Understanding Gen Z Purchase Behavior





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Social Media Drives Purchase Behavior

50%

of Gen Z (ages 18-25) social media users make purchases on social media compared to 38% of US adults overall.

Reasons Gen Z Made a Purchase Decision on Social

45% Found product(s)
I like

33% Saw an ad for it

28% Saw a deal, offer, or a coupon

22% An influencer or creator recommended it



Benefits of Adding a Live Chat Solution to Your Website



Prompts Website Engagement



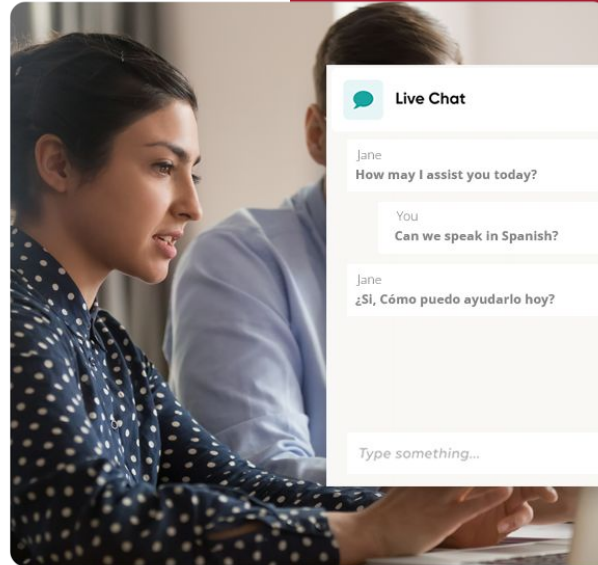
Provides Instantaneous Responses 24/7



Increases Lead Generation



Communicate in Over 50 Languages



Privet

Olá

Hola

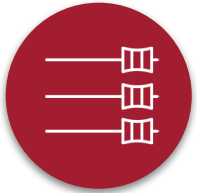
Bonjour

Hello



Advertising to Gen Z

Don't Forget About the Parents



Parents will look earlier in the leasing season - we shift channels to reach them then.



They are more likely to search Google to learn about student housing.



We see high click-through rates on Facebook Feed Ads Nov-March.





Authenticity

“They say they value **authenticity and immediacy** over polish and production”

Source: eMarketer





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Transparency & Trust



45%

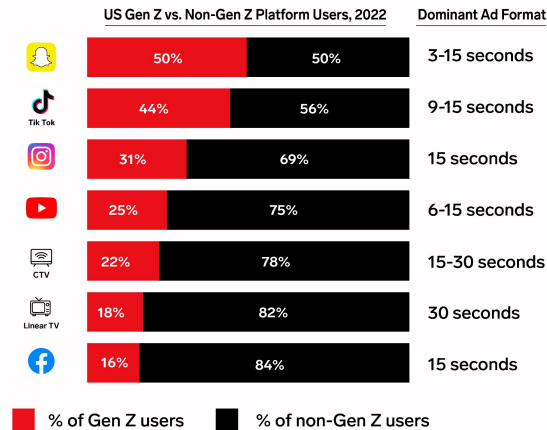
of Gen Zers say that a brand “appearing trustworthy and transparent” is a big motivating factor for engagement.

Short-Form Video Drives Ad Expectations

15

Seconds or Less

Social Platforms Shape Gen Z Ad Expectations



Source: eMarketer, 2022; platform ad guidelines
i279118

INSIDER INTELLIGENCE | eMarketer

“The dominant ad formats are under 15 seconds and in some cases as low as three seconds”.

Video Advertising on TikTok, YouTube, and Instagram





60% Pre-leased for Fall 2023
by January 2023

Only Used Social Video Ads (No Paid Search)

- TikTok Ads
- Instagram Stories Ads
- Facebook Ads

**Launched Live Chat for
Lead Generation**

**Portfolio: Five student housing communities located
across Texas, Virginia, and Missouri**

TikTok Drives Awareness & Assists Conversions



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.



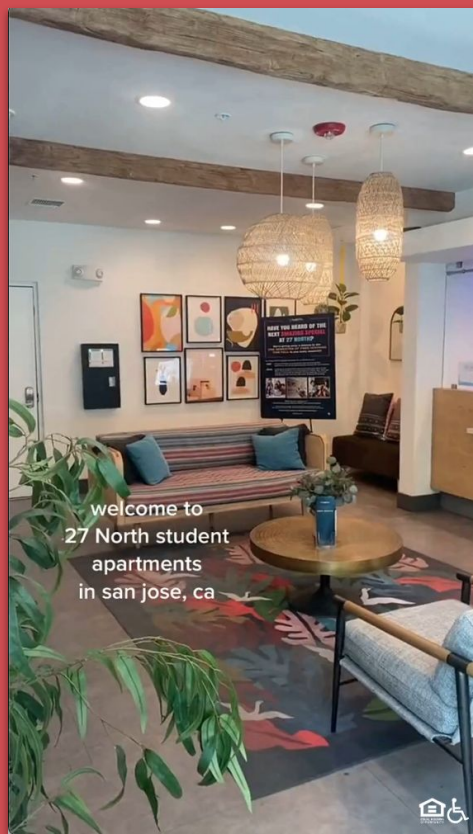
Higher Ad Engagement

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



Lead Generation

TikTok ads were effective at driving traffic that completed lead generating actions in The Conversion Cloud®.



Organic-Style Creative

Six-Month Totals:

1,619,427 Ad Impressions

53,169 Watched 100%

5,945 Clicks

Monthly Average:

269,905 Ad Impressions

Leases:

11 Leases Attributed to Website Leads During This Time

[Video Link](#)



**Get That True
College Experience**

Now Leasing for Fall 2023!



**Studio, 1-, 2-, and 3-
Bedroom Apts.
Available**

Now Leasing for Fall 2023!



Ad-Like Creative

Four-Month Totals:

1,176,434 Ad Impressions

4,718 Watched 100%

1,870 Clicks

Monthly Average:

294,109 Ad Impressions

Leases:

13 Leases Attributed to
Website Leads During This
Time

[Video Link](#)



The Role of Automation and AI

Keep the Conversation Alive With Lead Nurturing



Guaranteed Lead Follow-Up

Automation prevents prospects from slipping through the leasing process



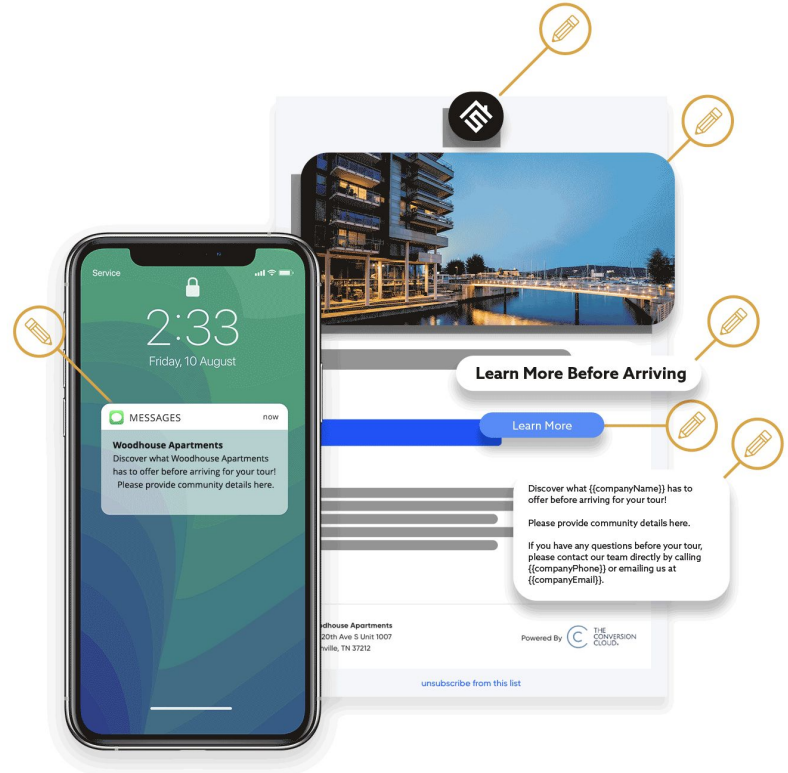
Increases Conversions

Improves lead-to-lease conversion rates at scale with timely and relevant communication.



Saves Your Team Time

Leasing teams can spend more time on tours, personalization, and delivering quality customer service.



Automated Ad Updates

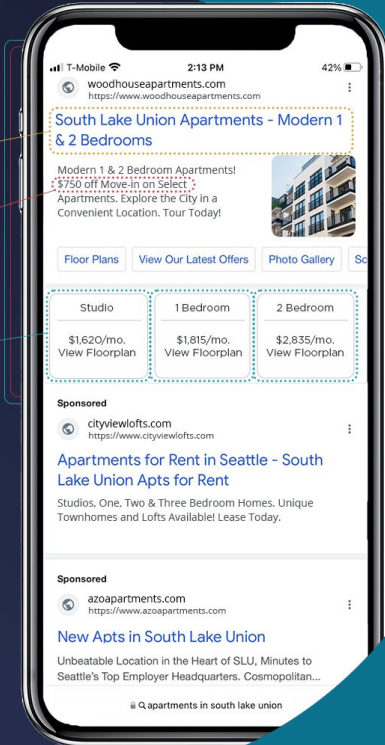
We leverage CRM and Apartments.com data to instantly identify a community's needs allowing us to:

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

Floorplan in the headline

Offer in the ad description

Pricing extension with an updated price



On the Horizon





What's Next...

Coliving!

Units designed for young professionals looking for roommates post-grad.



WHAT MARKETERS NEED TO KNOW:

- People **aren't searching Google** for these types of apartments. The term "coliving" is still new.
- Coliving will require **brand and product awareness** strategies.

We use **Social and Display advertising** to promote these communities.



NEED MORE PERSONALIZED ADVERTISING RECOMMENDATIONS?

Schedule an appointment with us at conversionlogix.com.