



Portland Lease-Up Attributes

100 Leases to Conversion

Logix®'s Local Targeting

THE RESULTS

100

Leases

567

Conversion Cloud® Leads

20,074

Website Sessions



The Situation

A property management company needed a strategic marketing campaign to fill a 286-unit lease-up with a \$3,000/month media budget in Southeast Portland.

The Solution

The company's marketing team partnered with Conversion Logix® to develop a comprehensive digital marketing campaign that could maximize their limited budget. A strategic campaign advisor helped the team develop a **hyper-local campaign** to reach the community's highest converting prospect pool.

Once the community paired this with lead capture technology in The Conversion Cloud®, they were able to **reach full occupancy within twelve months**, attributing 100 Conversion Cloud leads to leases.

Leads

- 305 Scheduled Appointments
- 262 Offers Claimed

Website Traffic

- 13,380 Campaign Website Sessions
- 6,694 Post-View Campaign Website Sessions

*All of the events and campaign results referenced in this study took place from 7/2021 - 7/2022.

The Strategy

The Conversion Logix team drove awareness within the local market with Social and Display advertising while capturing local search traffic through Paid Search and Google Business Profile Accelerator.



Search Strategy

Our search experts developed a Paid Search campaign focused on local radius targeting and neighborhood keywords. The team also published weekly posts to the community's Google Business Profile to increase the listing's visibility in local map searches.

Social Strategy

Our social team launched a Facebook and Instagram ad campaign targeting local renters while promoting property photos, the community's location, and unique selling points.

Display Strategy

The Conversion Logix media team drove brand awareness through Display banner ads featuring the community location and images of the property. They paired this with a Display retargeting strategy that re-engaged previous website visitors to market to prospects throughout their leasing journey.

Lead Generation Strategy

To convert high-intent prospects into leads and tours, we launched two lead generation applications through the Conversion Cloud on the community's website: Schedule Genie® and Spotlight. We used Schedule Genie to generate 305 tours and Spotlight to highlight concessions driving 262 additional leads for engagement by the leasing team.

KEY TAKEAWAYS

1. When facing a limited budget for a lease-up, search, social, display, and lead capture tools offer the best marketing mix.
2. Campaigns targeting a local area drive conversions at a higher rate compared to regional or national targeting strategies.



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