



## 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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