

# CASE STUDY:

# Instagram Stories

## Overview

### Multifamily Housing Class A Property in Charlotte, NC

This community wanted to expand their reach on social media. They began advertising on Instagram Stories in February.

Once the pandemic hit, they changed their touring model to self-scheduled, virtual tours and increased the value of their concession. They updated their Stories ad in mid-April.

Stories consumption on Instagram increased during the pandemic and the community saw amazing results within a 55-day time period.

## Challenges

- This community struggled to reach their target market with organic social strategies.
- The community needed to generate online leads during COVID-19.
- The community was no longer accepting in-person tours and needed to promote virtual tours.



### Main Challenge

Generate Leads & Tours  
During COVID-19



### Core Strategy

Instagram Stories



### Key Outcome

25 Leads & 5 Tours



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# The Approach

Our team designed a Stories video ad using the community's existing assets.

The ad featured the community's concession: "Receive Two Months Free", "Schedule a Virtual Tour" and location-specific copy "Premier Living in the Heart of the South End".

When prospects swiped up and landed on the community's website, they were able to claim the offer they saw on the Stories ad or self-schedule a virtual tour using our conversion tools.



## The Results

Time Frame: April 15 - June 8

**1,302**  
Swipes

**25**  
Leads

**5**  
Tours

**Ad Impressions:** 112,089

**Website Sessions:** 1,302

**Leads That Claimed Offer:** 20

**Self-Scheduled Tours:** 5



## Overcome Challenges

Every community faces a unique challenge with their marketing. Our team is here to guide you through your challenges and make you confident in your digital marketing strategy. Reach out to our helpful team for a private consultation and we will help you overcome your biggest marketing hurdles.

**Contact us at**  
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