



CONVERSION
LOGIX®

Multifamily Housing Budget Season

Spreadsheets, Calculators,
and Stress



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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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Evaluating Your Current Marketing Budget





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What is your budget planning process?

Ask Yourself These Questions

1. What will **occupancy rates** look like in the coming year?
2. What kind of **market** conditions will we be facing?
3. How does our property **compare to others** in the market?
4. What do our **traffic levels** look like?
5. What are our **conversion rates**?



A man with a beard and dark hair, wearing a dark shirt, is pointing with a pen at a computer monitor. The monitor displays a line graph with a blue line. In the background, another person is partially visible. The scene is set in an office environment.

Analyze Traffic Sources

Use marketing partner reports, CRM Data, or Google Analytics to determine the channels that contribute to leasing.

1. Look at website **visitor volume by channel**
2. Measure **post-view** traffic
3. Assess **website engagement** by channel
4. Study lead and tour **conversion rates** by source
5. Uncover the channels prospects engaged with **before they signed a lease**



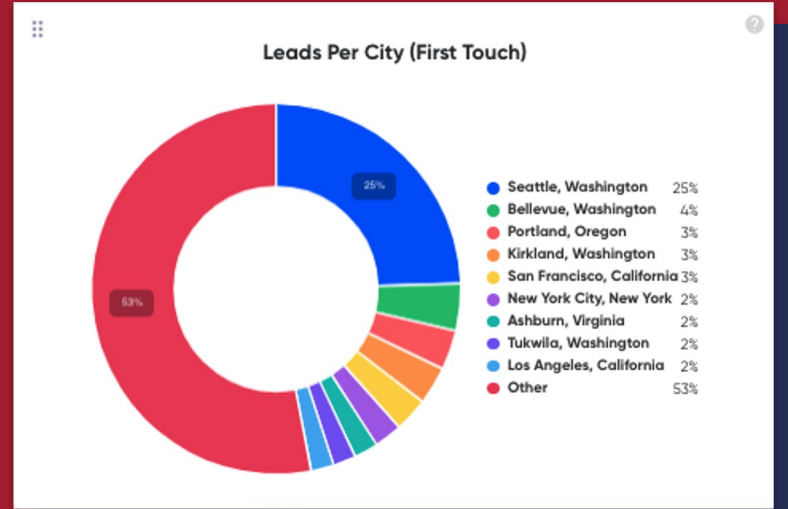
Bonus Content

Analyze Location Data

Leverage reports in Google Analytics, your CRM, and from your digital marketing partner to **determine the cities leads and leases are coming from.**

Use this data to **build geo targeting strategies** in Search, Social, and Display.

This can be especially useful in optimizing **budget allocation in Google Ads.**





Marketing Channels to Invest In

Why Multichannel Matters

Rule of Seven

- Developed by the movie industry in the 1930's.
- It took seven ad impressions before someone went to see a movie.

Modern-Day Studies Prove the Impact of Multichannel

- Today we reach prospects across multiple channels and devices to deliver those seven impressions.
- Integrated campaigns reaching consumers across four or more digital channels outperform single or dual-channel campaigns by 300% (Gartner).



Top Priorities of Multichannel Marketing Initiatives

Gartner survey reveals marketer's top multichannel marketing objectives.

Top three focuses:

1. Brand Awareness
2. Lead Quality
3. Personalized Experiences

Top Objectives

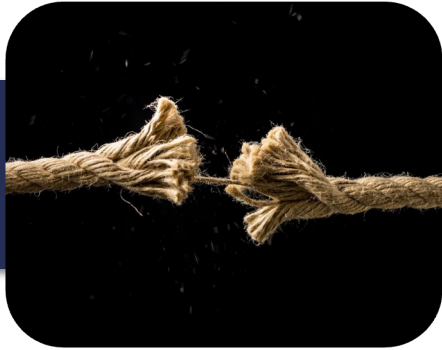
Percentage of Respondents; Maximum of 3 Responses



n = 388
Q: From the list below, please indicate your company's top multichannel marketing objectives through 2020.
Source: Gartner
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Gartner

Marketing Mix Mistakes



Budget is Spread
Too Thin



Overinvested In
Search Strategies



Missing Out On
Retargeting

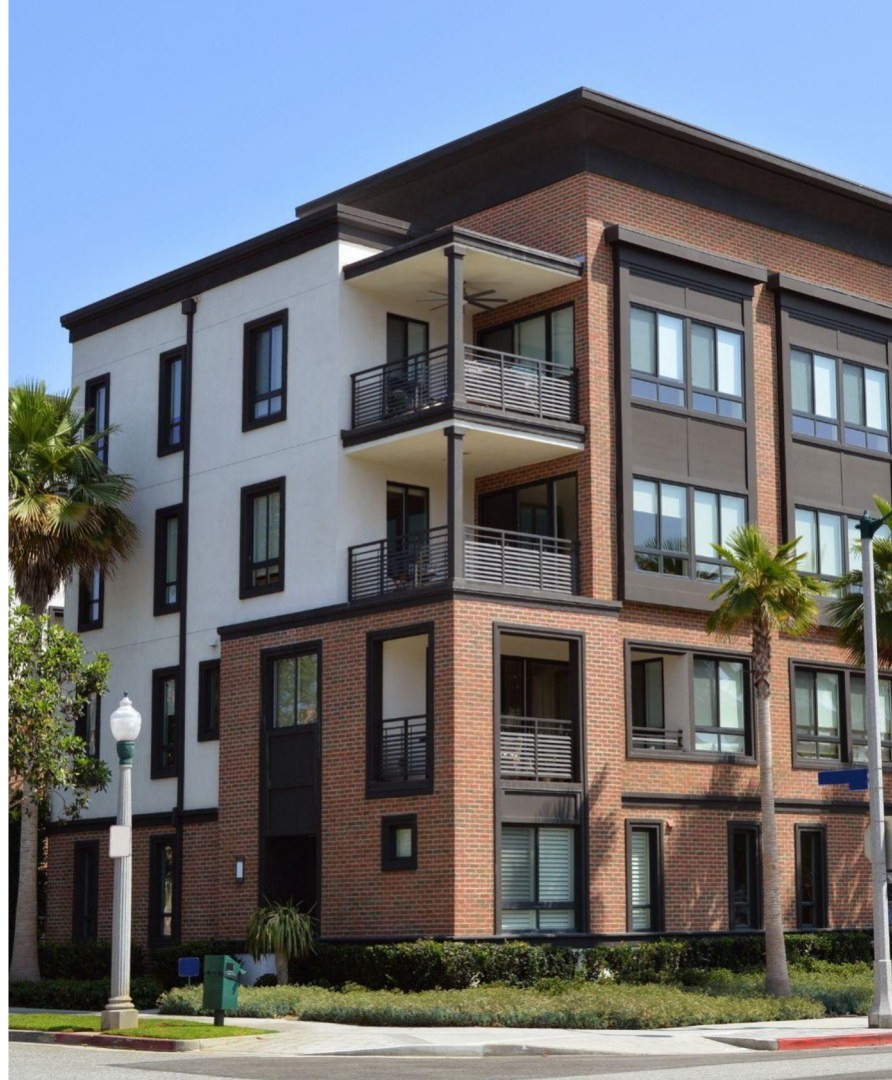
Community Doubles Retargeting Investment

The Optimization

- Our team observed an increase in web traffic
- We doubled the retargeting budget from \$300/mo to \$600/mo to re-engage new website visitors

The Results

- Goal completions increased 25%
- Post-views grew 17%
- Post-view goal completions increased 29%
- Conversion Cloud leads grew 179%



Pull vs. Push Marketing Strategies

Pull Method (High-Intent)

- Responding to demand
- Capturing traffic from renters actively seeking out a new apartment online
- Search Marketing, Virtual Tours, Live Chat, Email Marketing, Retargeting

Push Method (Awareness)

- Creating demand
- Reaching renters earlier in the apartment search process or before a community is built
- Building awareness of your community
- Display Banners, Facebook, Instagram, YouTube, Connected TV





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What channels should marketers add to their budget?

Time Spent on Digital Video

33% of all online activity is spent consuming video content.

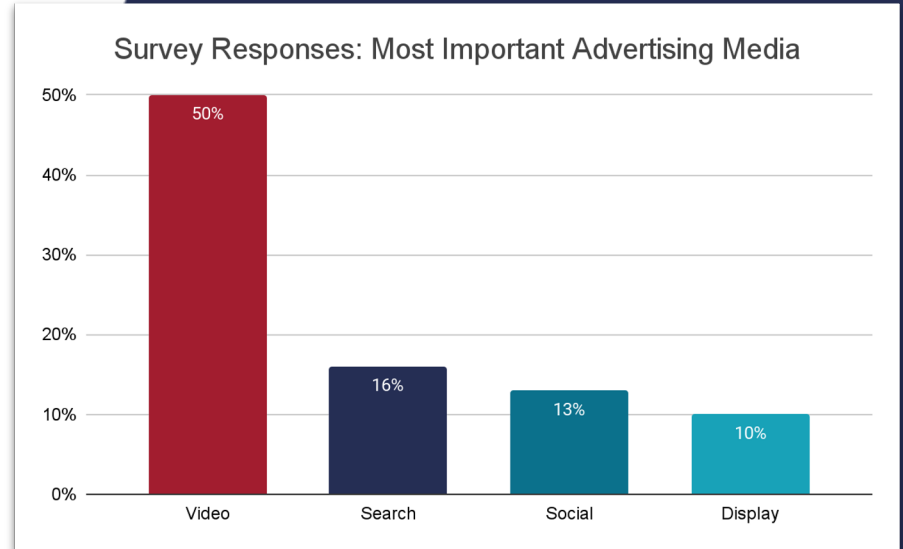
US adults spent 2:13 per day with digital video in 2020 (up from 1:46 in 2019) , an **increase of 27 mins/day** and a 25% increase YoY.

When looking at the time spent with social media, digital video and digital audio, the **largest increase in time spent was with digital video.**



Video: Most Important Advertising Media

Half of the more than 250 advertisers surveyed by Advertiser Perceptions ranked **video as the most important advertising media**, followed by search (16%), social (13%) and display (10%).



Video: One Asset, Multiple Platforms

Repurpose video assets across a range of media channels - Premium Display Video Ads, Social Ads, Connected TV, Email Campaigns.

Edit virtual tour content, imagery, event footage, and amenity footage to craft video content that can be repurposed with different messaging and calls to action.



Video App Trends

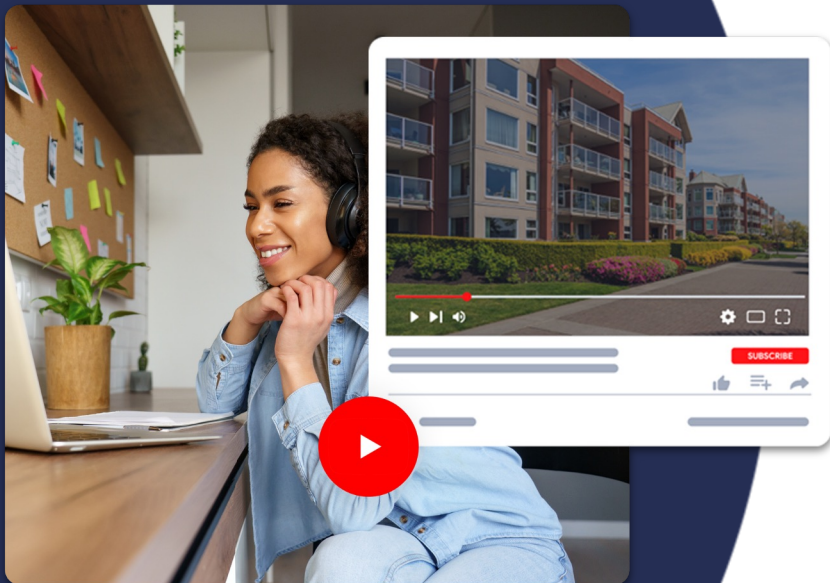
In the United States, **streaming rose** from 9.4 billion hours in Q4 of 2019 to 11.2 billion in Q2 of 2020 - a **19% increase**.

Among video streaming apps in, **YouTube had the highest average monthly hours spent per user**.

TikTok is the most engaging of all social media apps, with an average user session of 10.85 minutes. TikTok has surpassed Instagram for popularity among Gen Z users.

Sources: App Annie
eMarketer
Hootsuite





YouTube Advertising

81% of U.S. adults watch YouTube (Pew Research Center).

Leverage **keyword targeting** in Google to reach an audience actively searching for your product or service.

Instagram Reels & Stories

Stories offer a way for users to share an inside look into their lives, quick updates, or highly topical content that would lose relevance in a feed.

This highly engaging channel has become an effective brand building tool.

58% of people become more interested in a brand/product after seeing it in Stories¹.

To compliment Stories ads, Facebook introduced a new video ad placements in Instagram Reels last year.

¹Instagram for Business



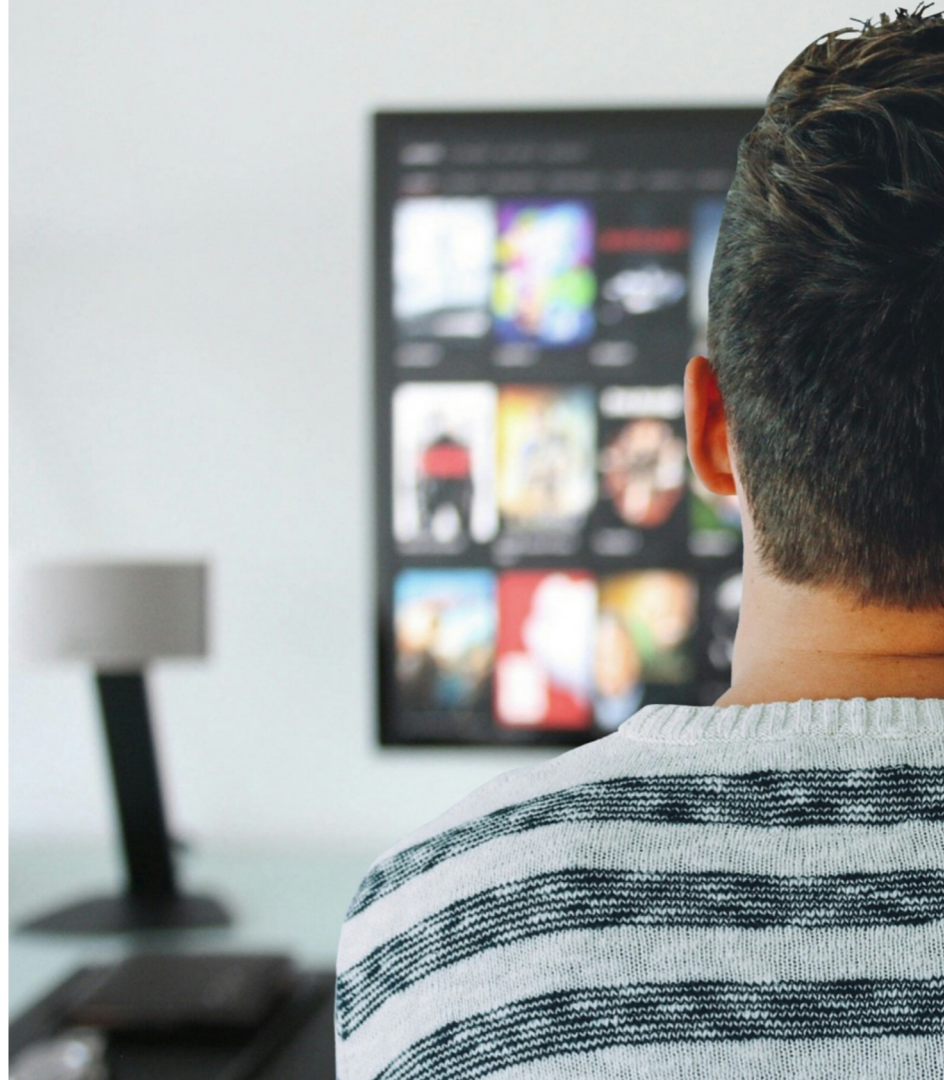
Connected TV is Taking Over Traditional TV

The number of U.S. households **cutting the cord** on traditional TV services is expected to rise to 46.6M by 2024 - an **89% increase** in 5 years.

Half of US viewers watch TV via **connected TV** boxes on a **weekly** basis.

By 2024 CTV ad spend is expected to reach \$18.29 billion, more than double the amount spent in 2020.

Source: eMarketer





TikTok Advertising

Reach a wider audience.

TikTok has over two billion app downloads and was the #1 most downloaded app from 2019-2021.

Build awareness among college students and young professionals.

- 43% of TikTok users are aged 18 to 24
- 32% are between the ages of 25 and 34
- In 2025, TikTok is expected to surpass YouTube for the largest 18-24 video viewership base

Sources: Forbes, Hootsuite, Omnicore, eMarketer

TikTok Test Results



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®.

Tailoring Your Marketing Mix to Occupancy & Your Market





Marketing Strategy Drivers

- **How established your brand is in the market**
 - Lease-ups require a greater mix of top-of-the funnel strategies to fuel lead volume.
- **The size of your renter pool**
 - If you have a higher income target market you may need more spend to reach enough prospects.
- **Supply of properties in your area compared to demand**
 - In urban areas you will need a larger Google Ads spend to outbid competitors or niche down your campaigns by neighborhood.



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How does your budget planning differ between lease ups and stabilized properties?

Occupancy Level: Lease-Up

Awareness-Focused Campaigns

- Display, Facebook, YouTube, CLTV
- Update ad messaging as property moves through stages of development
- Rely on virtual leasing tools to connect with prospects and build an email list
- Remarket to leads through each stage of the lease-up using email campaigns



Occupancy Level: Stabilized

Conversion-Focused Campaigns

- Re-engage previous website visitors with Display and Social Retargeting ads
- Ensure your community is at the top of the search engine with Google Ads
- Invest in lead capture software to identify anonymous website traffic and grow your lease list
- Send email campaigns to attract previous leads back to your community





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Allocate marketing spend based on asset class.

Market: Student Housing

Video Advertising Focus

- Invest heavily in social and video advertising channels
 - Instagram Stories Ads
 - Instagram Reels Ads
 - YouTube Ads
 - Tik Tok Ads
 - Connected TV Ads
- Adjust Google Ads budget based on popularity of university searches, competitiveness, and the time of year.



Market: 55+ Housing

Google & Facebook Advertising Focus

- Invest in Google Ads, Facebook Ads, Display
- **65% of boomers made a purchase after using a search engine**, a greater percentage than social media or watching videos (DMN3)
- **50%** of U.S. adults **ages 65+** and **73% ages 50-64** say they **use Facebook** (Pew Research)
- **83%** of adults ages **50-64** and **49%** of adults **65+ watch YouTube** (Pew Research)



Market: Urban Luxury

High Spend - Brand Building

- Focus on video content to and brand messaging
- Leverage brand building video channels: YouTube, Facebook, Instagram, Connected TV, Display
- Maintain sufficient Google Ads budget in competitive urban areas





Maximizing Campaign Performance Within Your Budget



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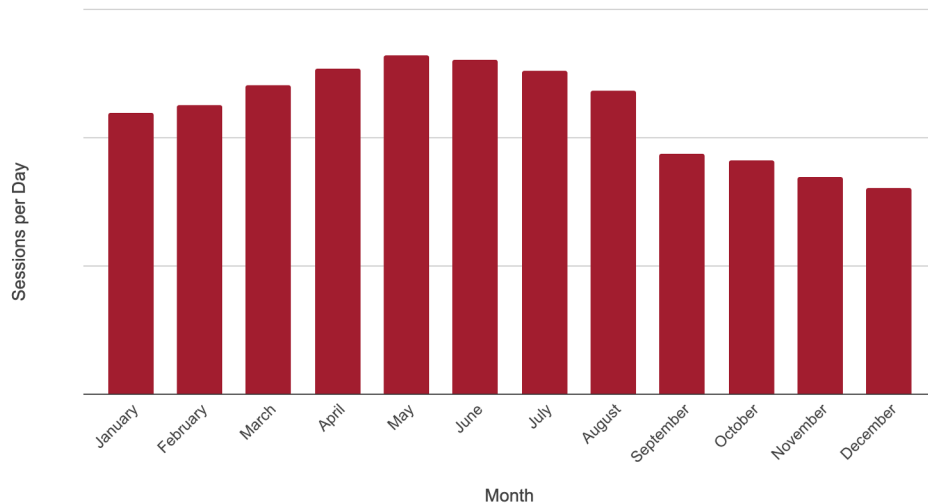
How can marketers make their budgets go further?

Seasonal Apartment Search Trends

Apartment searching **increases in the spring** and **peaks in the summer** months.

In fall, demand declines through December.

Avg. Organic Search Website Sessions Per Day



Source: Conversion Logix Client Data

Seasonal Marketing Strategies



Winter

AWARENESS STRATEGIES

- Offer Promotion
- Display Ads
- Facebook Ads
- YouTube Ads
- CLTV Ads
- SEO



Spring

SEARCH & LEAD CAPTURE STRATEGIES

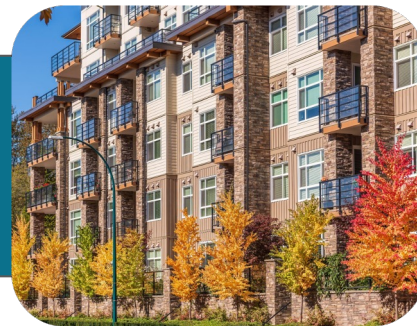
- Google Ads
- SEO & GMB
- YouTube Ads
- Schedule Genie
- Live Chat



Summer

SEARCH & LEAD NURTURING STRATEGIES

- Google Ads
- SEO & GMB
- Display & Facebook Retargeting Ads
- YouTube Ads
- Email Targeting



Fall

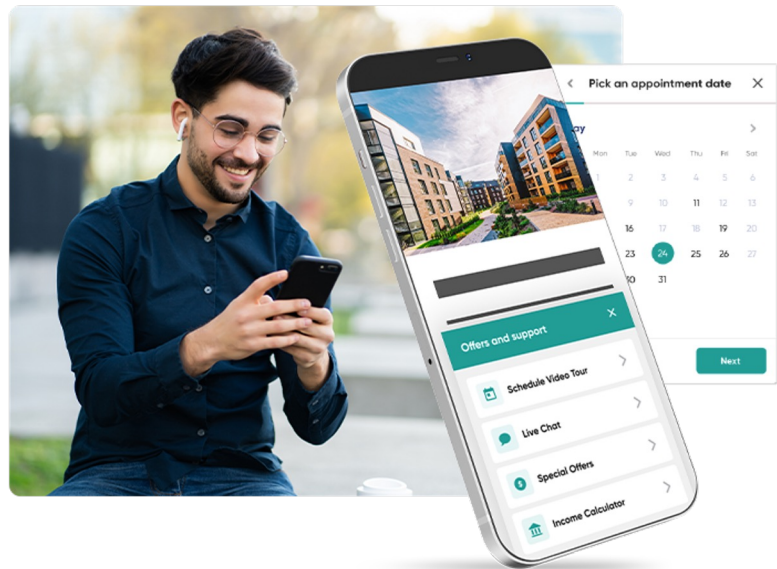
LEAD NURTURING & AWARENESS STRATEGIES

- Display & Facebook Awareness & Retargeting Ads
- Email Targeting
- Offer Promotion
- SEO

Optimize Your Website For Conversions

How Lead Generation Technology Maximizes Budgets

- Increases conversion rates
 - Reduces the spend it takes to generate lead volume
- Builds list of first-party contacts
 - Can connect with leads across owned channels, lowering remarketing cost



CASE STUDY

Luxury Community Reaches 96% Occupancy

The Challenge:

A stabilized luxury apartment community in downtown Seattle experienced unexpected tenant turnover and suddenly found themselves trending toward 90.8% occupancy.

The Approach:

The community turned to The Conversion Cloud®, Conversion Logix's lead generation application to increase online conversions from their digital advertising campaigns. Their onsite team launched two modules, Schedule Genie® and Concession Manager® to encourage prospects to self-schedule tours and claim leasing specials.

The Results:

The community signed **eight new leases in three weeks (seven out of eight directly attributed to The Conversion Cloud)**, increasing their occupancy rate from **90.8% to 96%**.

— THE CONVERSION CLOUD® GENERATED —

44%

Increase
in Tours

58

Leads

7

Leases

Optimizing Tour-to-Lease Conversion Rates





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What do you do when a community is missing conversion rate projections?



How to Increase Tour-to-Lease Rates



Increase Lead Volume

- Add more lead capture strategies to your site.
- Increase spend across top-performing channels.



Optimize for Quality

- Revisit targeting to see if we are reaching the right audience and
- Promote the messages that resonate with high quality leads.



Level-Up Follow-Up

- Create text opt-in opportunities to expedite prospect communication.
- Send emails with offers and events.

THANK YOU!





NEED MORE PERSONALIZED MARKETING RECOMMENDATIONS?

Schedule an appointment with us at conversionlogix.com.