

North Florida Apartment Attributes 40 Leases in 10 Months to Conversion Logix

The Results

- **40** Leases
- **\$968,160** Revenue
- **24x** ROAS

The Situation

A marketing manager at the nation's largest property management company was tasked with generating high-quality leads for an apartment community in St. Johns, Florida. The resort-style community was located in a great location next to the best schools and major medical facilities. The community budgeted around \$3,500 per month for digital advertising and **needed help developing a media strategy that could reach income-qualified renters interested in moving to an apartment in the St. Johns area.**

The Situation

A Conversion Logix advisor met with the marketing manager to understand their business objectives and develop a multi-channel digital marketing campaign that would resonate with young professionals and retiring families on various platforms. The campaign drove awareness among income-qualified prospects, retargeted these prospects, and converted anonymous traffic into leads and tours that could later be attributed to leases. **This strategy generated \$968,160 in revenue from 40 leases directly attributed to the ad campaign, providing the marketing manager with an impressive 24x return on investment.**



Conversion Cloud Leads

436

Website Conversions

5,602

Website Sessions

15,453

Ad Impressions

994,048

*Campaign performance and leasing figures measured from August 2022 - May 2023.

The Strategy

We leveraged highly targeted search ads to reach out-of-state apartment seekers and designed social ads, connected TV ads, and display ads promoting the community's proximity to schools, medical jobs, and the beach. We then retargeted website visitors to keep the community top-of-mind and launched lead generation applications on the community's site to track and capture leads.

A Conversion Logix account manager provided strategic guidance and meticulous campaign monitoring to determine the optimal targeting strategy for the community.

They closely tracked performance and identified opportunities to optimize ads, resulting in a high ROAS for the client. Our proactive approach and ad management expertise were instrumental in ensuring the client's investment yielded leads, tours, and leases.

KEY TAKEAWAYS

1. A strategic partner that takes the time to understand a property's unique situation is instrumental in identifying opportunities for lead optimization and ROAS.
2. Coupling your awareness strategies with retargeting can increase the follow-through of leads taking tours and coming back to lease.
3. Multitouch lead attribution tracking can give you a clearer picture of your marketing performance, giving you a line of sight into the strategies that drive leasing.

Search Strategy

A comprehensive Paid Search campaign was deployed along with new weekly posts to the community's Google Business Profile. **After analyzing the community's website traffic, we found out that the highest quality leads were coming from out of state.** We introduced a targeted location campaign focusing on search traffic in the North East. Our team monitored these campaigns closely and used site link ad extensions, income modifiers, and max click bidding to optimize the campaigns.

Brand Awareness

Our operations team launched Display banners that featured the community's latest concessions and the headline "Brand New Apartments in St. Johns". The account manager chose to feature the community's pool area in images as it conveyed the brand of the property with the palm trees in the shot while highlighting one of their best amenities. **We targeted local and out-of-state apartment seekers on Facebook and Instagram and presented them with the community's location and concession.** A non-skippable video ad was launched on connected tv platforms to expand the client's reach and showcase the community's unique location.

Retargeting Strategy

Website visitors were retargeted with banner ads promoting a special to get prospects to come back to the website to convert into a lead or tour. We launched custom-branded email blasts every couple of months to reconnect with website leads and encourage them to take the next step.

Lead Generation Strategy

Our team launched two [Conversion Cloud](#)® applications on this community's website: a tour scheduling tool ([Schedule Genie](#)) and an offer promotion tool ([Spotlight](#)). This enabled us to **increase the conversion rate on their site while filling their sales pipeline with pre-qualified leads and tours.** By turning anonymous website visitors into leads, we were able to track the success of the community's digital marketing campaigns.

How We Attributed Leases

When website leads converted through The Conversion Cloud®, **we tracked the media channels that drove leads to the website and led them to convert with multitouch attribution.** The community was able to import their resident list into the platform to identify how many leads converted into leases using our attribution tool, [MatchBack](#). **This enabled us to attribute the 40 leases to Conversion Logix media strategies and lead capture technology.**

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