

## The Results

- Conversion Cloud Leads: **210**
- Website Conversions: **669**
- Website Sessions: **6,818**
- Meta Ad Impressions: **83,759**
- TikTok Ad Impressions: **682,850**

### The Situation

A lease-up in the Bronx needed a digital marketing strategy to reach in-market renters and an increase in traffic to reach their occupancy goals. Seeking to generate leads and accelerate leasing for their new development, they partnered with a digital marketing expert to achieve full occupancy quickly and stand out from the competition with a targeted marketing campaign for their new community.

### The Solution

Conversion Logix® implemented an omnichannel advertising campaign and online lead capture strategy to generate leads, drive website traffic, and convert prospects into leases.

The campaign drove **16,929 prospects to the community's website and converted 210 prospects** into high-quality leads through The Conversion Cloud® application.



#### Social Ad Performance

Instagram Story Ad Impressions	23,613
Facebook and Instagram Dweller Ad Impressions	24,279
Facebook and Instagram Retargeting Ad Impressions	35,867
Social Click-Thru-Rate	2.88%
TikTok Ad Impressions	682,850
Google Business Profile Conversions	381

# The Strategy

To capture the attention of prospective residents, through their favorite platforms, we launched an ad campaign spanning Facebook, Instagram Stories, and TikTok. We transformed their local online presence by consistently posting fresh content to their Google Business Profile to gain more visibility and higher ranking in organic local search results. This multi-platform approach allowed us to showcase the apartments and amenities in a visually engaging way, maximizing reach and lead generation.

## Search Strategy

Our team used hyper-local keyword targeting and focused on neighborhoods with lower cost-per-conversion. We also leveraged price extensions to ensure apartment seekers were price-aware and used ad assets to highlight the community's best features. By leveraging a two-pronged approach, the campaign prioritized maximizing conversions initially, then optimized for targeted cost-per-acquisition. This resulted in a high volume of conversions while driving down the cost-per-conversion over time and maximizing the return on their budget.

## Social Strategy

Our social team targeted in-market apartment seekers on Facebook, Instagram, and TikTok generating 766,609 impressions and 3554 clicks to the community's website.

## Retargeting Strategy

To re-engage prospects who visited the community's website early in their leasing journey, Conversion Logix ran retargeting ads across Display networks, Facebook, and Instagram. This enabled the community to stay top of mind throughout their target market's leasing journey.

## Lead Generation Strategy

We leveraged The Conversion Cloud to strategically promote concessions and specific floor plans, resulting in a significant boost in conversions. This not only increased the website's overall conversion rate but filled the community's sales pipeline with pre-qualified leads. Additionally, our Clarity Attribution Reporting solution uncovered Conversion Logix's digital strategy's direct effect and success on lead conversions.

### KEY TAKEAWAYS

1. Spreading your message across multiple social platforms unlocks powerful audience expansion. You can attract entirely new demographics while simultaneously re-engaging existing followers with fresh and innovative content.
2. Optimize campaign performance by staying on top of the latest platforms and ad formats. This targeted approach maximizes your reach and stretches your marketing budget further.
3. Lead generation technology empowers your community to achieve occupancy faster by leveraging action-oriented prompts to drive conversions throughout the leasing process.

\*Results represent trend data from December 1, 2023 to February 29, 2024.

**UNCOVER NEW OPPORTUNITIES TO  
REACH YOUR FUTURE RESIDENTS**

[Schedule a Call to Learn More](#)

**866.297.4914 | [contactus@clxmedia.com](mailto:contactus@clxmedia.com)**

© Copyright 2024 Conversion Logix®, Inc. All Rights Reserved.

04/04/2024