

## The Results

- **244** Units Leased
- **67,027** Campaign Website Sessions
- **8.66M** Ad Impressions

### The Situation

A marketing manager at one of the nation's top 10 largest property management companies was tasked with developing a marketing strategy for a garden-style lease-up in Olympia, Washington. The 279-unit community was located in an area with high competition and needed a way to generate awareness and stand out online in a softening economic environment.

### The Solution

The marketing manager partnered with Conversion Logix to develop and execute a multichannel advertising campaign to fill this lease-up's leasing pipeline. From September 2022 to February 2024, we managed a full-funnel campaign leveraging Video Advertising across top social media channels, Connected TV, SEO, Paid Search, and Display networks. Within this time, the community reached 87% occupancy, with 72.76% of the occupancy growth occurring within the last 12 months. The property is currently on track to reach stabilization by May 2024.

Ad Channel	Impressions	Clicks
YouTube	2,935,747	41,283
TikTok	2,631,684	3,590
Display Retargeting	1,464,246	2,156
Data-Driven Display	896,659	3,353
CLTV	297,935	806
Facebook & Instagram	293,147	8,375
Paid Search	140,800	14,735
<b>Total</b>	<b>8,660,218</b>	<b>74,298</b>

\*Campaign results represent data from the start of the campaign on September 1, 2022, to Feb 28, 2024. Occupancy results represent trend data from the start of Conversion Logix's access to the client's CRM provider on March 9, 2023, to Feb 28, 2024.

# The Strategy

Throughout the campaign, our team of digital marketing experts made recommendations to adjust the media mix and test out new channels to maximize our client's ad spend and increase leasing activity. At the start of the campaign, we launched with a **\$4,499/mo media budget with the following marketing mix: Paid Search, Facebook & Instagram Feed Ads, Instagram Stories, Data-Driven Display, and Display Retargeting.**

By 2023, we increased the budget to **\$6,550/mo** and adapted the mix to include **TikTok, YouTube, CLTV, Paid Search, SEO, Google Business Profile Accelerator, Data-Driven Display, and Display Retargeting.**

In March of 2023, we launched our proprietary Ad Automation solution to sync property-level leasing data with our ad management platform, which enabled us to make ad updates within 24 hours of availability changes.

This change in media strategy, live access to our client's leasing data to make timely ad updates, and the overall cumulative effect of long-term brand awareness increased leasing velocity, enabling the community to **lease 203 units within the last 12 months** (March 2023 - February 2024).

## Brand Awareness Strategy

We launched video marketing campaigns across TikTok, YouTube, Instagram Stories, and Connected TV advertising to help this property reach prospective residents in a competitive market. **The top-performing video strategy was YouTube, which generated nearly 3M impressions and 24,145 new website visitors** and resulted in 87 direct website conversions and 180 post-view website conversions. In addition to video advertising, we launched a Data-Driven Display campaign targeting in-market prospects in the local area, which generated 896,659 ad impressions.

## Search Engine Marketing Strategy

To capitalize on the high-quality brand traffic flooding the property and win high-intent non-brand local search traffic, **we launched a three-pronged SEM strategy: Paid Search, off-site SEO, and Google Business Profile Accelerator.** This approach generated 12,808 organic search sessions throughout the life of the campaign, 18,348 Google Business Profile views, and 14,735 Paid Search ad clicks.

Upon deploying our Ad Automation solution, **we were able to sync this property's CRM with our internal campaign management system to make faster changes to floorplan focuses and pricing** in Paid Search ads. This enabled us to dominate local search results and drive high-quality traffic to the community.

## Retargeting Strategy

We created a multichannel retargeting campaign to re-engage prospects throughout their leasing journey. Our operations team leveraged tracking pixels to deliver ads to previous website visitors across Facebook, Instagram, YouTube, and Display networks, which increased the volume of returning website visitors and ensured the community remained in prospects' consideration set.

### KEY TAKEAWAYS

- 1. Embrace Multichannel Advertising:**  
Utilize a diverse range of advertising channels to maximize brand visibility and reach prospects at every stage of their leasing journey.
- 2. Leverage Data-Driven Insights:**  
Work with a proactive and experienced marketing partner willing to test new channels and implement data-driven strategies like Ad Automation to optimize ad performance and make faster campaign adjustments.

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

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