



CASE STUDY

# Texas Apartment Association Maximizes Google Grant Budget With Conversion Logix's Expertise

## The Results

- **600** Application Opens Directly Attributed to Ads
- **248** Sign-Ups for "Open Position" Alerts
- **141** Job Applications Submitted

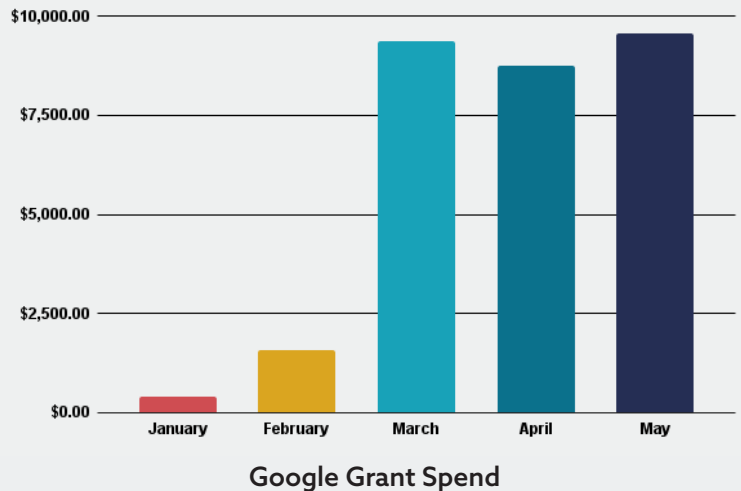
### The Situation

The Texas Apartment Association (TAA) participates in a Google Grants program, which awards nonprofits up to **\$10,000 per month in free advertising through Google Search ads**. They use these funds to promote available entry-level positions within the multifamily (MFH) industry. However, due to Google's stringent program restrictions, they've **encountered challenges in fully utilizing the monthly grant allocation to attract qualified candidates**.

### The Solution

Conversion Logix went beyond promoting job openings through the Google Grants program and created a comprehensive recruitment strategy. Our lead generation software, The Conversion Cloud®, showcased current openings, compelling testimonial videos from industry professionals, and promoted TAA's dedicated Career Resource Center—all designed to **attract and educate potential MFH candidates**. This multifaceted approach provided valuable insights to optimize the campaign to convert qualified individuals seeking careers in the MFH industry while providing important resources.

Month	Spend Increase
January	\$399.67
February	\$1,593
March	\$9,371
April	\$8,749
May	\$9,573



# The Strategy

To boost TAA's digital marketing reach with Google's monthly grant funds and strict program requirements, **our team created a targeted, strategic approach** to maximize the available funds. Here's how they did it:

## AI-Powered Keyword Selection

We used AI tools and Google's Keyword Planner to identify the most relevant keywords to target potential employees.

## Actionable Conversion Tracking

We went beyond clicks and tracked valuable conversion actions such as leads generated on the website and assigned different values to each. Despite the \$2 bid cap imposed on Google grants accounts, our data-driven approach allowed us to transition the bid strategy effectively. This shift helped drive more desirable actions while removing the limitations of the bid cap.

## High-Quality Ad Content

Our team crafted high-quality ad copy that grabbed attention while adhering to Google's standards. This balance of creativity and precision ensured the ads performed optimally, maximizing visibility and engagement.

## Targeted Location Strategy

Understanding which locations in Texas was crucial. We analyzed which areas had the most traction, then strategically targeted these areas with ads for maximum impact. This ensured the ads reached the most promising locations, enhancing the effectiveness of the campaigns.

Conversion Logix's team of experts combined with the power of AI, maximized Google's Grant funds by **438% when comparing January to May grant spend**.

"Our partnership with Conversion Logix has been an absolute game changer. **Their search and targeting expertise enabled us to maximize our Google Grant spend** and attract qualified employees. We couldn't be happier!"

**Becca Ramati**

*Vice President, TAA Education Foundation*

### KEY TAKEAWAYS

1. **By aligning your digital advertising with website lead capture strategies**, you create a pipeline of candidates for human resources to quickly pre-qualify and follow up with promising leads while gaining insights to optimize your campaign.
2. To spend the maximum allowable funds within the Google grants program, **you need search ad experts who can create and manage campaigns within the program guidelines**.

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