



## Portland Community Reaches Stabilization With Conversion Logix® Marketing Solutions

# THE RESULTS

## 167

Conversion Cloud® Leads\*

## 326

Website Conversions\*\*

## 8,816

Website Sessions

### The Situation

A historically inspired apartment community in Portland required a digital marketing campaign to reach in-market renters and maintain healthy leasing momentum. They had under \$4,000/month to invest and sought out a mix of strategies that would help them quickly fill their studio and one-bedroom vacancies.

### The Solution

The community's marketing team hired Conversion Logix® to attract prospects in every stage of the journey with our capture, connect, and convert marketing approach.

Conversion Logix drove 8,816 prospects to the community's website and converted 167 prospects into high-quality leads through digital advertising and lead generation applications in The Conversion Cloud®.

Within three months, the community reached stabilization at 94% occupancy. The community continues to invest in a multichannel campaign to build their lead list and achieve full occupancy.



#### Leads

- 46 Scheduled Tours
- 121 Claimed Offers & Virtual Tours

#### Website Conversions

- 211 Campaign Goal Completions
- 115 Post-View Campaign Goal Completions

#### Website Traffic

- 8,258 Campaign Website Sessions
- 558 Post-View Campaign Website Sessions

\*All of the events and campaign results in this study took place from May 2022-July 2022.

\*\*Website conversions represent direct and post-view conversions based on goal actions recorded in Google Analytics. These actions include Virtual Tour, Chat, Promo Call-Out, Store Visits, Get Directions, Schedule a Tour, Apply Now, Contact Form, Email, and Call.

# The Strategy

Conversion Logix's media team ran a multimedia advertising campaign to drive brand awareness and attract prospects in the market for studio or one bedrooms. This strategic campaign involved Paid Search, Retargeting Banners, Social Media, YouTube, and The Conversion Cloud® to maximize the client's reach and drive traffic.

## Search Strategy

Paid Search specialists launched a Google Ads campaign targeting non-brand location-specific keywords, studio and one-bedroom keywords, and brand terms. The Conversion Logix team increased awareness of the community's city views and virtual tours in ads to increase ad engagement.

## Social Strategy

Our social team targeted in-market apartment seekers on Facebook and Instagram generating 25,860 impressions and 942 clicks to the community's website.

## Retargeting Strategy

The community re-engaged website visitors through Display and YouTube Retargeting campaigns. This enabled the community to stay top of mind throughout their target market's leasing journey.

## Lead Generation Strategy

Using The Conversion Cloud, our team promoted concessions, in-person tours, and virtual tours for studios and one bedrooms leading to an increase in conversion for those apartments.



## KEY TAKEAWAYS

1. Achieving sustainability in this developing market requires a strategic digital marketing mix across the channels that are right for your community. Digital marketing isn't a one size fits all, you need a plan specific to your needs.
2. Lead Generation technology allows your community to achieve stability quicker by increasing conversions through action based prompts, such as "schedule a tour".



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