

CASE STUDY

NoFL Lease-Up Attributes 66X ROAS to Conversion Logix's Omnichannel Marketing Strategy

The Results

- **125** Conversion Cloud Leads
- **25** Leases
- **\$1,026,000** Revenue
- **66X** Return on Ad Spend (ROAS)



The Situation

A luxury lease-up in Panama City Beach, FL, needed a digital marketing strategy to attract renters online and lead generation software to engage and capture leads. Construction delays and stiff competition from established high-end developments made filling vacancies a challenge. They sought a digital marketing partner to help them stand out on various marketing channels and generate quality leads.

The Solution

Conversion Logix® implemented a multichannel advertising campaign and online lead capture strategy specific to the area. In 90 days, the campaign drove over **12,000 prospects** to the community's website and converted **125 prospects into high-quality leads** through [The Conversion Cloud®](#) application modules which resulted in **25 leases for the community**.

Results Breakdown by Conversion Cloud Application Modules

Schedule Genie®	23
Spotlight™	24
Income Calculator	78
Total Leads	125

The Strategy

To maximize website traffic conversion, Conversion Logix implemented three lead generation modules on the community's website for the duration of their omnichannel digital advertising campaign.

Strategy for Each Channel in Mix

Lead Generation Strategy

To convert high-intent prospects into leads and tours, we launched three lead generation applications through the Conversion Cloud on the community's website: Schedule Genie, Spotlight, and Income Calculator. We used Schedule Genie to generate 23 tours while Spotlight highlighted concessions, driving 24 additional leads to the leasing team, and Income Calculator pre-qualified 78 leads.

Search Strategy

Paid Search specialists launched a Google Ads campaign targeting non-brand, location-specific search terms, and brand search terms. The Conversion Logix team optimized the community's appearance in local and map searches with a weekly Google Business Profile posting service.

Retargeting Strategy

By launching retargeting campaigns across Display networks, Facebook, and Instagram, Conversion Logix successfully re-engaged website visitors who were starting their apartment search. This strategy kept the community top-of-mind with consistent reach and frequency increasing the likelihood these potential new residents would consider the community.

Social Strategy

Leveraging the Meta ads platform, Conversion Logix launched Facebook and Instagram ad campaigns targeted at potential renters in the Panama City Beach area. The campaign highlighted the apartment community's attractive offerings such as 1 month of rent free, a convenient location near dining, retail, and other exciting option. They also highlighted the resort-style pool, pet grooming spa, and other luxurious amenities. Ads prominently featured a call to action, encouraging apartment seekers to view the luxury lease-up in person by scheduling a tour.

How We Calculated Return on Ad Spend (ROAS)

To calculate the value of a move-in, we used the average length of stay at the community multiplied by the average rent cost and then multiplied that by Conversion Logix attributed move-ins.

Calculations:

Avg. Length of Stay: 12 Months

Avg. Room Cost Per Month: \$3,420

$12 \times \$3,420 = \$41,040$ Per Move-In

$\$41,040 \times 25$ Move-Ins: \$1,026,000 Total Move-In Value

$\$1,026,000 - \$15,091$ Ad Spend = **\$1,010,909 ROAS**

KEY TAKEAWAYS

1. Implementing lead generation modules from The Conversion Cloud directly on the community's website encouraged engagement and generated qualified leads around the clock for the community.
2. Leveraging targeted keywords in search ads, highlighting community offerings in social media ads, and retargeting campaigns ensured relevant messaging reached the right audience, resulting in increased website traffic, tour bookings, and ultimately, attracting new residents.

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