![Conversion Logix logo] CONVERSION LOGIX®

Conversion Logix Delivers 144 Leases to Student Housing Community Near Sacramento State

The Results

- **144** Leases Signed
- **711** Leads Generated with The Conversion Cloud
- **1+ Million** TikTok Impressions Delivered

The Situation

A student housing community located near Sacramento State University struggled to attract and convert potential residents. **The hyper-competitive market, coupled with lower-than-expected university enrollment, created a challenging environment for leasing.** To overcome these obstacles, the community required a flexible marketing strategy that could effectively reach and engage prospective residents.

The Solution

A comprehensive evaluation revealed several factors impacting student leasing choices, including late FAFSA disbursements, seasonal fluctuations in demand, and varying online search volume. Recognizing the dynamic nature of student housing markets, our team of experts partnered with the community to implement an omnichannel advertising campaign that included Paid Search, TikTok, and Live Chat. To capture and generate leads for the onsite team, the Conversion Cloud® was added to the community's website. These strategies delivered 711 qualified leads and 144 signed leases that were attributed to Conversion Logix advertising.

Results Breakdown

CLX Lease Attribution

Leases Attributed to CLX	48
Leases Assisted by CLX	96
Total Leases Gained	144

The Conversion Cloud App Attribution

Schedule Genie®	154
Spotlight™	338
Live Chat	219

*These campaign and traffic results were based on data from November 1, 2023, to October 3, 2024.

The Strategy

By leveraging the power of TikTok, we rapidly expanded our brand reach and drove significant engagement. This surge in brand awareness, coupled with the strategic launch of our lead generation software, The Conversion Cloud®, resulted in a substantial increase in site traffic that ultimately converted anonymous visitors into qualified leads and leases.

Search

Once TikTok was added, the metrics soared. In a month-over-month comparison, **organic traffic increased by 165%**, going from 894 sessions to 2,372. **Direct traffic improved by 126%**, increasing from 1,277 sessions to 2,890. **Local paid search results increased by 292%**, going from 336 sessions to 1,316. New traffic more than doubled in just one month, resulting in a surge of leads for this property.

Live Chat

Our Live Chat service provided immediate, personalized assistance to prospective residents as soon as they visited the property's website. This real-time, human communication improved the prospective renter's experience and fostered trust and credibility. We optimized the lead generation process by capturing visitor information efficiently and enabling prompt follow-up, **delivering 219 qualified leads to the community.**

Social Video

Our engaging TikTok video ads effectively communicated the unique selling points of the student housing property. By highlighting key features and amenities in a visually appealing and short form videos, we successfully captured the attention of the Gen Z audience. This strategy **drove conversions and increased organic search visibility, allowing us to optimize our marketing budget** and reduce the need for an aggressive paid search campaign.

Lead Generation

To extend our reach beyond traditional business hours, our team implemented Schedule Genie®, an automated tour scheduling application, and Spotlight™, an offer promotion application. These tools allowed prospective residents to schedule tours and claim offers 24/7, generating a steady stream of qualified leads for the onsite teams. This streamlined the lead pipeline process and drove **154 Schedule Genie leads and 338 Spotlight offers claimed.**

KEY TAKEAWAYS

1. Staying informed about industry trends and issues that affect college students, like FASFA delays, allowed us to strategically adjust budgets and provide enhanced value to our client.

2. Integrating your digital advertising efforts with effective website lead-capture strategies can generate a steady stream of qualified candidates.

3. A deep understanding of your target audience enables you to meet them where they are online with relevant messaging to convert them into leads who are ready to take the next step.

UNCOVER NEW OPPORTUNITIES TO REACH YOUR FUTURE RESIDENTS

Schedule a Call to Learn More

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