



CASE STUDY

Conversion Logix®'s Strategic Marketing for Fort Myers Luxury Community Lowers Availability to Under 2% in 3 Months

The Results

- **98.7%** Occupancy Rate
- **278** TCC Leads
- **698** Total Conversions

The Situation

A community in Fort Myers, Florida, was struggling with low occupancy and needed to quickly increase their qualified leads to fill available units. The property had 20% availability and lacked a steady flow of leads into the community's sales pipeline.

The Solution

Our team of digital marketing experts created a comprehensive strategy that included top-of-the-funnel campaigns, such as precision mobile targeting, display ads, Instagram Stories, and search ads, combined with display retargeting and our lead generation software, The Conversion Cloud®, to capture prospects' interest and turn them into leads for the onsite team. To stay competitive, we continuously adjusted rent prices and updated specials during the campaign. The team also leveraged multi-touch attribution reporting to understand which strategies worked best for the market, enabling them to guide the client on where to effectively allocate their budget.

Availability Trend

[CLiQ](#) Insights shows the period before and after the strategic marketing launched illustrating the strategy's impact on availability.



The Strategy

This campaign was strategically crafted to drive high-intent prospects toward engaging with a luxury community in Fort Myers, with a dual focus on increasing brand awareness and driving tour conversions. The approach integrated multiple channels and tactics, including social media advertising, display advertising, and lead generation efforts, to create a cohesive and impactful marketing strategy.

By employing a comprehensive mix of digital touchpoints, the campaign aimed to reach and engage potential renters at various stages of the decision-making process, ensuring both maximum visibility and sustained interest throughout the campaign lifecycle. The use of [Data-Driven Display](#), [Precision Mobile Targeting Plus](#), and [The Conversion Cloud®](#) was designed to optimize the overall user experience, ultimately driving high-quality leads and increasing occupancy for the community.

Social Strategy

We leveraged Meta's advertising platform to launch Facebook and Instagram campaigns targeting individuals interested in renting in the Fort Myers region. The ads highlighted the community's attractive perks, such as one to two months of rent-free living, alongside its resort-style pool and other luxury amenities. The campaign featured a clear call to action, inviting users to explore the rent offer further.

Lead Generation Strategy

To drive high-intent prospects toward scheduling tours, we strategically leveraged [Spotlight™](#) through [The Conversion Cloud®](#) to work in tandem with the community's existing website scheduler. With a strategic call to action in the Spotlight module to "Schedule a Tour!", **we successfully generated 278 tours**. This seamless tech stack integration engaged prospects and amplified the effectiveness of the client's tools already in place.

Display Strategy

We launched three types of display advertising campaigns to build brand awareness among the client's target audience:

1. Data-Driven Display

This large-scale, cross-device brand awareness campaign targeted renters within the local area.

2. Display Retargeting

A retargeting campaign that re-engaged previous website visitors with ads to keep the brand top-of-mind.

3. Precision Mobile Targeting

A hyper-targeted campaign that focused on mobile devices within a strategic mix of nearby cities.

Three months after the initial campaign launch, this three-pronged display ad campaign **generated over 529,023 ad impressions**.

*These campaign and traffic results were based on data from July 27, 2024, to November 5, 2024.

KEY TAKEAWAYS

1. By leveraging a comprehensive multi-channel strategy that combined social media advertising, display ads, and lead generation tactics like Data-Driven Display, Precision Mobile Targeting, and The Conversion Cloud®, the campaign generated over 529,000 ad impressions, effectively targeting high-intent prospects, driving engagement, and boosting visibility.
2. By integrating Spotlight™ through The Conversion Cloud® with the community's existing website scheduler, the campaign successfully generated 278 tours. This tech stack integration highlights the importance of engaging lead capture modules to optimize and elevate existing technology for maximum results.

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REACH YOUR FUTURE RESIDENTS

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