



## CASE STUDY

# Virginia Lease-Up Reaches 97% Occupancy

## The Results

- **97%** Occupancy
- **338** Conversion Cloud Leads
- **50,920** Campaign Sessions

## The Situation

A 302-unit luxury lease-up in Midlothian, VA faced mounting pressure to ramp up leasing and reach stabilization, fast. After seeing minimal results from a competing advertising provider, the marketing manager knew it was time for a smarter strategy and a more hands-on partner, one capable of driving real momentum and turning interest into signed leases.

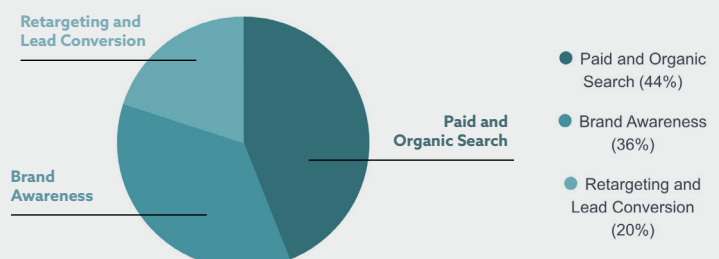
After achieving strong results with Conversion Logix® at another property, the client chose to partner with Conversion Logix again to leverage a more strategic, performance-driven approach. While the market offered steady renter demand and relatively low competition, unlocking the community's full potential to reach occupancy required a sophisticated digital strategy designed to convert interest into signed leases, quickly and efficiently.

## The Solution

Conversion Logix executed a full-funnel, cross-channel digital advertising strategy to drive awareness, engagement, and conversion at every stage of the renter journey. The approach focused on maximizing visibility, re-engaging high-intent prospects, and accelerating lead-to-lease conversion.

**The \$6,900 monthly advertising budget was strategically allocated as follows:**

- **44%** to Paid and Organic Search (Google Ads, SEO, Google Business Profile Accelerator)
- **36%** to Brand Awareness (YouTube, Facebook, and Instagram Stories)
- **20%** to Retargeting and Lead Conversion (Display Retargeting, Facebook and Instagram Retargeting, and The Conversion Cloud)



# The Strategy

Our team deployed a diversified media mix to support this Midlothian, Virginia lease-up, driving awareness, engagement, and lead conversion. Facebook and Instagram Feed placements served as the primary awareness channels, with Instagram Stories and YouTube extending reach and reinforcing brand visibility together, generating 1.4 million total impressions and a 3.7% YouTube click-through rate, nearly double the industry average.

## Awareness Strategy

To generate interest in this lease-up, our team deployed two scalable strategies that positioned the community as a premium, modern choice for local in-market renters. **We activated Facebook and Instagram Feed placements to reach high-intent apartment dwellers earlier in the discovery phase.** By leveraging lifestyle-focused creative and audience targeting designed to capture in-market renters, this primary awareness channel established strong initial visibility and set the foundation for downstream engagement.

We launched **Instagram Stories**, leveraging a short-form, mobile-first video format to reach prospects through a secondary awareness channel. The social campaigns, together, achieved **1.4 million impressions**. Simultaneously, we paired Instagram and Facebook with a **YouTube video campaign**, creating consistent brand visibility across multiple platforms. This campaign achieved a **3.7% click-through rate**, nearly double the industry average, reinforcing strong brand awareness.

## Retargeting Strategy

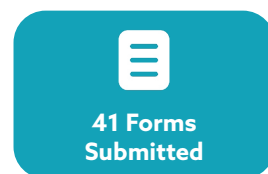
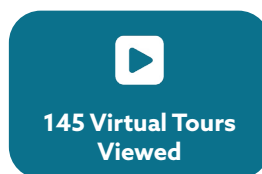
We leveraged Display and Facebook and Instagram Retargeting to reconnect with prospects who had previously visited the property website. This approach nurtured high-intent leads in a high-demand area by delivering relevant offers during the consideration phase. **Adding feed placements on Facebook and Instagram allowed us to extend our reach beyond initial awareness tactics**, further driving engagement and conversions while keeping the community top of mind for their prospects.

## Lead Generation Strategy

We implemented four **Spotlight™ applications** on the community website to capture and convert high-quality leads:

- One application encouraged prospects to submit forms expressing interest in specific floor plans, enabling the leasing team to follow up with tailored availability.
- Another promoted a **"Take a Virtual Tour Now"** call-to-action.
- Two applications advertised special concessions: **"Up to \$1,500 Off + More!"** and **"Up to \$750 Off Rent!"**

Together, these conversion applications converted **338 previously anonymous website visitors into pre-qualified leads**.



\*Results are from December 1, 2024, through September 30, 2025.

### KEY TAKEAWAYS

1. Lease-ups with a cross-channel full-funnel media strategy increase visibility, generate demand, and accelerate leasing momentum to fast-track stabilization.
2. Switching to a strategic, results-driven digital partner can significantly improve lease-up performance by increasing leasing velocity through smarter budget allocation, optimized channels, and high-intent audience targeting.
3. Combining high-impact awareness with strategic retargeting and on-site conversion tools helps move prospects from discovery to action, turning interest into qualified leads and faster occupancy growth.

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