

Real Estate Development

PRODUCTS



Paid Search



Targeted Display



Paid Social



Search Engine Optimization

The Challenge

This client came to us looking to improve the occupancy of their 5 Apartment locations around the city. The goal was to keep each location around 90-95% capacity throughout the year. This could be done by bringing a steady influx of qualified leads throughout the year.

The Solution

After reviewing the clients' analytics, we noticed that their highest amount of conversion traffic came from Organic Search, so we put together an SEO first strategy and backed that up with a paid social and display strategy and filled in the competitive gap with Paid Search. We also created separate profiles for each locations so that we could optimize campaigns for each location separately to drive more conversions.

The Results

In the last year, we have seen the following top line results for this client.

30-60%

Increase in Total Sessions to the specific location sites

965

Phone Calls Directly from the Campaign

3,497

Total Onsite Conversions

\$21.55

Average Cost Per Lead

2 of 5

All Locations reached 90-95% capacity and 2 of 5 had waitlists for new tenants.

