



Case Study: 60-Day Digital Turnaround for a Multifamily Property

Property Overview

A multifamily residential community was underperforming in occupancy and pre-leasing, despite being in a strong rental market. The property's digital presence was fragmented, and lead generation from online platforms was inconsistent and poorly tracked.

At a glance

In just 60 days, the property experienced a dramatic turnaround led by our digital consulting team. Occupancy increased by 17%, and pre-leasing surged by 35%, thanks to a targeted and data-driven strategy. Lead-to-lease conversions improved by 27%, driven by enhanced follow-up systems and clearer attribution. The property's Google Business profile received over 6,000 views, while performance on Apartments.com exceeded 45,000 impressions and 26,000 property detail views. These results were supported by stronger engagement, improved lead quality, and a revitalized digital presence—proving the power of a well-executed digital overhaul.

CONCLUSION

With a focused, data-driven digital strategy, this multifamily property transformed its leasing performance in just 60 days. The results highlight the essential role that optimized digital platforms and precise lead attribution play in driving success in today's highly competitive multifamily market. By aligning digital efforts with strategic lead management and targeted outreach, the property achieved rapid, measurable growth. This case underscores the value of investing in intentional digital marketing and reliable performance tracking to stay ahead of market trends, maximize revenue, and build long-term stability.

CHALLENGE

The property was facing multiple hurdles:

- Declining engagement on digital platforms.
- Low conversion rates from ILS sources.
- Disjointed communication with leads and limited follow-up strategies.
- A need to boost brand visibility and resident connection before the fall move-in season.

OUR SOLUTION

Our digital consulting team implemented a comprehensive 60-day strategic overhaul:

- ILS Optimization to improve content accuracy, visual appeal, and search visibility.
- Lead Attribution Repair across all digital platforms to track conversions accurately.
- Audit and Alignment of Ad Campaigns to prioritize high-performing sources.
- Enhanced Communication Funnel to ensure timely follow-up and re-engage.
- Targeted Digital Campaigns via Google and social media to increase traffic and lead quality.
- Community-Focused Content Strategy to build local relevance and trust.

RESULTS (WITHIN 60 DAYS)

- Occupancy increased by 17%
- Pre-leasing improved by 35%
- Lead-to-lease conversion increased by 27%
- Increased quality leads
- Higher lead-to-lease conversions
- Improved ad efficiency