



Digital Marketing Case Study



Class A - 412 Units - Orlando, FL

Background



Located in the heart of Creative Village in Downtown Orlando, The Julian is a brand-new community of state-of-the-art studio, 1BR, 2BR & 3BR apartment homes devoted to pushing boundaries and thinking bigger.

This 12-story mid-rise community next to Luminary Green City Park offers upscale living with modern amenities including a rooftop pool & clubhouse, on-site restaurant & community gathering spaces on every floor in an urban setting.

The Challenge



Resident360 partnered with The Julian to solve the ever-so-common challenge of a low occupancy asset with struggling traffic.

The Julian had been running Google Ads & social media ads with another marketing agency which proved to be unsuccessful. They chose Resident 360 to take over after we performed a complementary Google Ads health assessment which uncovered excessive wasted spend and multiple opportunities for improvement.

The Solution



The restructuring of the Google Ads account campaigns and ad groups as well as the change in the format of the social media ads and the addition of geofencing that targeted competitors and nearby employers were strategies that played a critical role in the success of this project.

The combined use of Search and Display Networks, social media advertising & geofencing gave this community a 27% increase in occupancy within 60 days.

27% Increase in Occupancy in 60 Days

41% ↑

Conversions

17% ↓

Cost/Conv

39% ↑

Conversion Rate

**Results are based on 60-Days prior to Resident 360 management and after our management*



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