

# GoDirect marketing case study

## what is GoDirect?

The LeaseLabs GoDirect marketing approach is a single strategy equipped with the vital marketing products that power all of your marketing channels. The result? Your prospect's journey in total sync with every marketing touchpoint - thoughtfully guiding them toward their path to lease.

## client: Olympus Property

Olympus Property is an innovative and growing full-service multifamily investment and property management organization founded in 1992 and headquartered in Fort Worth, Texas. They oversee more than 17,000 units across ten states in the U.S. Their portfolio of luxury apartment communities is valued at over \$3 billion.

## challenge & opportunity

When Olympus Property approached LeaseLabs®, they were seeking a cross-device, multi-channel marketing solution optimized for their budget. Their mission was to trim the fat of inefficient PPC and ILS costs and reinvest those saved marketing dollars into building their brand and establishing a robust presence within the competitive market.

## strategy

For their corporate presence LeaseLabs® recommended a comprehensive digital marketing approach to provide a strong online presence with lasting SEO results. This recommendation included an easy-to-navigate corporate website and an actively managed SEO campaign, to reduce costs and drive results. Using the LeaseLabs® proprietary CMS built on the cutting-edge ruby on rails framework, OlympusProperty.com received a brand new design providing a seamless scrolling experience for visitors while using the most advanced features to drive SEO presence. We then implemented a comprehensive social media and custom content marketing strategy to reinforce their SEO and reaffirm their overall online presence.

On the property level, LeaseLabs® crafted a custom Olympus Scrolling Page Architecture Property Website theme, providing a unified yet unique look to each property in the portfolio. LeaseLabs® implemented a flexible Search Marketer strategy to instantly boost each property's presence on page one of Google, with lead capture-optimized landing pages to drive conversion rates up and up. With the addition of GeoTargeter to the Olympus suite of services, brand name awareness led to leasing office walk-ins by targeting specific geographical locations relevant to their target prospects. We created fresh SEO-optimized content for each site, woven beautifully with high-quality property and lifestyle imagery in the new website theme.



## Olympus Property GoDirect marketing stack



social media optimization



geotargeter



search engine optimization



search marketer



scrolling page architecture



web2print social

## key highlights

### business opportunity

Lower ILS marketing costs

Dominate Google Page 1 rankings for select targeted key terms

Reach more prospects on mobile and tablet devices

### solution

Develop a responsive website design with modern site structure and user features

Launch an aggressive SEO campaign

Engage in conversations with prospects and residents via social media channels



Using the GoDirect marketing approach, Olympus Property was able to reduce their ILS spend down to only one ILS per property.

### results 2016–2018

Reduced ILS Spend by 31%

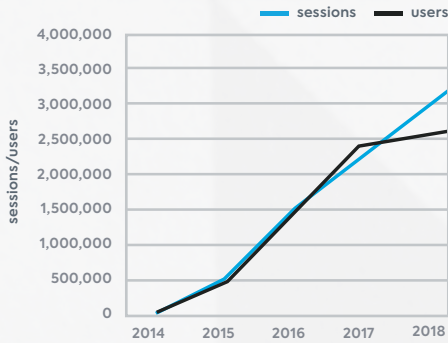
Cost per lead was reduced by 70%

Increased average annual leads per property by 104%

Olympus Property's portfolio is now ranking for 130 keywords on page 1 of Google

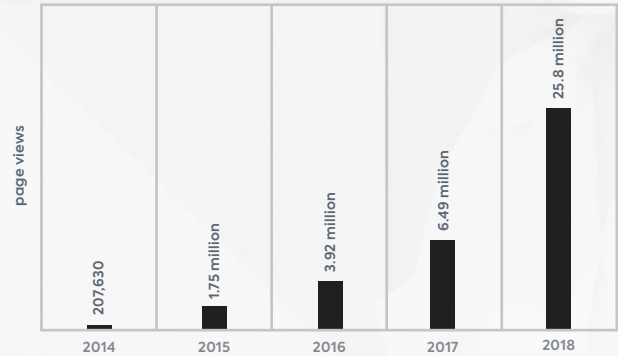
## portfolio-wide traffic

Olympus Property's GoDirect marketing strategy helped foster significant growth in overall website traffic to their portfolio in both sessions and users.

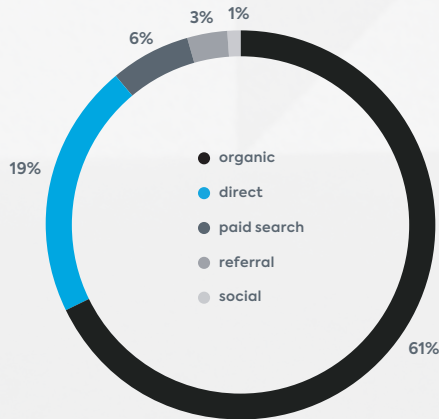


## yearly page views

Olympus not only improved the volume of visitors to their website, but those same users are more engaged than ever, as their total page views per year have increased by over 12,000% since 2014.

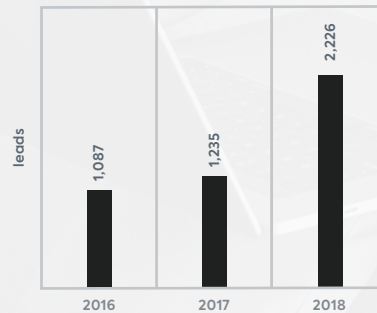


## portfolio-wide traffic by channel - 2018



## average yearly leads per property

With an increase in traffic, brand reinforcement across all major channels, and targeted paid ads, Olympus Property's average inbound leads per property increased by 105% since 2016.



## cost per inbound lead

	2016	2018
cost per lead	\$69	\$21
inbound leads per property	1,087	2,226

## conclusion

Using the LeaseLabs® GoDirect digital marketing approach, Olympus Property was able to reduce their ILS marketing spend down to a single ILS per community, further strengthened their brand presence within the market, and decreased their cost per lead and increased the number of inbound leads they received overall.

### About LeaseLabs

LeaseLabs® By RealPage® is an innovative agency specializing in GoDirect marketing and creative solutions for multifamily communities. Our platform leverages both digital inbound and traditional marketing tactics, combined with compelling designs that yield fast results, drive qualified traffic, create brand awareness, and convert leads into leases.