

GENERATION MARKETING



PPC Case Study

Background:

Turnberry Isle is a private, gated community located in Dallas, TX. This community features 1, 2, and 3 bedroom apartments and sits on the 11th hole of Prestonwood Country Club and Golf Course, an exclusive Country Club in the Dallas Area. Our apartments are well-equipped with desirable features, such as crown molding, large closets, fireplaces, and garden tubs.

Goal:

To increase the number of prospect calls and emails immediately, as Turnberry Isle experienced a dip in occupancy due to a high turnover of Property Managers, Leasing Agents, and maintenance personnel.

Strategy:

Separating our Facebook Ads, targeting 1, 2, & 3 bedroom apartments individually. This allowed us to focus on the apartments with high vacancy notices and target users based on price, square footage, and floor plan. We partnered with Zumper, which gave us the ability to target a larger audience on Facebook. We added functionality on the website to increase conversions, for example; schedule a tour function and direct text feature.

Outcome-based on statistics from December 2018 - March 2019



WEBSITE:

www.tiapt.com



RESULTS:

Occupancy increased by 10.85%
(86.6% to 97.45%)



FACEBOOK PRODUCED 8 LEASES (Linear Model)

\$143 Cost-Per-Lease
\$3.95 Cost-Per-Lead

FACEBOOK CAROUSEL

WEBSITE



Turnberry Isle Apartments

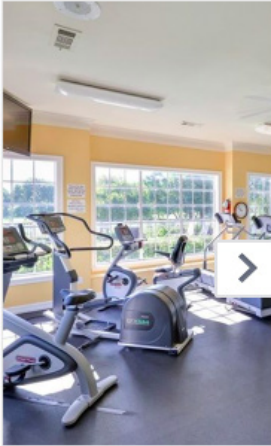
Sponsored · 🌐

Our private, gated community fronts the 11th hole of the exclusive Prestonwood Country Club and Golf Course. Our lovely 1 bedroom apartments are inviting and well-equipped with desirable features, such as crown molding, large closets, optional fireplaces, and garden tubs



Resort-Style Pool

Contact Us



24 Hour Fitness Center



WELCOME TO TURNBERRY ISLE

Our private, gated community fronts the 11th hole of the exclusive Prestonwood Country Club and Golf Course. Our lovely 1, 2 & 3 bedroom apartments are inviting and well-equipped with desirable features, such as crown molding, large closets, optional fireplaces, and garden tubs. At Turnberry Isle Apartment Homes, our mission is to provide you with an immaculate apartment, prompt service, and a community that truly feels like home.

