

The Harper

CASE STUDY

THE CHALLENGE

Embrey is a large development, construction, and property management company that has a strong partnership with Catalyst for all marketing needs regarding their expansive multifamily portfolio. Embrey needed assistance with developing a digital marketing strategy to drive qualified leads to the leasing team for one of their brand-new developments, The Harper — a luxury multifamily community based in Franklin, Tennessee.

THE SOLUTION

To promote awareness in the market, get prospects excited about the new community, and generate signed leases prior to opening and after, Catalyst developed a multilevel strategy targeting various marketing fronts, specifically lead generation and brand awareness digital campaigns.

Catalyst created a series of social media marketing (SMM) carousel Facebook and Instagram ads; search engine marketing (SEM) ads for Google Search and Display; geofencing ads targeting competitors and local businesses; and implemented search engine optimization (SEO) services. Digital campaigns utilized a creative combination of fonts, colors, visual elements, and high-quality copy that aligned with The Harper's existing brand to feature the lifestyle, vision, and voice of the brand and community.

79K
NEW USERS REACHED

600K
IMPRESSIONS

220
TOTAL CONTACT FORM SUBMISSIONS

25
NEW PAGE LIKES

THE RESULTS

Digital campaigns were launched on August 1, 2021, to promote the new community opening in January 2022, which proved to be extremely successful for brand awareness, market recognition, and signed leases. As of February 17, 2022, The Harper is the highest in the Franklin, Tennessee, market with community tours. Geofencing ads were paused after four months — a best practice recommendation by Catalyst — while SEO, SEM, and SMM are still ongoing.

Some reporting highlights since services began include:

SEO

- 2,897 new users to the website
- 86 contact form submissions
- 66 phone calls

SEM

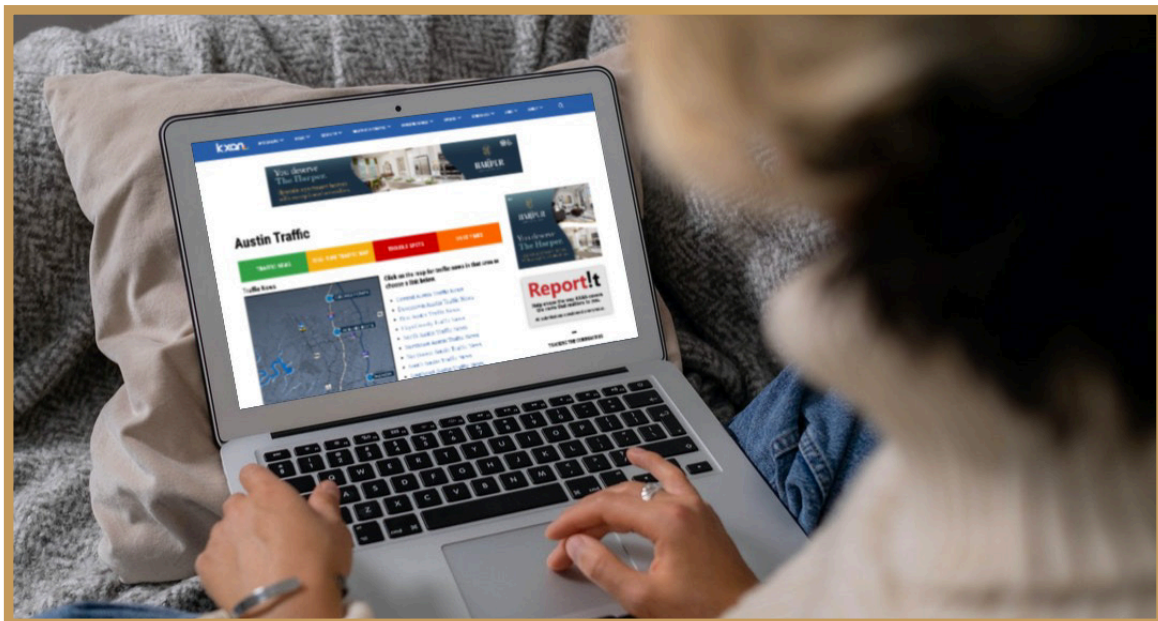
- 15,273 new users to the website
- 134 contact form submissions
- 137 phone calls

SMM

- 61,521 new users reached
- 25 new page likes
- 3,925 clicks to the website

Geofence

- 600,548 impressions served in four months
- 43 total locations were targeted



ABOUT US

Whether you're looking to supplement your existing marketing strategy or build a brand from the ground up, our in-house team members are experts in multigenerational research, branding and logo design, and digital brand presence strategies that include custom real estate web design, SEO, search engine marketing, and reputation management.