

Timberhill Commons

CASE STUDY

THE CHALLENGE

White-Conlee Builders is a privately held real estate development and construction company with a multifamily housing focus in Texas, specifically the markets of Austin, Dallas-Fort Worth, Houston, and San Antonio. The lack of a strong digital presence and physical location hidden from passersby for their new luxury community, Timberhill Commons in Leon Valley (southwest San Antonio), created a leasing challenge with limited online traffic and on-site tours.

White-Conlee Builders was referred to Catalyst by Embrey, a large development, construction, and property management company client who also faced the same issue with their 360-unit class-A multifamily community in San Antonio. After hearing about the success Embrey experienced with a digital strategy that produced qualified leads and high leasing numbers, White-Conlee Builders reached out to Catalyst.

THE SOLUTION

Timberhill Commons needed extended exposure on various platforms to drive awareness and create lead generation for a strong leasing effort online, as well as to increase foot traffic for on-site leasing. To gain recognition within the market, get prospects excited about the new community, and increase signed leases, Catalyst created a series of social media marketing (SMM) and search engine marketing (SEM) ads to push Timberhill Commons' digital presence. The campaign strategy utilized a creative combination of fonts, colors, visual elements, and messaging, as well as implemented search engine optimization (SEO) services to increase online engagement and traffic to the community.

14.7K
CLICKS

108K
IMPRESSIONS

450
TOTAL CALLS

168
TOTAL FORMS
SUBMITTED

THE SOLUTION CONTINUED

Catalyst launched the SMM campaign in October 2020 with carousel ads using the lead form objective, but then switched to the web traffic objective to improve the lead quality. The SEM campaign launched in November 2020 with a heavy focus on location-based keywords in the Leon Valley and San Antonio markets due to the client's concern of the lack of visibility of the community's physical location.

THE RESULTS

Since the SMM campaign launch, Timberhill Commons experienced a 620% improvement in new users to the website and a 660% improvement in sessions on the website, which produced a leasing increase and a strong, above-industry benchmark click-through rate (CTR) and increased user engagement. The SEM campaign also has remained consistent in targeting the Leon Valley and San Antonio markets.

Some highlights include:

SEM

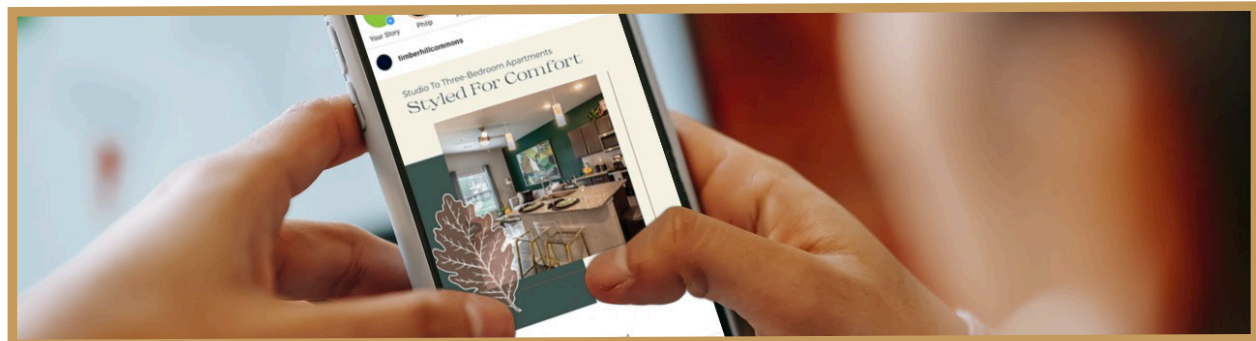
- 14.7K clicks with 108K impressions
- 39 calls from the website
- 43 contact forms submitted from the website
- 383 calls from the ads

SMM

- 96 lead form submissions via Facebook
- 918 clicks (January 2022)
- 60,598 impressions with 27,482 users reached (January 2022)

SEO

- 67 calls from the website
- 125 contact forms submitted from the website



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.