

# The Catalogue

THE LATEST FROM CATALYST



P. 06  
**2024 Conferences**

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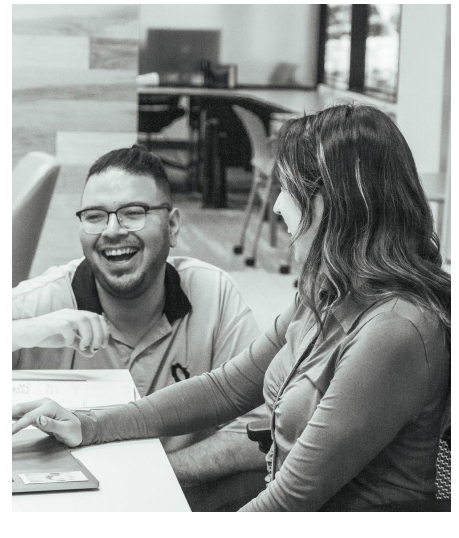
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## Voicing Values

“Our team shares a deep love for traveling, and this passion for exploring new places significantly influences our work. Whether we’re discovering a new beach, trying foreign cuisine, or hiking through beautiful landscapes, these experiences inspire us. Traveling provides fresh perspectives and new ideas that we integrate into our projects.”

– MELISSA CORNINE

# Letter from the President

CHRISTY MCFERREN



We're almost halfway through 2024, and things are starting to heat up at Catalyst — and I'm not just referring to Austin's scorching summer weather. As I reflect on our journey so far, I'm thrilled to share some exciting progress and opportunities that have unfolded during the first half of this remarkable year.

Our team kicked off the year with a bang, forging new partnerships, taking on new opportunities, and continuing to deliver the same Gold Standard service that sets us apart as an agency. We're focusing heavily on expanding portfolio-level partnerships this year, offering the same scalable services and success that we've seen for industry leaders such as Campus Advantage, DMG, Embrey, Birchstone Residential, Presidium, and more. This approach is not only cost-effective, but is designed to generate more value — and less decisions — for you. Curious about how Catalyst can centralize the marketing efforts for your portfolio? I invite you to [read more](#) — and later in this issue, you can explore a recent case study with TAM Residential that showcases this successful work in action.

In May, we had the privilege of attending the AIM Conference in sunny Huntington Beach, California, where we had the opportunity to connect face-to-face with industry leaders, exchange insights, and leave inspired for the months ahead. From branded shirts and swag to a gift card giveaway, we had a blast sharing our

approach to Good Mood Marketing™ with those in attendance.

Speaking of innovation, I encourage you to explore our latest case studies and thought leadership articles, both shared in this publication and on the [resources tab](#) of our website. This month specifically, we're covering the transformative role of artificial intelligence (AI) in digital marketing. As an agency, we're committed to delivering powerful, original work (it's one of our [Gold Standards](#), after all), but we also understand the use of AI and AI-based tools, especially in the marketing space, is only beginning. We're continually learning about these innovations and finding ways to integrate them ethically into our strategies and workflows. By harnessing the power of AI, we aim to deliver even more efficient, high-quality work that drives exceptional results for our clients.

May also marked Mental Health Awareness Month, and as an agency, we

take great pride in our efforts to prioritize the well-being of our team members. From offering mental health leave to facilitating open discussions around this subject, we are dedicated to fostering a culture of support, understanding, and empathy. We've also kicked off our annual Summer Friday initiative, and I'm excited to see the different ways our team will make the most of this time. Me personally? I'll be in the water.

I'm filled with a sense of optimism and excitement for what lies ahead. Here's to a summer filled with endless possibilities, a fresh sense of creativity, and continued success.

Warm regards,

Christy McFerren, President



## Elevating Multifamily Websites for User Experience and Engagement

### THE DIGITAL SPACE

In this digital age, a multifamily property's website serves as its virtual first impression, giving potential residents their first glimpse into what their lifestyle could be like living there. For owners and operators, the significance of a well-designed and strategically optimized website cannot be overstated. It's more than just digital presence: Your website is a crucial tool for attracting and retaining residents and enhancing brand reputation and should serve as a comprehensive resource that quickly answers prospects' questions and potential concerns. From UI to SEO, click below to see how your property's online presence stacks up against our checklist.

[READ MORE](#)

## A Deeper Dive

CASE STUDY

In 2023, TAM Residential, a prominent multifamily property management company, partnered with Catalyst to enhance their digital presence and drive measurable results across their portfolio of 22 Texas communities. These targeted search campaigns resulted in powerful campaign metrics — and a thriving partnership with TAM.

**10.45%**  
AVERAGE CLICK-THROUGH RATE (CTR)

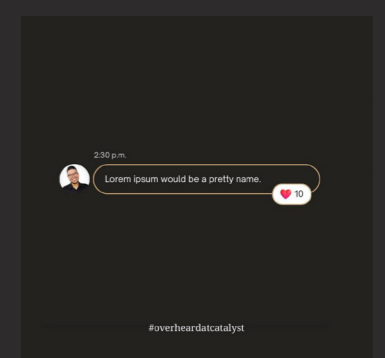
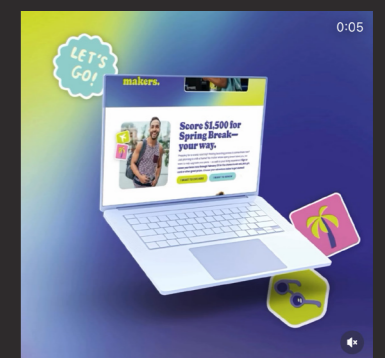
**\$1.47**  
AVERAGE COST PER CLICK (CPC)

**487**  
TOTAL PHONE CALLS GENERATED

**2,077**  
TOTAL CONVERSIONS GENERATED

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## Lately on Instagram



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# Voicing Values

THE POWER OF PASSION



By *Melissa Cornine*  
Vice President of Client Strategy

Passion is the driving force behind every successful project at Catalyst. It's not just a desirable trait; it's a cornerstone of our work and culture.

Passion shows up in various ways in our daily operations. We invest extra hours refining campaign strategies because we believe in their potential to drive results. We devise innovative

solutions driven by a genuine desire to solve our clients' challenges creatively. When faced with setbacks or tight deadlines, our passion turns obstacles into opportunities for growth.

Passion also shapes our internal culture. It fosters collaboration and camaraderie among team members. I've seen how passion ignites lively discussions during brainstorming sessions, where diverse ideas evolve into new concepts. It pushes us to continuously learn and stay updated with industry trends and technologies.

Our team shares a deep love for traveling, and this passion for exploring new places significantly influences our work. Whether we're discovering a new beach, trying foreign cuisine, or hiking through beautiful landscapes, these experiences inspire us. Traveling provides fresh

perspectives and new ideas that we integrate into our projects.

We are fortunate to have a culture that supports our individual travel pursuits. We understand that these experiences enrich both our lives and our work. The excitement and enthusiasm from our travels infuse our work, creating a positive and dynamic environment where everyone feels motivated.

Passion is at the heart of everything we do at Catalyst. It's what drives us to go the extra mile for our clients, seek out innovative solutions, and maintain a collaborative and inspiring work culture. Our love for travel not only enriches our lives but also enhances our work, proving that passion is the key to our success.



Photo by *Glenn Carstens-Peters* on *Unsplash*

## AI's Established Role In Digital Marketing

INDUSTRY TALK

The digital landscape for the real estate industry, particularly within apartment living, has never moved faster. The surge in demand is widely acknowledged, with renters seeking not just a place to reside but a lifestyle. In this dynamic landscape, the integration of AI into digital marketing strategies has emerged as a game-changer, revolutionizing how apartment communities attract and engage with prospective residents.

READ MORE

# Prioritizing Mental Health And Work/Life Balance

CATALYST CULTURE

Mental health is a massive priority at Catalyst. As a result, we've intentionally woven it into our work routines and policies. From leading our crew with empathy first to incorporating monthly mental health leave hours and an open-door policy to speak on all things mental health, we hope to inspire team members, colleagues, friends, and family to always take care of themselves physically and mentally.

In addition to Mental Health Awareness Month, May also kicked off another annual initiative for Catalyst: Summer Fridays! From Memorial Day to Labor Day each year, our team members can take advantage of half and full days to sign off and spend however they choose. From resting and relaxing to extending travel plans and embarking on new adventures, we're excited to see what this summer holds for our team!



*Amber Pasquarelli*  
Visual Designer



*Melissa Cornine*  
Vice President of Client Strategy



*Mark Renkens*  
Brand Strategist



*Lydia Becker*  
Digital Strategist



*Allison Diep*  
Brand Strategy Manager



*Haley Drinkwater*  
Senior Brand and Interactive Designer

# Catalyst Attends The 2024 Apartment Innovation And Marketing Conference

## 2024 CONFERENCES

In early May, the Catalyst team had the opportunity to travel to the Apartment Innovation and Marketing (AIM) Conference in Huntington Beach, California. Our team had a great time this week soaking in the sunshine, enjoying in-person conversations with industry partners and leaders, and hearing insightful sessions about the exciting future of multifamily marketing. Thank you to all who connected with us over the past few days, and a huge congratulations to our giveaway winners: Ariel B. from Carter-Haston and Whitney S. from Willow Bridge!



# Testimonials

## WHAT OUR CLIENTS ARE SAYING

*"Catalyst is our trusted reputation management partner. Mark has been so easy to work with when responding to reviews as well as developing proactive campaigns to continue building our brand. He is always professional and very responsive to our needs. We look forward to further developing our professional relationship with the Catalyst team!"*

**SALEMTOWNE RETIREMENT COMMUNITY**

*"Catalyst is so easy to work with. I have not always had the luxury of this type of attentiveness. They listen and in a VERY timely fashion turn work around. I am so happy with the outcome. They are a talented team and I can't say enough good about their work! They are exceptional!"*

**MARY MACISAAC,  
CITY ON A HILL**

*"We had to rush the logo process a bit to get files to our signage company and they bent over backward to adjust to our timeline. Very appreciate this level of service and dedication to our job as I'm sure there are many others the teams are busy with."*

**CHRISTINA SOLOMON,  
13 EQUITIES - HIGHFIELD MADISON**

*"The Catalyst team well understands our product and business, and takes good initiative to propose and execute result-oriented solutions."*

**DAVID PHEY,  
DWELL STUDENT LIVING**



GOOD MOOD  
MARKETING  
COMES FROM THE  
GOLD STANDARD

# Golden Moments

## CATALYST TEAM NOMINATIONS



### Carmen Erdie

We need to update a bunch of servers with a new version of Ubuntu. Carmen took on this challenge like a champ. She began working on this complex task and figured it out. I needed to update a few servers this week and discovered Carmen wrote a how-to doc! Thank you, Carmen, for your professional communication!



### Amber Pasquarelli

Sending a shoutout to Amber for her work on two big projects this week! One involved some very tedious edits and the other was a senior branding project with a very specific vibe — but she totally nailed it on both. Super excited to see how client reacts to both!



### Lauren Goodman

Trend forward. Can't say it enough. Lauren puts so much effort and time into making certain something we're putting our name on means something, every time. She put a Spring Campaign mood board and theme together this week, and I am so excited to present it with her. She inspires daily!

## What Is the Gold Standard?

[READ MORE](#)



○...● CATALYST

# Get In Touch

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