




# Pay-Per-Click

## SPECS

Our pay-per-click service is focused on increasing relevant traffic to your website and making it easy for renters to find you. By implementing our ad strategies and keywords, you can quickly reach prospects through highly targeted campaigns that will generate immediate and quantifiable results for your property.

## BENEFITS

-  **INSTANTLY INCREASE TRAFFIC**  
Pay-per-click is the fastest and easiest way to get your property to appear in search engine results. Ads can be launched quickly and have an immediate impact by bringing qualified leads to your site.
-  **HIGHLY-TARGETED CAMPAIGNS**  
Assigning different ads for specific keywords and demographics can dramatically increase the quality of website traffic. Ads can be scheduled to run during specific times and in specific geographic regions.
-  **MEASURABLE RESULTS**  
Our pay-per-click service allows you to test ads, keywords, budget amounts and strategies working best for your property. By tracking costs and conversions you can determine the effectiveness of your marketing dollars.



## **SEARCH ADVERTISING**

### FEATURES

#### **FLEXIBLE MANAGEMENT**

Adjust your monthly spend based on occupancy percentage, seasonality, or any other time you need to.

#### **KEYWORD OPTIMIZATION**

There are no restrictions or limits on the number of keywords you can target for your property.

#### **INDIVIDUAL PROPERTY STRATEGIES**

We create customized pay-per-click strategies to work for each individual property.

#### **FIRST PAGE EXPOSURE**

With pay-per-click you are able to get exposure in top of side positions on the first page of search engine results.

## **DISPLAY ADVERTISING**

### FEATURES

#### **FACEBOOK**

Gain more reach through Facebook by boosting posts or display ads that drive prospects to your website.

#### **CUSTOM AD CREATION**

We create and regularly test customized ads specifically for your website that reflects your properties branding.

#### **REMARKETING**

Reconnect with prospects who have spent time on your property website but have not yet converted.

#### **ADS THAT STAND OUT**

We implement the latest ad creation strategies to promote high visibility and engagement.

## **TRACKING AND REPORTING**

### FEATURES

#### **MONTHLY REPORTING**

We provide detailed monthly reports that include key performance indicators to show account health, account quality, and trends.

#### **ENTRATA TRACKING**

Through tools in Entrata you can track the PPC conversion process from a lead to a lease. This includes guest cards, applications, and phone calls.

#### **ACCOUNT OPTIMIZATION**

Our team regularly tests keywords, ads, and strategies to see what is most effective to achieve your goals.



“Pay-per-click (PPC) has been great for all of our properties. It’s increasing the amount of traffic to our websites resulting in more qualified traffic leading to high occupancy rates.”

**Lori Webb**  
**Associated Estates**

