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SOCIAL / MEDIA



LEVERAGING GOOGLE ADS



LEVERAGING GOOGLE ADS FOR EFFECTIVE APARTMENT COMMUNITY MARKETING

Objectives:
Understanding Google
Ads, Campaign Types,
and Analytics for Real
Estate Marketing

OVERVIEW OF GOOGLE ADS

What is Google Ads: Google Ads is an online advertising platform developed by Google, where advertisers pay to display brief advertisements, service offerings, and product listings to web users. It operates on a pay-per-click (PPC) model, meaning advertisers only pay when a user clicks on their ad.

BENEFITS OF GOOGLE ADS FOR APARTMENT COMMUNITIES:

Targeted Advertising: Google Ads allows you to target your audience with precision based on demographics, location, and search behaviors, ensuring that your ads are shown to potential renters who are most likely to be interested in your apartment community.

Extensive Reach: With millions of searches per day on Google and its expansive network of partner websites, your ads can reach a vast audience, increasing the visibility of your property.

Measurable Impact: Google Ads provides detailed analytics that help you measure the effectiveness of your campaigns in real-time, allowing you to adjust your strategies to improve performance and ROI.

TYPES OF GOOGLE ADS *CAMPAIGNS*

- + **SEARCH CAMPAIGNS:** Search campaigns allow advertisers to show ads to users who are actively searching for specific keywords related to their business on Google. These ads typically appear at the top or bottom of Google search results pages.
- + **DISPLAY CAMPAIGNS:** Display campaigns utilize Google's vast network of partner websites to show ads that can be in the form of images, banners, or text blocks. These ads can appear on websites that potential renters might visit, providing visual advertisements that catch the eye.

- + **YOUTUBE:** YouTube campaigns are a type of advertising on Google Ads that allows advertisers to display video ads on YouTube. These ads can appear before, during, or after videos on YouTube, or even within search results and on the YouTube homepage. Advertisers can target specific audiences based on their viewing behaviors, interests, demographics, and more, making it possible to reach a highly engaged audience with rich video content.
- + **REMARKETING:** Remarketing (or retargeting) campaigns across Google's platforms target users who have previously visited your website but did not convert or take a desired action. Remarketing ads can appear in search results, on display network sites, or YouTube.

UNDERSTANDING *AD GROUPS*

WHAT ARE AD GROUPS?

Ad Groups are essential components within a Google Ads campaign, functioning as containers for a set of ads and the keywords related to those ads. Each ad group targets a specific set of keywords and delivers ads based on these keywords, allowing us to organize campaigns by themes or topics for more precise targeting and better ad performance.

ROLE OF AD GROUPS IN STRUCTURING CAMPAIGNS

Organization: Helps organize ads by common themes or objectives, simplifying managing different strategies within a single campaign.

Targeting: Enables more specific targeting by grouping related ads and keywords, ensuring that the right ads are shown to the right audience.

Performance Tracking: Allows advertisers to assess and optimize the performance of different themes or strategies within a campaign, making adjustments based on specific ad group metrics.

EXAMPLES OF AD GROUPS FOR REAL ESTATE

- + **Brand Ad Group+ Overhead (Flay Lay)**
Purpose: Focuses on ads that promote the overall brand of the apartment community.
- + **Discovery Ad Group**
Purpose: Designed to introduce potential tenants to the unique features and amenities of the property.
- + **Floor Plans Ad Group**
Purpose: Targets users interested in specific types of apartments, such as studios, one-bedrooms, or family-sized units.
- + **Leasing Specials Ad Group**
Purpose: Promotes current deals, discounts, or special lease terms.
- + **Specific Neighborhoods Ad Group**
Purpose: Targets potential renters looking for properties in specific neighborhoods or local areas.

IMPORTANCE OF *KEYWORDS*

Role of Keywords: Keywords are words or phrases that users enter into search engines when looking for information, products, or services. In Google Ads, keywords are the foundation of search campaigns. They trigger the ad to appear in search results or on other websites within Google's network.

Tips for Selecting Effective Keywords: Keep them Relevant, Search Volume and Competition, Intent, Long-Tail Keywords and Local Keywords

AD EXTENSIONS

OVERVIEW

What are Ad Extensions?

Ad Extensions are additional information that can be added to Google Ads. They expand your advertisement to include more information for potential customers, such as contact details, and website links. By using ad extensions, you can improve your ad's visibility and increase click-through rates by making your ads more informative and engaging for searchers.

How Ad Extensions Improve Visibility and Interaction Rates

Enhanced Visibility: Extensions make ads larger and more visually prominent in search results.

Improved Click-Through Rates: By providing additional information and interactive options directly in the ad, extensions can encourage more clicks.

Better Return on Investment: Extensions can improve ad performance at no additional cost per click, meaning they help drive more efficient spending on your campaigns.

TYPES OF *AD EXTENSIONS*

- + **SITELINKS EXTENSIONS:** Provide links to specific pages on your website directly beneath the text of your ad, allowing users to go straight to what they're interested in, such as floor plans or application pages.
- + **PHONE EXTENSION:** Adds a phone number to your ads, which makes it easy for potential renters to call your leasing office directly from the search results.
- + **CALLOUT EXTENSIONS:** Allows you to include additional descriptive text in your ads. You can highlight unique selling points or offers that aren't included in the main ad text.
- + **IMAGE EXTENSIONS:** This enables advertisers to complement their ad text with images, which can make the advertisement more visually appealing and informative.
- + **LOCATION EXTENSIONS:** This shows your physical address and a link to directions, which can help local searchers find the apartment location easily. Also can show on Google Maps.

GOOGLE TAG MANAGER AND CONVERSION TRACKING

INTRODUCTION TO GOOGLE TAG MANAGER

Google Tag Manager is a tag management system that allows you to quickly and easily update tags and code snippets on your website. Tags are small pieces of code that can be used for various purposes like tracking analytics, running marketing campaigns, and more.

Importance of Conversion/Event Tracking in Measuring Ad Performance

Conversion or event tracking is crucial in measuring how well your ads lead to user-defined actions like form submissions, phone calls, or scheduled tours. These actions are set up as conversions in Google Ads and tracked to evaluate the effectiveness of your advertising.

GOOGLE ANALYTICS FOR REAL ESTATE MARKETING

OVERVIEW OF GOOGLE ANALYTICS

Google Analytics is a web analytics tool that provides detailed insights into website traffic and user behavior. By integrating Google Analytics with your website, you can gather data that helps you understand how visitors interact with your site, where they come from, and how they are converted into leads.

HOW TO USE TRAFFIC SOURCE REPORTS FOR REAL ESTATE MARKETING

Identify Effective Channels: Determine which marketing channels (social media, search engines, email campaigns) are driving the most traffic and conversions.

Optimize Campaigns: Analyze the performance of different campaigns and ads to see which ones yield the best results in terms of lead generation and conversions.

Improve SEO and Content Strategies: Use data on organic search traffic to refine your SEO tactics and content marketing strategies, focusing on what's working best.

Adjust PPC Strategies: Use insights from paid search traffic to tweak your PPC campaigns for better performance and ROI.

envida Case Study

ONE
333
1333 S. WABASH



CAMPAIGN DETAILS

Goals

- + Increase brand awareness for One333 Apartments in Chicago.
- + Increase visibility across Google's ad placements, including Search, Display, YouTube, and Gmail.
- + Leverage Google's machine learning to optimize ad delivery, showing the content in the most effective formats.

Details

- + One333
- + Chicago, IL
- + Google Performance Max Campaign
- + Timeline: One Month (11/1/23 - 11/30/23)
- + Campaign Budget: \$300.00



THE RESULTS



Conversion Stats

- + Schedule a tour click: 14
- + Website phone call click: 12
- + Instagram Click: 1
- + Floor plans page URL landing: 134
- + Calls directly from Ad: 12
- + Contact Form submissions: 6

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SUCCESS STORIES

CASE STUDIES

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TWIN
TOWERS
APARTMENTS



CAMPAIGN DETAILS

Details

- + Twin Towers
- + Chicago, IL
- + Youtube PPC
- + Timeline: One Month (11/1/23 - 11/30/23)
- + Ad Budget: \$780.60

Tools Used

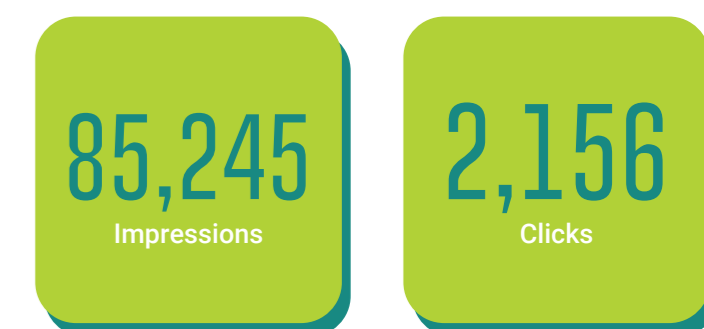
- + Youtube
- + Google PPC
- + Google Analytics + Tag Manager

Goals

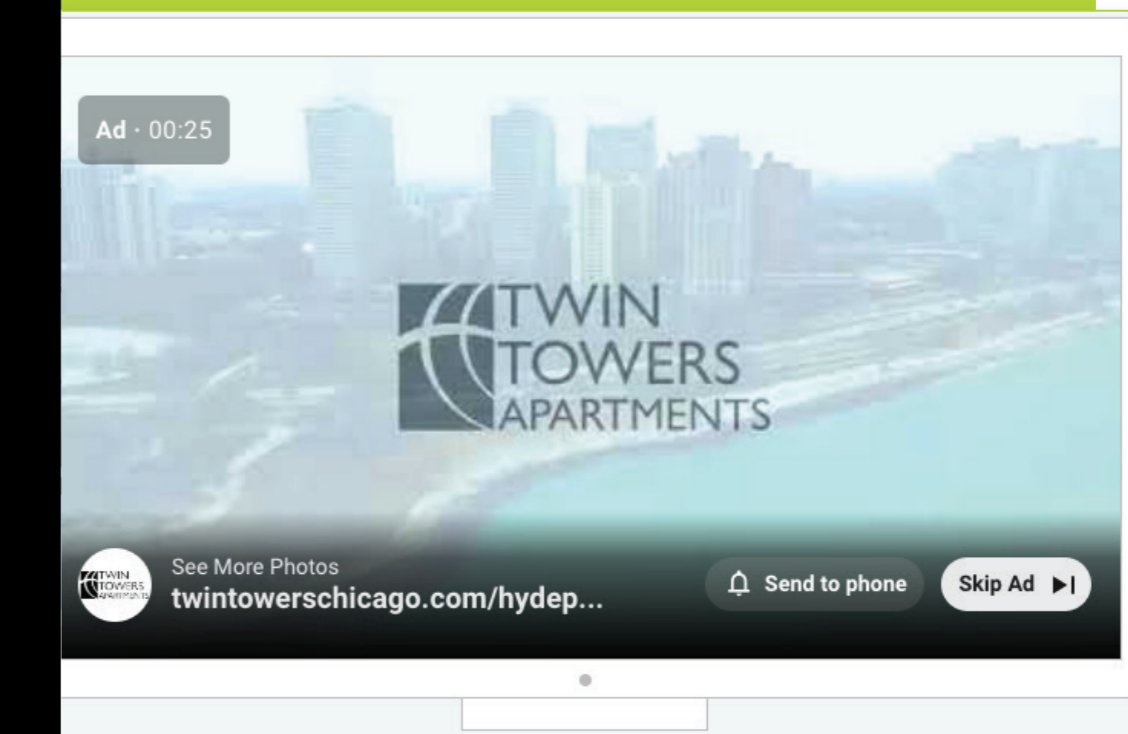
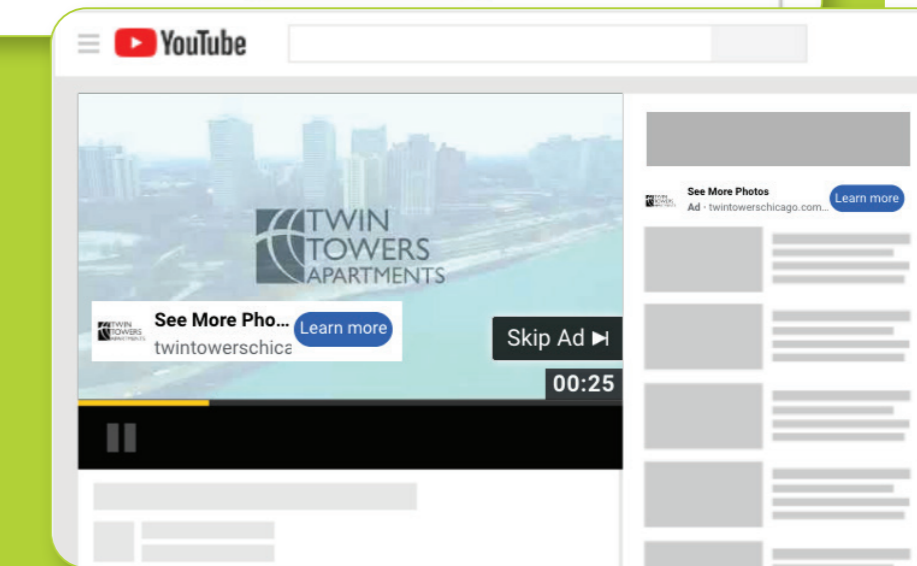
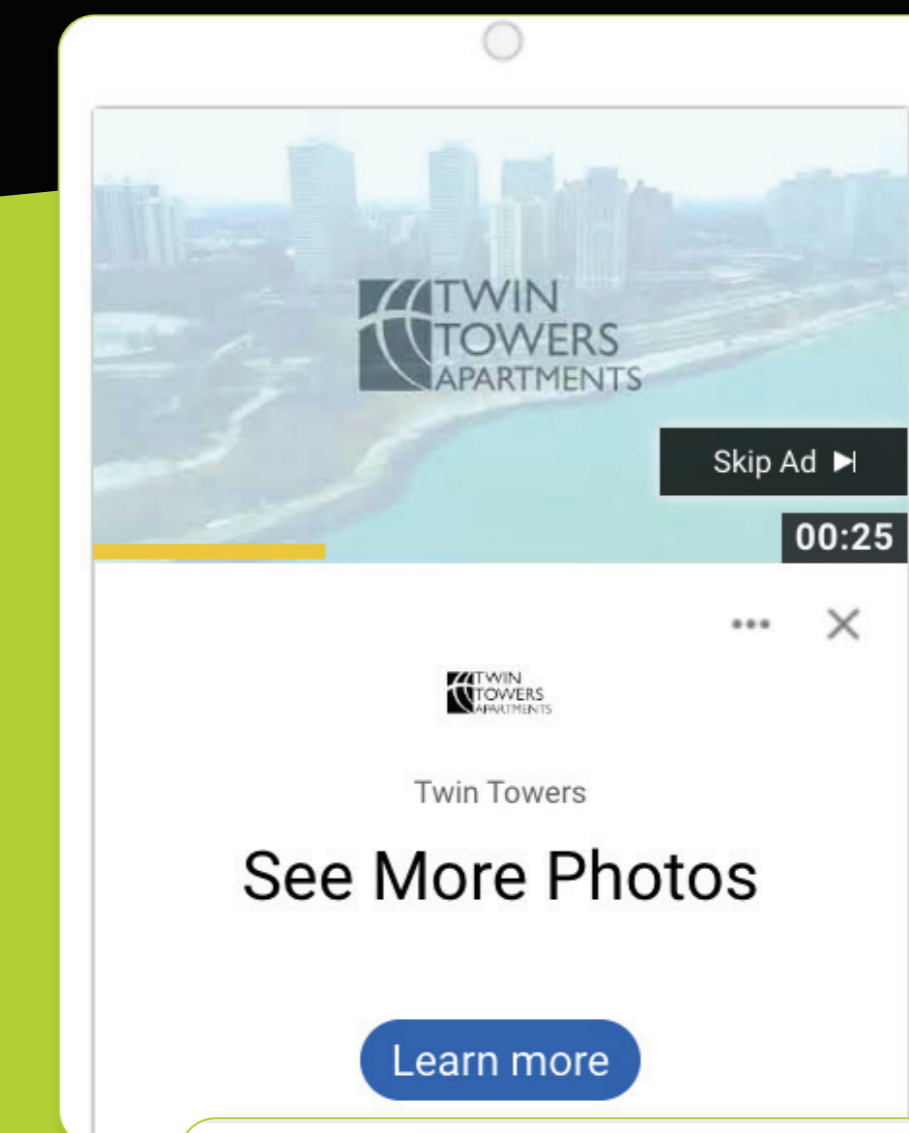
- + Increase brand awareness for Twin Towers Apartments in Chicago.
- + Utilize YouTube's targeted advertising capabilities to reach specific demographic groups, such as young professionals or families, with personalized messaging that resonates with their needs.
- + Visually highlight its unique features, such as modern interiors and community spaces, reaching a tech-savvy demographic that values online video content.

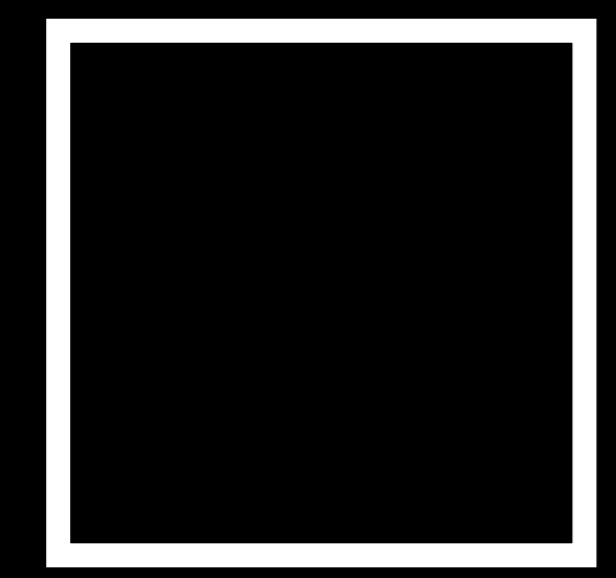
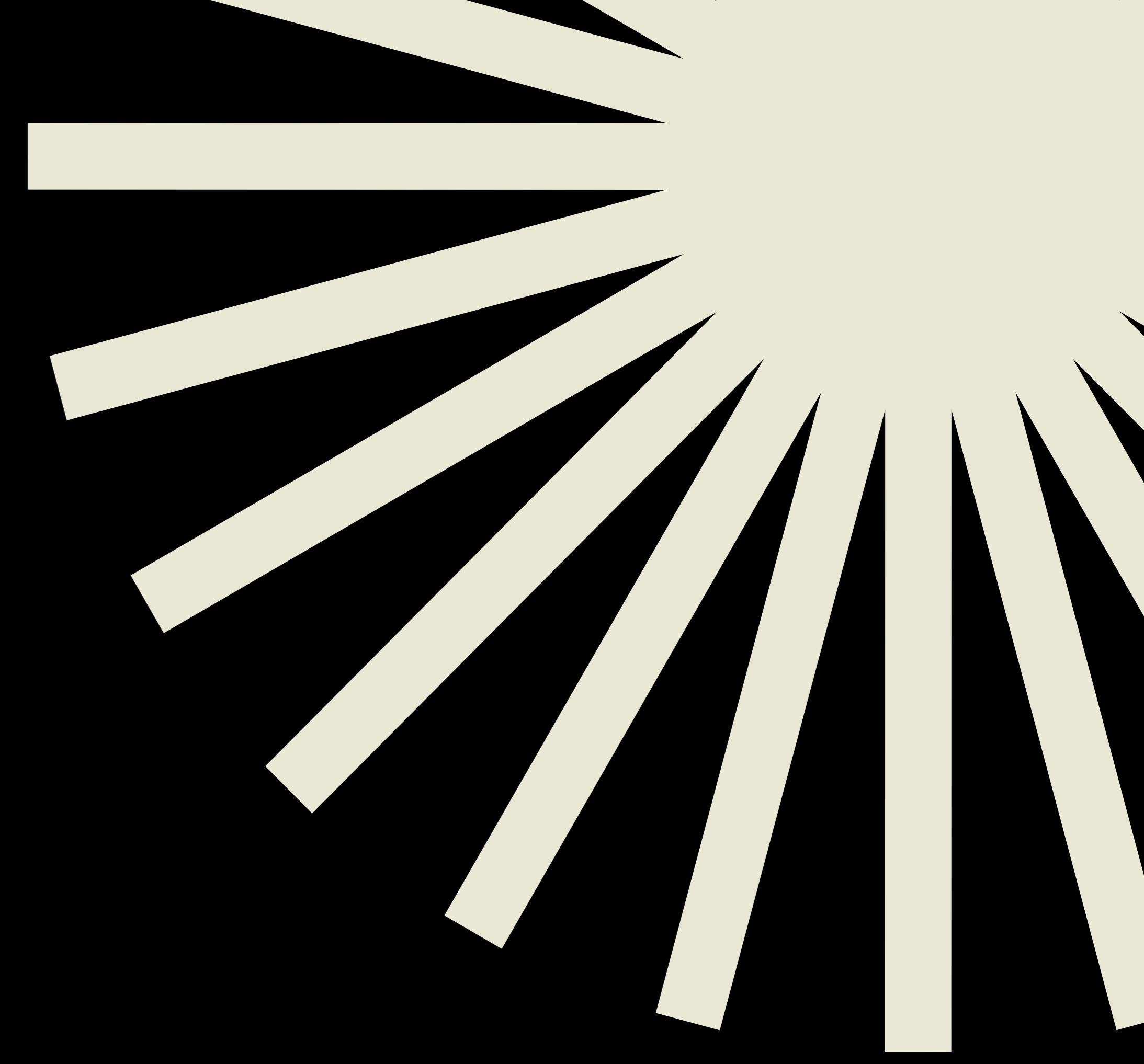


THE RESULTS



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Q&A

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S O C I A L / M E D I A

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