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## DEMAND GENERATION FOR APARTMENT GUIDE

### CHALLENGE

Apartment Guide's share of advertiser listings was extremely low in several key markets due to competition with strong relationships with local decision makers. Apartment Guide's sales teams were unable to secure meetings with key decision makers to pitch the new Apartment Guide value proposition. These challenges were stifling sales efforts in small markets as well as markets like Los Angeles where sales did not have the bandwidth or resources to call on all clients in the Designated Market Area (DMA). They needed to stimulate demand and secure meetings with clients to increase their sales pipeline for opportunities in Q4 and the following calendar year. A campaign needed to be executed quickly (less than eight weeks) to be in the hands of prospects prior to development of annual marketing budgets and plans.

### ACTIONS

- Met with division President and Regional Sales Directors to understand local market challenges.
- Developed comprehensive marketing strategy brief for launching an integrated marketing communication program to stimulate demand.
- Briefed agency of record on program and worked with them to develop multi-touch direct marketing campaign to drive leads to sales.
- Worked with sales and internal finance groups to develop a price discount or "offer" to drive leads.
- Led the agency in the development of the campaign and managed all aspects of on-line and traditional marketing communications (including printed direct mail piece, micro site, sales material, etc.).
- Maintained constant communication with sales teams regarding program to develop a process for cleaning the list as well as routing leads.

### RESULTS

- Marketing strategy brief allowed agency to successfully launch campaign in less than eight weeks reducing the number of agency hours and expenses to complete the project by an estimated 20%.
- Campaign yielded a 10:1 return on marketing investment.
- The campaign identified challenges with list data for prospects and allowed business development team to renegotiate contracts with list vendors to save company \$100k.