



# **BONTERRA APARTMENTS**

HOW DIGITAL MEDIA MARKETING HELPED  
INCREASE BRAND AWARENESS



## SUMMARY

Bonterra provides Fort Wayne residents with and affordable and quality apartment leasing options. While that message resonated with their existing core audience, the company wanted help connecting to a wider demographic.

The information below list the goals of the 30- day social media campaign as outlined in the original proposal:

- **SHOWCASE IMAGES OF PROPERTY TO INFLUENCE POTENTIAL RESIDENTS**
- **DRIVE AWARENESS TO BONTERRA**
- **INCREASE FOLLOWING ON SOCIAL MEDIA**
- **DRIVE LEADS**



## GOAL ONE

### SHOWCASE IMAGES OF PROPERTY TO INFLUENCE POTENTIAL RESIDENTS

A gallery of 185 new photos have been used throughout the social media campaign. Photo efforts focused specifically on the previously low occupied floorplan, the Muscat.

TRADE coordinated modern furniture staging and photography for the Muscat. Accompanying social media, photos updated other digital channels such as apartments.com and Google. The staging was then left on site for tours for three months.

## RESULTS

### CORRECTED GOOGLE MAPS LOCATION AND UPDATED GOOGLE IMAGERY



Bonterra's Google listing was previously incorrectly placed on Auburn road with photos displaying mainly construction shots. Now, Bonterra is Google Certified and is correctly displayed on Coldwater road along with updated imagery.

### 21/22 MUSCAT UTILIZATION RATE

In February the utilization rate of the Muscat floorplan was 9%. At the end of this campaign, utilization was 95%.

**Bonterra Apartments**  
Published by Olivia E. Ulch [?] · May 29 at 5:35 PM · 🌐

We had an awesome day by the pool! 🌊  
Thank you to everyone who stopped by the pool party! 🍕

🟢 **Get More Likes, Comments and Shares**  
Boost this post for \$30 to reach up to 6,000 people.

**630** People Reached      **232** Engagements      [Boost Post](#)

👍👎 Holly Clabaugh, Reggie Roberts Sr. and 13 others    4 Comments    2 Shares

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**Performance for Your Post**

**630** People Reached

**47** Reactions, Comments & Shares 📊

<b>30</b> Like	<b>13</b> On Post	<b>17</b> On Shares
<b>8</b> Love	<b>3</b> On Post	<b>5</b> On Shares
<b>5</b> Comments	<b>4</b> On Post	<b>1</b> On Shares
<b>4</b> Shares	<b>2</b> On Post	<b>2</b> On Shares

**185** Post Clicks

<b>111</b> Photo Views	<b>0</b> Link Clicks 📊	<b>74</b> Other Clicks 📊
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**NEGATIVE FEEDBACK**

<b>0</b> Hide Post	<b>0</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

Reported stats may be delayed from what appears on posts

# GOAL TWO

## INCREASE FOLLOWING ON SOCIAL MEDIA

New followers are important to encourage retargeting. However, it’s equally important to gauge how many engagements you’re getting. Engagements include things like shares, likes, and comments, and shows that these people aren’t just passively seeing you post content—they’re actively interested in what you’re posting.

# RESULTS

## UNLOCKED PREVIOUSLY LOCKED BONTERRA FACEBOOK PAGE

Gaining posting access was previously a large barrier for the Bonterra staff in pursuing social media marketing. The page is now accessible.

## 279 FACEBOOK FOLLOWERS

This is a combination of current residents and new eyes on the Bonterra brand. When beginning, there were 35 followers.

## 795 POST ENGAGEMENTS

Likes and comments help the page maintain momentum. Engagements also includes shares, which expands network reach.


## 1,895 POST REACH

This top performing post followed a Bonterra pool party event, which reached 630 people.



**Bonterra Apartments** is in Fort Wayne, Indiana.  
Published by Olivia E. Ulrich [?] · May 27 at 6:25 PM · 🌐

Free snacks, beautiful apartments, and cool people. Sound good? We want to show you around the Bonterra community!



**Performance for**

489 People Reached

16 Reactions, Comments

- 12 Like
- 2 Love
- 1 Comments
- 1 Shares
- 21 Post Clicks
- 1 Photo Views

**NEGATIVE FEEDBACK**

0 Hide Post

0 Report as Spam

Reported stats may be

Get More Likes, Comments and Shares  
Boost this post for \$30 to reach up to 6,000 people.

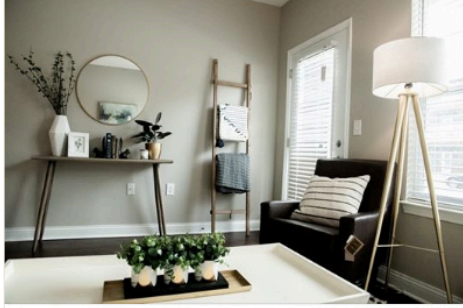
489 People Reached    37 Engagements    **Boost Post**

Kristopher T Secrist, Chantel Boggs and 10 others    1 Share

Like    Comment    Share

**Bonterra Apartments** is in Fort Wayne, Indiana.  
Published by Olivia E. Ulrich [?] · June 2 at 5:15 PM · 🌐

We're embarrassed to admit how much time we spent getting this picture together. 😅 Just goes to show you our commitment to serving our community! Schedule an appointment to see this apartment in #FortWayne! #apartments



**Performance for**

497 People Reached

11 Reactions, Comments

- 6 Like
- 3 Love
- 0 Comments
- 2 Shares
- 21 Post Clicks
- 7 Photo Views

**NEGATIVE FEEDBACK**

1 Hide Post

0 Report as Spam

Reported stats may be

Get More Likes, Comments and Shares  
Boost this post for \$30 to reach up to 6,000 people.

497 People Reached    32 Engagements    **Boost Post**

Madeline Troxel Weigand, Tricia Koegler and 5 others    2 Shares

Like    Comment    Share

## ADDITIONAL CONTENT



**HEY GRILL MASTERS**  
ENJOY A COOKOUT NOW

*Bonterra* APARTMENTS



**FOLLOW US**  
ON FACEBOOK



Thank YOU for 200+ likes!  
Our residents are awesome!

115 People Reached    24 Engagements    **Boost Unavailable**

10



The pool party has officially started!  
Come enjoy a FREE lunch pool side! 😎

96 People Reached    20 Engagements    **Boost Unavailable**

5    4 Comments




**NOW LEASING**

OFFICE HOURS 9AM - 6PM MONDAY-FRIDAY



**YES, WE ARE**  
**PET FRIENDLY**



**ATTENTION!**  
The pool is scheduled to open THIS WEEKEND!

70 People Reached    4 Engagements    **Boost Unavailable**

3


## GOAL THREE

### DRIVE AWARENESS TO BONTERRA

As a new apartment complex, Bonterra does not have an established network. To combat this, we identified the best way to begin spreading awareness was to utilize current residents as brand advocates. This included:

- A \$25 rent credit campaign encouraging current residents to leave a positive review on social media
- An internal resident email campaign promoting awareness of the positive review campaign.

*Bonterra*  
APARTMENTS



**LEAVE A FACEBOOK  
REVIEW AND EARN \$25  
IN RENT CREDIT**

Recommend us on Facebook

Review us on Google

**STAY CURRENT,  
FOLLOW US ON FACEBOOK**


Your satisfaction is extremely important to us. We strive to create a community you enjoy calling home, so please take just a minute to let us know what we're doing well. And if there's anything you'd like to see done differently, don't hesitate to [contact me](#) . Your feedback can only make us better!

Thank you in advance for your feedback,  
Inesa Dautovic, Property Manager

**UPCOMING EVENTS**

THE POOL IS NOW OPEN!

Join us today from 12-3pm to celebrate the start of summer with a pool party!



# RESULTS

## PUBLIC POSITIVE REVIEWS

Partnering email campaign marketing with social media, we sent an internal resident email that achieved 20 positive Facebook reviews and 3 Google Reviews including one by a Google accredited local guide. This effort also overshadowed previous negative reviews left by residents.

## ESTABLISHED INSTAGRAM

Using Fort Wayne geotagging and hashtags has the account reaching 150 accounts and establishing over 500 impressions weekly.

## LOCATION SIGNAGE

Two onsite signs promoting social media presences; one yard sign placed in the entry round about and a second banner sign placed poolside.



**Scott Conklin**

Local Guide · 10 reviews

★★★★★ 2 weeks ago

Very nice apartments, well appointed with very nice granite countertops and stainless steel appliances. Good amenities and a very well run management office this is very responsive to your needs. We have lived here for almost a year when ... [More](#)



**Response from the owner** a week ago

Thanks for the great rating and kind comments, Scott!



**Molly Davis**

1 review


★★★★★ a week ago -

Moved in September, 2018 and love our space! The apartments are beautiful, modern, and roomy. We also found them to be affordable, especially given how much space we have. The office and maintenance staff are quick to respond, very friendly, and accommodating. Love the pool, clubhouse, and gym, and the location couldn't be better!



**Response from the owner** a week ago

Thanks for the great review, Molly!


 **Kobe Harter**  recommends [Bonterra Apartments](#).  

May 30 at 9:31 AM · 

Best quality of apartments in Fort Wayne that I've experienced, in a great location with excellent amenities, 10/10 highly recommend living here!

 Start a private conversation with Kobe Harter in Messenger. [Message](#)

 Megan Atkins 1 Comment

 Like  Comment  Share  Message 

 **Bonterra Apartments** Thank you, Kobe! 😊👍

[Like](#) · [Reply](#) · Commented on by Olivia E. Ulch [?] · 1w

 Write a comment...    

 **Tori Schoore**  recommends [Bonterra Apartments](#).  

May 30 at 8:46 AM · 

I have lived at Bonterra for almost a year now and it has been wonderful! The staff is AMAZING, the community is clean and quiet, the apartments are spacious and modern, and the maintenance team is fantastic. The amenities are unlike anything I have ever had at an apartment complex - the beautiful pool, outdoor gathering area, grill area, gym, dog park, parcel lockers, and trash pick up are phenomenal. Living here is so easy and stress free that renewing my lease is a no brainer.

 Start a private conversation with Tori Schoore in Messenger. [Message](#)

 Megan Atkins 1 Comment

 Like  Comment  Share  Message 

 **Rachelle Alvey**  recommends [Bonterra Apartments](#).  

June 1 at 10:41 AM · 

I was being relocated with my job and wanted to find a place that felt like home and after looking at other apartment complexes, I knew that this was it. From the warm welcome from Megan when I arrived to the beautiful amenities and apartments, everything gave me that perfect "home" feeling. So, I'm glad I chose Bonterra!

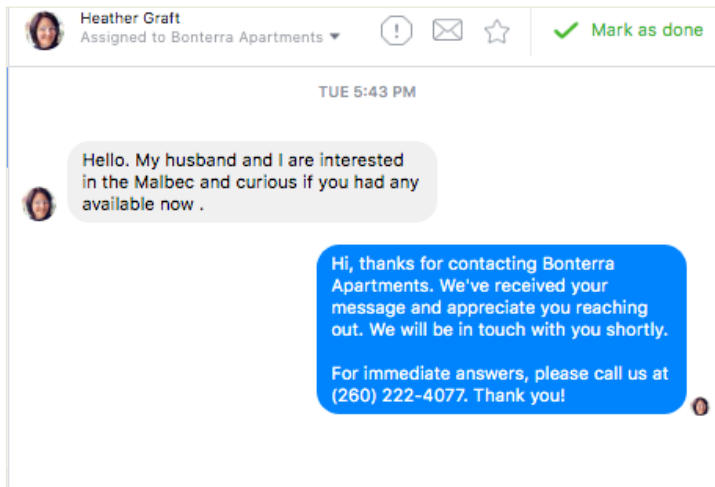
 Start a private conversation with Rachelle Alvey in Messenger. [Message](#)

 Megan Atkins 1 Comment

 Like  Comment  Share  Message 

 **Bonterra Apartments** Thank you Rachelle! We're so happy you feel right at home at Bonterra! 😊👍 Fort Wayne has many festivals and events you're sure to enjoy this summer!





## GOAL FOUR

### DRIVE LEADS

Before we can talk about lead generation on social media, let's define exactly what we mean when we talk about leads. Leads are potential customers who have expressed some interest in Bonterra and have made the next step to walk through the door for a property tour. The leads are then passed directly to leasing staff to progress in the sales funnel and responsible for tracking progress.

Social media is a huge driver of referral traffic. Millennials buying habits are often influenced by social media, however Google continues to be used as the platform for details and research. Establishing a presence to be available for these channels was the top goal of this campaign.

## RESULTS

### INQUIRES THROUGH MESSAGING PLATFORMS

As seen on the left, three messages regarding apartment availability were gathered from Facebook and Instagram

### FACEBOOK CLICK THROUGHS

Post prompting fans to "Call Now" gained eight engagements resulting in business calls

### OVER 50 INSTAGRAM CLICK THROUGHS

Website clicks and "Get Directions" gained interest by being displayed on the business profile.