



## THERE SIMPLY *HAS* TO BE A BETTER WAY

How Windermere Property Management ditched ineffective marketing efforts, and found a better way to find—and sign—property management clients.



### WHO WILL FIND THIS REPORT HELPFUL:

- ▶ Marketing executives and property managers
- ▶ Marketing executives and property managers
- ▶ Management businesses with sluggish marketing campaigns
- ▶ Property managers looking for effective lead generation

# MEET JODI SCHATZ OF WINDERMERE PROPERTY MANAGEMENT/LORI GILL & ASSOCIATES

As a real estate agent transitioning from sales to property management, Jodi Schatz was savvy enough to align with a firm that had more than 20 years of experience in residential property management. What Jodi didn't realize was how hard it would be to build her business solely on the slow trickle of opportunities provided by taking floor calls.

In her quest to grow her business, Jodi called Protocol. This is the story of how Jodi leveraged Protocol's Property Management Marketing Solution to develop a consumer-direct digital marketing strategy. By working with Protocol, Jodi opened doors to dozens of new full-service and lease-only management opportunities and became one of Windermere's top-earning PMs.

## PROBLEM

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*"Like most people entering the property management business, I didn't know where to start when it came to growing my business." – Jodi Schatz*

The property management industry is not an easy business to break into. It can take years to develop a reputation and the network needed to create a steady stream of new opportunities. As a new PM, Jodi didn't want to wait that long. The former collegiate athlete and mom to two young boys knew she had to do something more, but wasn't sure exactly what to do or where to start.

*"I couldn't afford to throw money at marketing and just hope that business would pick up. Fortunately, a friend recommended Protocol. They had a proven marketing strategy, tailored to the competitive property management space. I decided to start out with a trial—and I'm so glad I did." (Jodi Schatz)*

In marketing, when a potential customer makes a phone call, fills out a form, or schedules an appointment, it's called a "lead." To get leads, Jodi needed to get the right message in front of the right audience, so Protocol built an online user experience that created a strong pipeline of qualified leads.

# SOLUTION



## ACT I – THE RIGHT USER EXPERIENCE

*“I really didn’t know the difference between a ‘landing page’ and a website...” – Jodi Schatz*

Most marketers try to sell their clients on expensive websites that aren’t built with conversion in mind. Sure, they might have many pages and lots of information, but how much time a visitor spends on a website doesn’t guarantee they will be motivated to act.

*“When Protocol started talking about an ‘online presence,’ I just assumed they were trying to sell me on an expensive website. I really didn’t know the difference between a ‘landing page’ and a website, but now I understand why the right solution for me was a landing page.” (Jodi Schatz)*

Jodi’s landing page—a simple but compelling two-part webpage—provided potential clients with just enough information to take the next step: contact Jodi to find out more. It turns out that solving Jodi’s problem (a lack of leads coming in) didn’t require an elaborate and expensive new website. Just a smart landing page.



## ACT II – THE PAY-PER-CLICK CAMPAIGN

After launching Jodi’s landing page, it was time to execute a strategy for getting that page in front of the right audience. Pay-per-click (PPC) marketing was the obvious choice for three important reasons:

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*1. The Right Audience – PPC targets a specific audience; in Jodi’s case, people who were already online and searching for what Jodi offered. Her campaign targeted users searching for “property management,” “full lease services,” “lease only” and other key words related to Jodi’s specific property management services.*

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*2. The Right Location – By geo-targeting users who were searching for services only in the locations that Jodi serves, Jodie further zeroed in her marketing campaign.*

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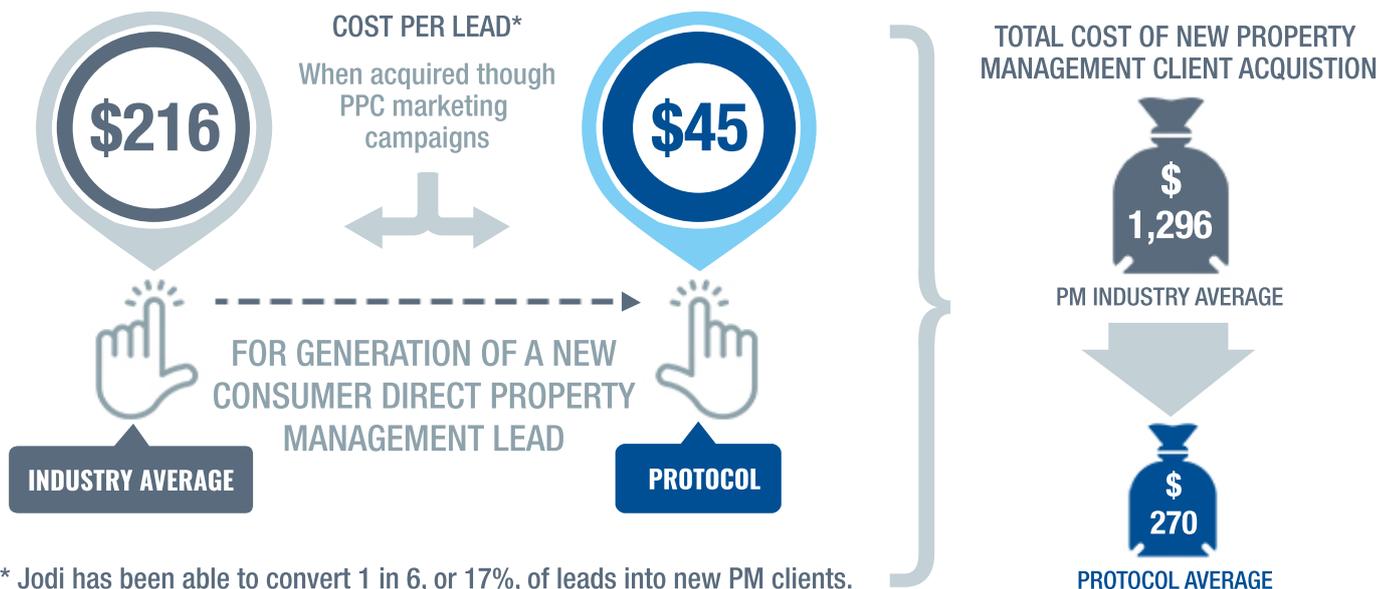
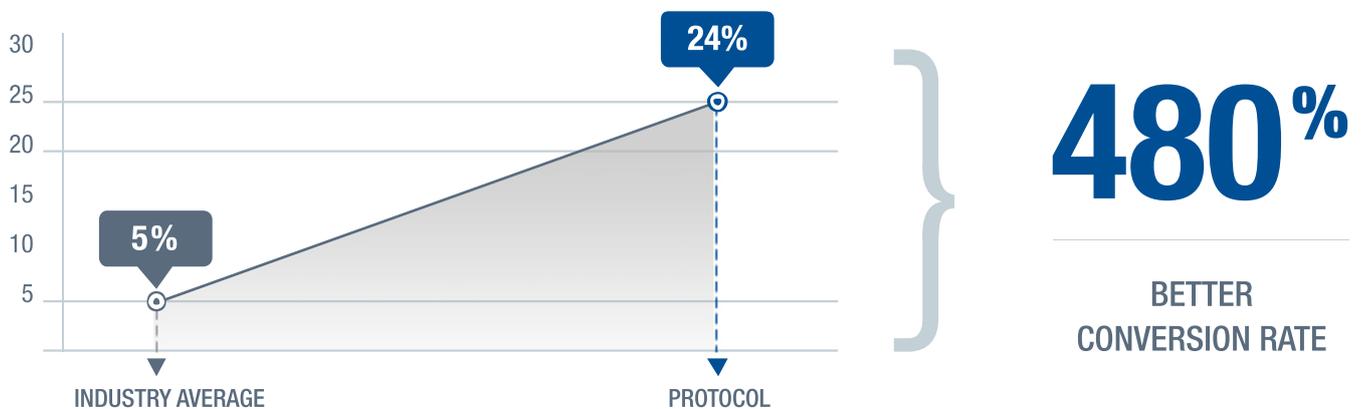
*3. The Right Budget – Because Jodi didn’t spend thousands of dollars creating an elaborate website, she had the budget to fuel her PPC campaign. She launched a Google AdWords campaign with a modest daily budget and trusted Protocol to carefully measure the results.*

# RESULT

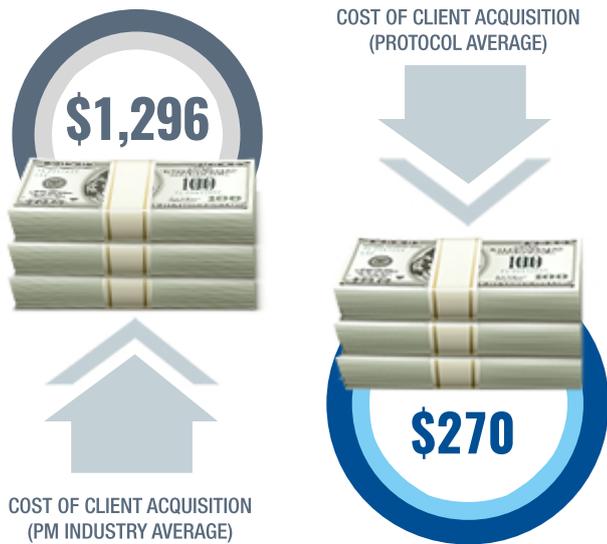
"I'm really busy now...and really happy!" – Jodi Schatz

Because Jodi had never tried pay-per-click marketing, she can't offer "before and after" data, but what she can point to is her track record of exponentially outperforming the industry average.

## WHEN IT COMES TO LEAD GENERATION, CONVERSION MATTERS



\* Jodi has been able to convert 1 in 6, or 17%, of leads into new PM clients.



## REDUCED COST OF CLIENT ACQUISITION

The property management industry's average cost for the acquisition of a new client is approximately \$1,296. With estimated gross profit of \$2,625 before expenses (advertising, desk fees and other operating costs), Jodi could not afford that large an investment. By working with Protocol, Jodi was able to close an average of 1 out of every 6 leads. Her 17% conversion rate brought her cost per new client down to \$270.

BUT...COULD WINDERMERE GET THE SAME RESULTS FOR THEIR BROADER SPECTRUM OF PROPERTY MANAGEMENT SERVICE OFFERINGS?

# YES!

PROTOCOL HAS BEEN ABLE TO GENERATE HIGHLY TARGETED LEADS FOR VIRTUALLY ALL AREAS OF PROPERTY MANAGEMENT INCLUDING:



Residential Property Management



Commercial Property Management



Multi-Family Property Management



Lease Only



Leasing + Management (full service)



The PPC landscape in the property management space is unbelievably competitive and costs per click of \$40 or more are not unheard of. In that climate, it's extremely difficult for a smaller, independent firm to compete with larger regional and national providers. The mega firms—like Greystar and Riverstone—seem to have unlimited resources and marketing budgets. Work with Protocol and you can level the playing field.

To learn more about how Protocol can help you grow your property management business, give us a call or send us an email. We would love to talk through your business and marketing challenges to develop a custom solution that is right for you.



“ Using Protocol is the best thing I could have done to grow my business. Since I first reached out to Protocol, I've had the chance to speak with dozens of other property management agents who have tried all types of marketing. Nothing they shared was as successful as what I achieved with Protocol. I feel really lucky that Protocol was the first thing I tried. I'm really busy now...and really happy! ”

*Jodi Schatz*  
*Property Manager at Windermere Property Management | Lori Gill & Associates*





# Protocol

LEAD GENERATION

## LEAD GENERATION REIMAGINED

### ABOUT US

Protocol knows effective online marketing. Our expertise in conversion-focused landing page design and development leverages the power of organic SEO with cost-effective pay-per-click advertising. Our clients look to us to generate qualified leads, convert prospects to customers, and build business—and revenue—quickly.