



THE NAPIER

NEEDED: A CUSTOMIZED STRATEGY

Framework Group was developing an elegant multi-family rental property in the competitive Daytona Beach, Florida, market, and that called for a sophisticated marketing approach. The client knew they must draw interest from beyond Daytona to fuel success for The Napier, and the strategic positioning of the brand and the go-to-market strategy needed to differentiate it from the competition.

OUR ROLES

- Placemaking
- Strategic Planning and Positioning
- Website Design and Development
- Email Marketing
- Social Media Marketing and Advertising
- Lead Generation
- Google Setup and Search Program
- Marketing Collateral and Outdoor
- Public Relations
- Collaborative partnership with external Leasing and Property Management group

“ We learned quickly to trust Wick’s guidance. Their sophisticated approach to single-family and for-sale gave us a competitive edge, and our leasing results were beyond expectations. ” – Nick Herring, Sr. Vice President of Development

CHALLENGES

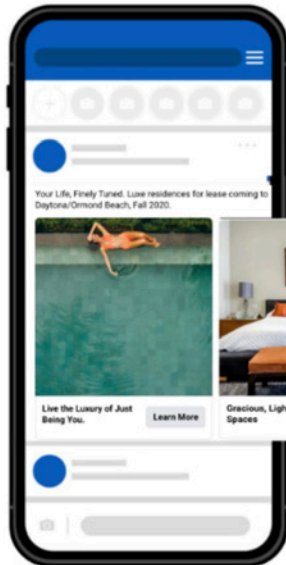
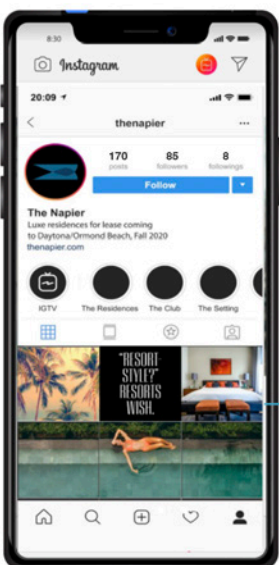
The Napier faced competition from a crowded rental market as well as single-family homes in the area. Because The Napier offered some of the largest and most elegant apartments in the area, its brand needed to stand apart from the racetrack/party reputation of Daytona Beach to distinguish the property for locals and to attract people from outside the Daytona area who would value an upscale rental lifestyle close to the beach.

INSIGHTS

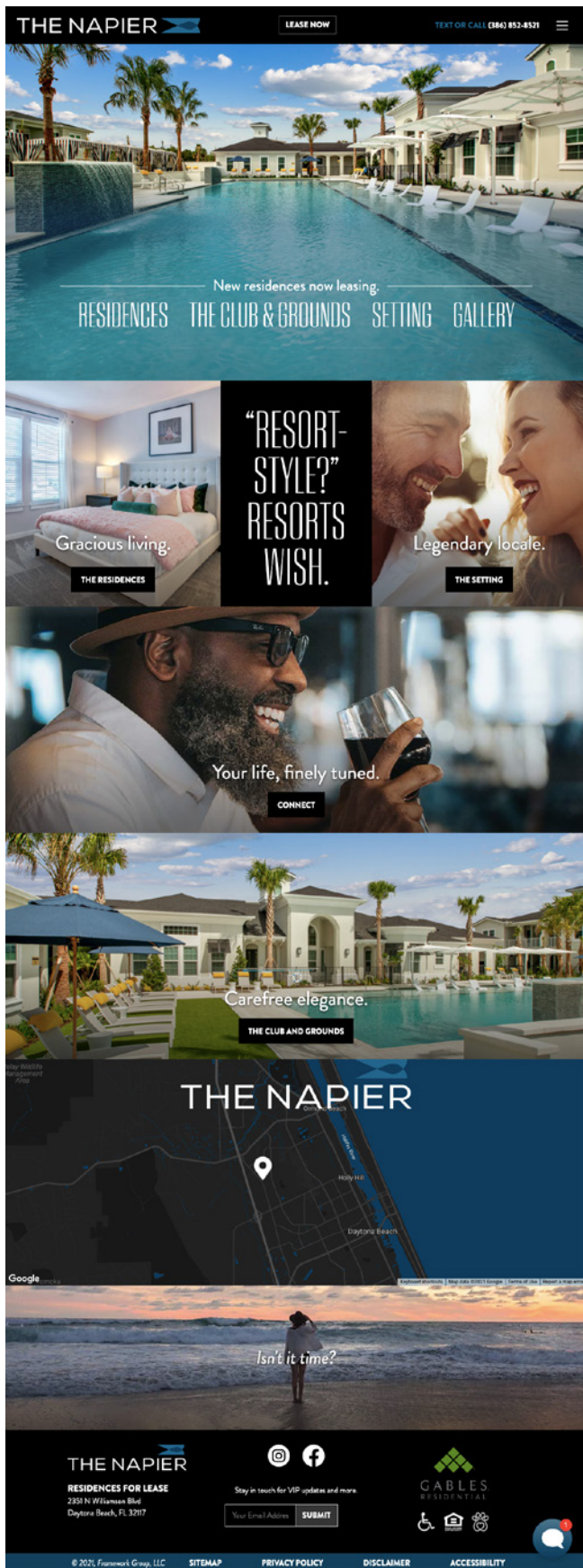
Consumer and competitive research revealed much, including that “luxury” had been co-opted by many others in the market, diluting the impact of the label. Based on our research, The Napier’s residents would value ease, privacy and prestige, and wanted more for their money. And given the generous floor plans and community design, these residences would live more like single-family homes than area apartments. And leaning into a location close to swankier Ormond Beach helped set this place apart and attract the right customer.



Outdoor piqued potential residents’ excitement about The Napier and helped to differentiate it from the competition. Sales flyers served a similar purpose and supported the storytelling and sense of place.



Social media campaigns showed on-brand creative to The Napier’s most likely prospects. Facebook Lead Ads in particular were highly successful in building the interest list – providing the property management team with a robust bank of leads to nurture.



STRATEGY

Research-based consumer insights informed a placemaking strategy and lifestyle approach that had its roots more in single-family home and master-planned community marketing than in typical multi-family rental marketing. The rich lifestyle story became the foundation for a visually elevated website, and a paid and organic social media presence that, along with search and outdoor, drove qualified traffic to the website for lead capture and email nurture. PR and outdoor expanded reach and local awareness for The Napier. Branded sales support collateral ensured a consistent brand experience throughout the leasing process.

EXECUTION

Website Design to Establish the Brand and Messaging

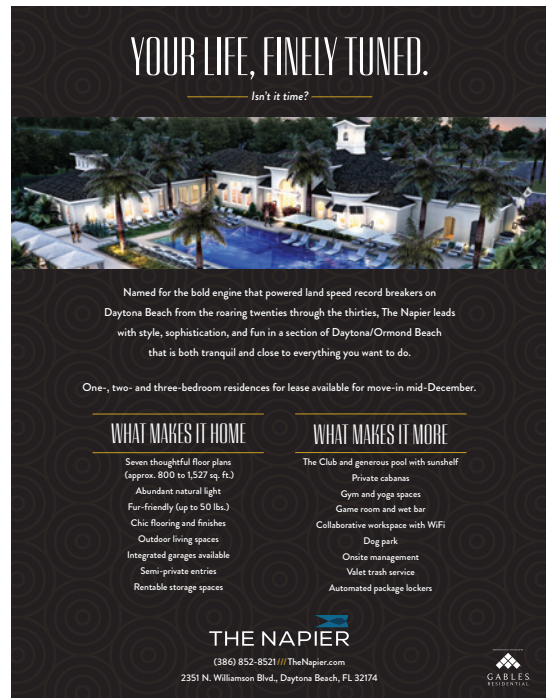
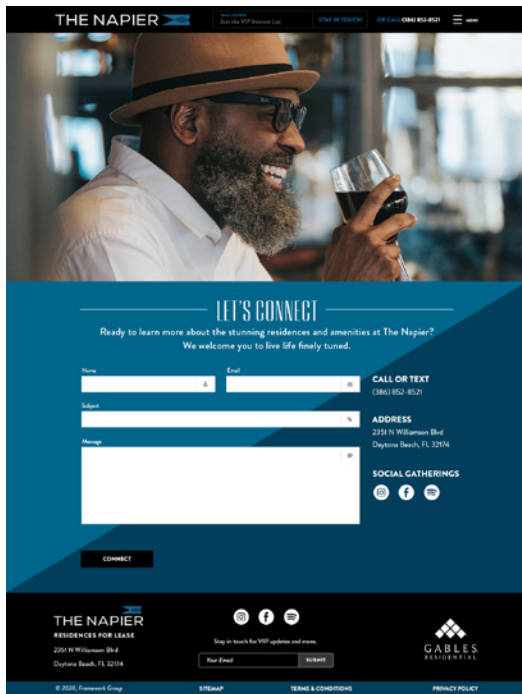
Armed with this new strategy and robust branding, Wick created a highly visual and mobile-first website to match the elegance of the brand. Simple, clean copy. Bold black-and-white design. Bright, inviting images.

Social Media to Attract Desired Audience

Highly targeted ads on social media allowed us to efficiently reach the people who would appreciate The Napier. Lead Ads in particular were highly successful in building the interest list – allowing the leasing team to follow up. Organic content further created a distinct sense of place.

Search and Google Ads to Retarget and Provide Additional Touchpoints

Strategic use of SEO allowed The Napier to rank top-of-page organically. And Google Ads provided a means to boost traffic and retarget users who interacted with the site previously, creating more touchpoints and increased brand recognition.



Marketing efforts promoted lead capture at the website. Email strategy, paired with communication from the leasing partner, nurtured interested residents through the process, resulting in a high rate of conversion.

RESULTS

While The Napier’s goal was to be fully leased within a year, the property was nearing capacity within only seven months of opening, considerably ahead of schedule, which Framework Group regarded as a significant success.



AVERAGE **20** ONSITE VISITS PER WEEK AFTER OPENING



56,460 LINK CLICKS
AT A \$0.52 COST-PER-CLICK ON SOCIAL



1,035 TOTAL LEADS
AT A \$9.46 COST-PER-LEAD ON SOCIAL



5.9% CLICK THROUGH RATE FROM PAID SEARCH PROMOTIONS

TAKEAWAYS

Strategic Single-Family Marketing Works for Multi-Family

Framework Group sought a sophisticated marketing solution to differentiate The Napier from area rentals and single-family homes and to generate leads. With a placemaking strategy

based on research and consumer insights, well-branded creative executions and effective targeting, marketing helped The Napier gain early traction in the market to lease up a full quarter ahead of schedule.