

## INTERACTIVE MARKETING SOLUTIONS BY SPHEREXX.COM

HOW DOES A 158-UNIT LUXURY, HIGH RISE STUDENT PROPERTY

# LEASE TO CAPACITY IN 9 MONTHS DURING A MARKET CRISIS?



[WWW.21RIO.COM](http://WWW.21RIO.COM)

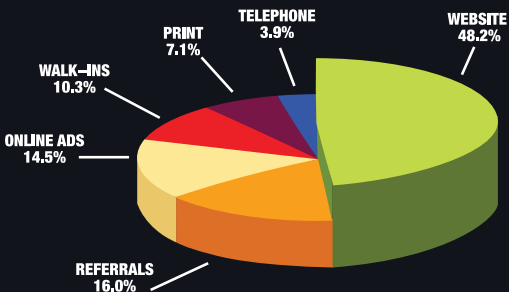
### MARKETING & WEB DEVELOPMENT

Services provided to 21Rio included the following:

- Web design and development
- Logo design
- GotNoVacancy.com prospect engagement software
- Advanced search engine optimization coding
- iPhone compatible website
- Online advertising with Internet marketing audit
- Targeted direct mailer
- Twitter and Facebook promotion
- Direct lead import from Facebook
- Construction blog
- "Lease-Up-Now" intercompany, online calendar
- Video tours
- Magazine and flyer advertisements
- Pay-Per-Click Internet advertising
- Press Releases
- Billboard Design

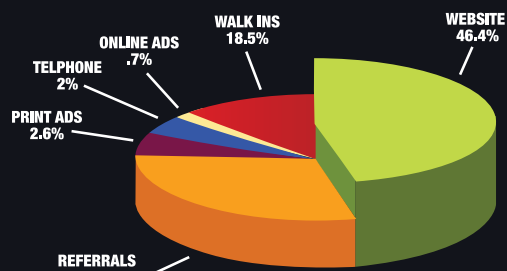
### 21 RIO CASE STUDY

With GotNoVacancy.com's prospect management and engagement features 21 Rio was able to focus advertising expenses for optimum return. 48.2% of leads and traffic originated from the website.



#### TRAFFIC & LEAD SOURCES

48.2% of leads and traffic were from website.



#### LEASE SOURCES

46.4% of all leases were from the property website.

*"I can't imagine leasing without it."*

GotNoVacancy.com has made an incredible improvement in the way we lease apartments. Prospects lease sight unseen! It gives us instant information on what advertising sources are working for us and it is so simple to use. We can rekindle prospects by sending them special announcements. What a valuable traffic management program. **Dianna Meier, Property Manager, Campus Advantage**