



IN ONE LEASE-UP, PINNACLE ATTRIBUTED UP TO **60%**  
OF THEIR TRAFFIC AND **50%** OF THEIR SIGNED  
LEASES TO REACHLOCAL.

# PINNACLE

## ABOUT

Pinnacle, one of the largest multifamily management companies in the U.S., manages over 165,000 units with 4,100 team members. They offer superior service to residents, owners, service providers, and employees.

## CHALLENGES

As prospective residents moved away from searching for apartment communities in print ads, Pinnacle realized they needed to be online where residents are actively searching on search engines and social media or risk losing out on leases to their competitors.

## GOALS

- Increase occupancy of properties.
- Improve conversions from lead to lease.
- Reach prospective residents where they're searching.

## SOLUTIONS

ReachLocal executes a custom digital marketing plan for Pinnacle including

- Search Engine Marketing
- Facebook Advertising
- Retargeting
- Geofencing

“We really look at ReachLocal as an extension of our marketing department, and we're able to prove results through many different avenues.”

*Jennifer Staciokas,  
Senior Vice President of Marketing  
& Training, Pinnacle*

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## RESULTS

Working with ReachLocal is an integral part of Pinnacle's overall marketing strategy. Jennifer Staciokas, Pinnacle's Senior Vice President of Marketing and Training, believes ReachLocal's digital marketing solutions have led to higher revenue, increased occupancy, and improved conversion from lead to lease for Pinnacle.

ReachLocal's approach to advertising across multiple top search engines has not only helped Pinnacle acquire new leads where their competitors aren't advertising, but by automatically optimizing campaigns to where they convert the best, ReachLocal has helped Pinnacle get better results at a lower cost.

**“One thing that really differentiates ReachLocal and their campaigns is that they not just focus on Google, but they're also looking at conversions as it relates to Bing,” said Staciokas. “They're constantly monitoring conversions, and if they're converting well, we're going to continue to allocate money and spend to those sources.”**

Facebook is another place where Pinnacle sees conversions and engagement. Through ReachLocal's robust targeting options on Facebook, Pinnacle's ads are shown to the right audience at the right time. And, ReachLocal's team of experts is constantly updating and optimizing their ads to drive even more engagement, website visits, and contacts.

Geofencing gives Pinnacle another opportunity to drive brand awareness and target specific prospects when they're using apps on their smartphones. One way they've used geofencing is to target the parking lot of a hospital near one of their communities so healthcare providers who may be interested in nearby living are receiving information about their apartments.

And, with retargeting, Pinnacle is staying in front of prospects searching for a new place to live, helping them see an increase in leases signed.

A comprehensive digital marketing strategy through ReachLocal that puts Pinnacle wherever consumers are searching online has generated more traffic and brand awareness while driving more signed leases.

**“ReachLocal's been able to provide us a tool to get more qualified traffic quicker into our buildings,” said Staciokas.**

For the future, Pinnacle anticipates adapting their marketing strategy to best suit how consumers are looking to make buying decisions and sees ReachLocal as a key partner in their success.