

CASE STUDY: Driving Awareness & Attracting Residents

How fishbat Helped a Luxury Apartment Complex Lease 92% of its Units Before Opening

JLOFTS Greenwich, a 60-unit luxury apartment complex in Greenwich, CT by Fareri Associates, needed to generate buzz and secure early commitments. fishbat's strategic digital marketing efforts drove high-quality leads and fast-tracked leasing efforts, positioning JLOFTS as a desirable community for young professionals and empty nesters alike.

By combining landing page development, social media marketing, SEO, and SEM, fishbat created a seamless customer journey that fueled engagement and conversions. The campaign's success resulted in nearly full occupancy before the grand opening.

JLOFTS GREENWICH

Through a comprehensive digital marketing approach, fishbat was able to drive:

560 high-quality leads
within just 3 months

92% of units leased before
the grand opening

61% unit occupancy within 2.5
months of digital promotions



Our Objective

To drive awareness and generate sufficient leads to lease at least 20% of JLOFTS units prior to the building's completion, with a focus on securing early commitments from potential residents.



Our Strategy

fishbat implemented a comprehensive digital marketing strategy designed to attract high-quality leads and convert them into residents. We built dynamic landing pages for lead capture, developed targeted ad campaigns on social media, and optimized JLOFTS online presence through SEM and SEO. Together, these efforts created a steady flow of engagement, driving occupancy rates well beyond the initial goal.

