



# Boosting Leasing Performance with Entrata's Digital Marketing Bundle

## The Challenge: Maintaining Digital Momentum During a Platform Transition

Haverkamp Properties, a multifamily property management firm based in Iowa, has set ambitious growth goals for the coming years. However, the company felt that its previous digital marketing partner lacked the forward-thinking approach needed to help them achieve those objectives. After carefully evaluating several platforms, Haverkamp made the strategic decision to transition to Entrata's Digital Marketing Bundle.

While excited about the switch, the Haverkamp team had some initial concerns about maintaining the online momentum they had built with their former provider. They wanted to ensure the transition wouldn't disrupt their digital presence. Fortunately, Entrata's client services team provided thoughtful guidance and reassurance, ensuring a seamless onboarding experience and a confident move forward with the Digital Marketing Bundle.

## The Solution: Entrata's Digital Marketing Bundle

Some of the reasons that Haverkamp decided to switch to Entrata's Digital Marketing Bundle:

- **Enhanced SEO Strategy:** With built-in website optimization and ongoing SEO support, DMB helps ensure Haverkamp's properties rank prominently in search engine results—making it easier for prospects to find them online..
- **Improved Digital Marketing ROI:** Through more efficient management of Google Ads campaigns, DMB empowers Haverkamp to drive highly targeted traffic to its properties—resulting in more qualified leads and better conversion rates.

**"Keeping things up to date and continuously optimizing has been key to our success."**

- Mackenzie Bonifas,  
Marketing Manager,  
Haverkamp Properties



- **Content Marketing:** DMB includes the development of engaging, property-specific website content designed to attract, inform, and convert potential residents.
- **Reputation Management:** Entrata's tools make monitoring and responding to online reviews seamless, reinforcing brand reputation.
- **Reporting and Analytics:** With in-depth performance tracking, Haverkamp gains greater visibility into what's working and where to improve, making data-backed decisions easier than ever.

"We've implemented DMB in phases—starting with a few properties and expanding from there.

Our Entrata digital marketing consultant, Laura, has been a valuable partner—whether it's recommending strategic website updates like adding buttons, improving user flow to keep visitors on our pages longer, or directing them to key content that helps complete the application process.

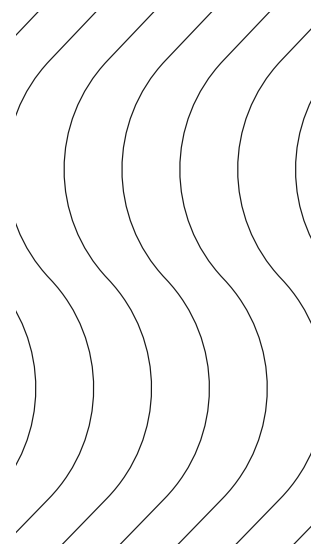
There's been a strong focus on our online content and exploring new ways to improve ad performance. We're constantly evaluating ad copy to ensure it resonates with our demographic."

- Mackenzie Bonifas, Marketing Manager, Haverkamp Properties

## The Benefits: Improved Performance, Increased Efficiency, and Cost Savings

Implementing Entrata's DMB delivers significant benefits for Haverkamp Properties:

- **Consistent SEO Performance:** Entrata's Digital Marketing consultants ensured a seamless transition from their previous provider, RealPage—preserving and even enhancing Haverkamp's search rankings during the platform migration.
- **Boosted Lead Generation:** Optimized websites and targeted Google Ads campaigns have driven increased traffic and leads for Haverkamp.
- **Higher Conversion Rates:** Haverkamp has seen a noticeable improvement in conversion rates, with properties on DMB consistently performing in the green.
- **Cost Savings:** DMB's consolidated approach to digital marketing has led to cost savings, particularly with lower cost-per-click and cost-per-attribution for their ads.



- **Operational Efficiency:** DMB has freed up valuable time for Haverkamp's leasing teams, allowing them to focus on higher-value tasks and interactions.
- **True Strategic Partnership:** Haverkamp values the collaborative relationship with Entrata's DMB team, including monthly meetings and ongoing support.

### The Results: A Confident and Successful Digital Marketing Strategy

Haverkamp Properties is confident in the value Entrata's Digital Marketing Bundle (DMB) has brought to their business. Since making the switch, they've experienced significant improvements in their digital marketing performance—including increased lead volume, higher conversion rates, and measurable cost savings. Entrata's DMB has empowered their teams to operate more efficiently and strategically, directly contributing to their leasing success.

#### Key Takeaways:

- Entrata's DMB delivers a comprehensive and effective solution for multifamily property management companies looking to optimize digital marketing efforts.
- With DMB, you can maintain existing SEO momentum and improve results—even during a platform transition.
- The bundle offers a robust suite of tools and services designed to attract, engage, and convert leads—ultimately driving leasing performance.
- Haverkamp Properties values the collaborative partnership and ongoing support from Entrata's DMB team.

By partnering with Entrata, Haverkamp not only successfully navigated a complex platform migration but also elevated their overall digital marketing strategy. Entrata's DMB has proven to be a valuable asset—empowering their teams and delivering strong, measurable results.

**"We're intentional about not staying stagnant—and DMB gives us the flexibility to keep evolving."**

- Mackenzie Bonifas,  
Marketing Manager,  
Haverkamp Properties

