CASE STUDY: HOW ONE CMO TURNED A LEASE DROUGHT INTO A 1,121 LEAD SURGE

FEATURING: A NATIONAL REAL ESTATE INVESTMENT TRUST
124% OVER LEAD TARGET | 1 LEASE CLOSED FROM FACEBOOK MARKETPLACE

BUSINESS OVERVIEW
A leading real estate investment trust (REIT) specializes in owning and revitalizing grocery-anchored open-air shopping centers across the United States. Their mission extends beyond managing properties to fostering thriving shopping centers by supporting a diverse mix of national, regional, and local tenants, including small businesses and entrepreneurs.

CAMPAIGN OBJECTIVE
The primary goal was to increase leasing activity in high-vacancy markets by targeting small business owners and entrepreneurs to fill second-generation move-in-ready spaces. The client aimed to generate 500 qualified leads over the year and finalize at least four new leases.

CHALLENGES
The company needed to increase leasing velocity across several high-vacancy markets. However, their typical digital efforts—primarily LinkedIn and paid search—were generating high lead volumes with painfully low conversion rates. First-time entrepreneurs were slow-moving, underfunded, and often unqualified. Worse, technical limitations in their web infrastructure meant they lost visibility into user behavior once visitors navigated to the leasing portal—hosted on a third-party subdomain. Attribution was murky at best.

The goal: generate 500 qualified leads and close at least 4 new leases within the year.

THE BREAKTHROUGH STRATEGY
After observing success from a few leasing reps using Facebook for direct outreach, the team pivoted. They shifted budget away from underperforming PPC and LinkedIn campaigns, and instead doubled down on Facebook and Instagram advertising in three of their highest vacancy markets. The approach included the following tactics to generate higher-quality leads:

Audience Targeting:
Small business owners with 12+ months of activity, especially in industries well-suited for second-generation retail spaces (restaurants, daycares, nail salons).

Creative formats:
A mix of video ads, static imagery, carousel formats for mid-funnel engagement, and Marketplace listings for high-priority properties.

High-Impact Facebook Marketplace Ads:
Select properties were featured prominently, tapping into a high-intent environment often overlooked in commercial leasing.

RESULTS

Although the year-long campaign is still ongoing, the results **after the first three months** demonstrate significant progress and impactful outcomes.

The campaign exceeded expectations, delivering impressive results within the targeted markets:

1 **1,121 qualified leads generated**
exceeding the annual goal by more than 2X.

2 **Enhanced contact rates:**
Leasing agents reported stronger engagement from leads captured through the newly implemented strategies.

3 **1 leased property:**
One high-priority property that had been a central focus of the campaign secured a key lease agreement. This achievement was not only a testament to the precision of the strategy but also an important milestone for the portfolio. The featured property had been consistently promoted as part of high-performing ads on Facebook Marketplace, and its leasing highlighted the effectiveness of connecting with motivated entrepreneurs through targeted advertising.

CONCLUSION

This innovative digital-first strategy showcased the ability of targeted social media advertising to improve lead quality and drive leasing activity in a competitive market. By focusing on refined audience targeting and leveraging high-visibility platforms such as Facebook Marketplace, the REIT client moved from chasing volume to attracting real intent. The campaign achieved both measurable results and established a model for future leasing campaigns.

The success underscores the power of a data-driven approach to solving industry challenges, setting a new benchmark for leasing initiatives within the portfolio.

Are you ready to grow your B2B pipeline with digital expertise? Contact us today to explore your transformation.

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