



PLUM ORCHARD
APARTMENTS

plumorchard.com

Plum Orchard Apartments is an apartment company with 140 units located in San Jose, CA. The community consists of 1- and 2-bedroom apartments on five acres of ground.

OUR STRATEGY:

Complete Rebranding of the Website and Collateral, Content Development, Advertising of Apartment Listings, Review Management, Outreach to Recruiters and Corporations, Posting and Engagement

Ongoing monitoring of social media platforms including content creation, posting, tracking, management, user engagement, follower growth across Facebook and Instagram. Increasing visibility of the apartment community with listings on multiple platforms.

RESULTS:

Outreach: 239 companies, recruiters and relocation agents with our corporate offers from 10/20 – 12/20



- 17,615 people reached with ads and posts on Facebook
- Marketplace listings seen by 1,829 people from 09/20 to 12/20
- 1,427 clicks on links, and likes
- 149 messages and inquiries about our Marketplace listings from 10/20 to 12/20

SUMMARY:



Rebranded the website and collateral, developing a relationship with potential renters and corporate recruiters/companies. Building online presence and ultimately finding renters.

Plum Orchard Apartments
Published by eclinch · January 12 at 9:50 AM ·

Look & Lease at Plum Orchard Apartments. We can't wait to have you for a tour - visit us M-F 9 am - 5 pm, and on the weekends from 2 pm to 6 pm. Call or email for an appointment.
(408) 298-2386, plumorchardapts@gmail.com

SPECIAL OFFER
LOOK & LEASE

\$1,000 OFF OUR \$1,500 SECURITY DEPOSIT

WHEN YOU SUBMIT YOUR APPLICATION WITHIN 24 HOURS AFTER YOUR TOUR

Plum Orchard Apartments
(408) 298-2386
plumorchardapts@gmail.com
<https://www.plumorchard.com/apply-now/>

Plum Orchard Apartments
Apartment & Condo Building Send Message

5,274 People Reached 411 Engagements [Boost Again](#)

plumorchardapts

SCHEDULE AN APPOINTMENT TO VIEW OUR 1- AND 2-BEDROOM APARTMENTS

WE CAN'T WAIT TO MEET YOU!
(408) 298-2386
plumorchardapts@gmail.com
www.plumorchard.com

Plum Orchard Apartments
Published by eclinch · February 2 at 10:35 AM ·

Seeking an awesome renter for our amazing, light-filled 1- and 2-bedroom apartments in San Jose! Call or email for an appointment to view. We can't wait to meet you!

1- AND 2-BEDROOM APARTMENTS

1505 DE ROSE WAY, SAN JOSE, CA 95126

CALL TO MAKE AN APPOINTMENT TO VIEW
(408) 298-2386