Feature your property's Tours, Events, Specials, Floor Plans and more to drive engagement.

How It Works

1 Update your latest promotion, discount, or call to action on your website with ease via Spotlight.

2 Prospects can claim promotions or request information via the applications on your website.

3 Your team is notified for further followup with the prospect.

Features

• Enables full customization of your offer—description, call to action, and lead qualification questions. The following are our ten pre configured applications available to you:

- Opportunities / Promotions
- Concession Manager ™
- Tour Now - receive email with virtual tour
- Floor Plans - link to view floorplans on clients website (and email)
- Event RSVP

- Brochures
- Stay in Touch
- Job Openings
- Schedule Interview
- Questions

• Capture and qualify website visitors that claim promotions on your website.

• Integrate Spotlight with your preferred lead management system.

• Discover insights that drive lead capture and receive notifications when a prospect claims a promotion on your website.

Benefits

• Quickly and easily update your website to create compelling conversion opportunities without rearchitecting your website.

• Expand lead generation opportunities with a range of engaging calls to action and convert prospects after business hours, enabling prospects to get information faster.

• Robust reporting shows you which applications are driving the most conversions, channels where your leads are coming from, and the actions leads take after their first conversion.

• With autoresponders, your onsite sales team can respond to initial inquiries with speed and precision and is automatically notified when leads convert.

The Conversion Logix Difference

We help you give prospects the tools they need to visualize life in your community and move through their purchase journey. With Spotlight, we have curated residential marketing experts' best-performing website engagement messaging to pre-configure ten out-of-the-box lead capture applications. Increase website engagement and engage leads through the funnel with Spotlight.

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