

Disclaimer: This is an independent spec campaign created to demonstrate strategic marketing thinking. It is not affiliated with, endorsed by, or produced in partnership with Peek or any of its subsidiaries. All campaign strategy, copy, and creative assets are original work. Any references to Peek's products, audience, or marketing are based solely on publicly available information.

Peek - Sample Demand Generation Campaign Strategy

Derek Kyin

SECTION 1 - PRODUCT & TARGET

Product: Peek Discover

- Higher-converting product for a 30-day demand generation campaign. Convert is a longer-cycle platform sale that requires more upfront demand generation work.
- AI is a top-of-mind topic right now and Peek has already identified **a clear pain point**: "75% of properties are completely invisible in AI search" (from the [Discover page](#)).
- There's a **first-mover opportunity** for Peek in the multifamily rental AI visibility space. Dominating it opens opportunities to cross-sell Convert in the future.

Target Firms and Roles

- Multi-site multifamily property management firms and ownership groups (Greystar, Brookfield, RPM Living, etc.)
 - Large national or regional portfolios that make manual AI visibility management unrealistic
 - Likely to have dedicated marketing teams, making AEO conversations easier
- Target marketing leaders at these firms: VP of Marketing, Director of Marketing, Head of Marketing
 - Decision-makers who likely own the budget for a solution like Discover

Why They'd Care

- Renters are increasingly turning to AI search. Even Google is leaning into AI-generated answers at the top of search results.
 - Most rental properties don't show up in AI search - that visibility issue is a direct problem in marketing's domain.
 - Generic AEO strategies are built for branded products, **not rental listings**. Renters don't search by property management brand, and most listings don't have the variety and breadth of citable content AI engines need to surface them. Discover is the only purpose-built solution to address this gap in AEO.
-

Disclaimer: This is an independent spec campaign created to demonstrate strategic marketing thinking. It is not affiliated with, endorsed by, or produced in partnership with Peek or any of its subsidiaries. All campaign strategy, copy, and creative assets are original work. Any references to Peek's products, audience, or marketing are based solely on publicly available information.

SECTION 2 - THE 30-DAY CAMPAIGN

Core Message and Offer

The core message is that **today's renter searches differently** because of AI. Firms ignore that at the risk of their properties remaining vacant and invisible. However, generic AEO doesn't work for multifamily listings. **A purpose-built solution like Discover is the answer.**

The offer centers on giving prospects a **clearer picture of their poor AI visibility** within the context of how today's renter searches, along with the **solution from Peek to improve it.**

Channels

Landing Page

- Separate from the Discover product page and AI Search Score page.
- Main section reuses the gated **AI Search Score tool as the primary lead magnet.**
- Also provides an ungated "AI Search Audit" PDF for people to DIY diagnose their AI search visibility. Catches anyone unwilling to go through the lead magnet.

Organic Social (LinkedIn)

- Given the target audience, LinkedIn is the best platform to use
- Repurpose existing content ([AI Discovery Black Book Report](#), [AI visibility blogs](#)) into digestible snippets for social: quotes, infographics, short videos.
- A short "then vs. now" video showing the shift from Google to AI search would work well.

Email

- *The Unlock Newsletter*: Dedicate one edition to this campaign's core message and pair with digestible, top-of-funnel content.
- *AI Visibility Email Series*: A dedicated mid-funnel sequence subscribers can opt into from the newsletter. Can feature more in-depth content and builds a separate high-interest list for future outbound.
- *Focused Outbound/ABM*: Target marketing leaders at a handful of key firms with a personalized AI Search Score for one of their properties, making outreach highly relevant. If the target is a Convert customer, apply cross-sell messaging drawing on their existing familiarity with Peek's AI capabilities.

Paid Social (LinkedIn)

- LinkedIn ads targeting senior marketing leaders, driving traffic to the landing page.
- Retargeting ad campaign for those who engaged with ads but did not convert.
- Highly-targeted InMail to the same audience with the same CTA.

Paid Media and Content Partnerships

- Pitch multifamily, real estate, and PropTech publications/content producers to feature Peek's AI Discovery Black Book Report. Their audience includes our target audience, or at least includes the target's Revenue and Ops counterparts.
- Examples include [CRE Daily](#) (65,000 subscribers), [PropTech Outlook](#), and [Multi-Housing News](#) (their "2026 Multifamily Marketing Guide" indicates a marketing audience)

Week-by-Week Playbook

Disclaimer: This is an independent spec campaign created to demonstrate strategic marketing thinking. It is not affiliated with, endorsed by, or produced in partnership with Peek or any of its subsidiaries. All campaign strategy, copy, and creative assets are original work. Any references to Peek's products, audience, or marketing are based solely on publicly available information.

Week 1

- Launch the landing page
- Send the Unlock Newsletter edition
- Begin outreach to publications
- Start targeted outbound/ABM
- Begin organic LinkedIn posting

Week 2

- Launch first AI Visibility series email (3 emails across Weeks 2-4)
- Continue LinkedIn organic cadence (~2 posts/week)
- Launch LinkedIn ads and InMail campaigns on limited budget

Week 3

- Send 2nd AI Visibility email with CTA to the landing page
- Go live with any paid media/partnership placements
- Reallocate paid LinkedIn budget based on early performance

Week 4

- Final AI Visibility email with CTA to book a meeting
- Run LinkedIn retargeting ads
- Pull reporting on all channels

SECTION 3 - MEASUREMENT

Primary Conversion Metric: AI Search Score Requests

Every channel (except outbound ABM) gets judged against this metric. The lead is requesting a feature of Discover, making it the **clearest signal of real interest**, and it makes results comparable across channels.

Channel-Specific Notes

- **Email series:** Track sign-ups, opens, clicks, and click-through rates as a gauge of message resonance.
- **LinkedIn ads vs. InMail:** Evaluate by conversion rate one week after launch. Cut the weaker channel, with a strong bias against InMail - it's more expensive and needs to significantly outperform to justify the cost.
- **Paid media/partnerships:** Look at reach and engagement metrics on the publication's side, plus referral traffic and conversions on ours. If not producing real results, don't carry it into future campaigns.
- **Outbound/ABM:** This is the only tactic where the main conversion is meetings booked. Outreach is already customized with a Search Score, so the next step is a meeting.

30-Day Health Check

At the end of the campaign, I'd look at three things: **total AI Search Score requests** (top-of-funnel health), how many converted to **sales conversations** (bottom-of-funnel pipeline), and **cost-per-score-request and cost-per-demo**.

Disclaimer: This is an independent spec campaign created to demonstrate strategic marketing thinking. It is not affiliated with, endorsed by, or produced in partnership with Peek or any of its subsidiaries. All campaign strategy, copy, and creative assets are original work. Any references to Peek's products, audience, or marketing are based solely on publicly available information.

Illustrative targets for a 30-day window would be 150 score requests, 15-25 sales conversations (~10-15% conversion), and a cost-per-score-request of ~\$40-50.

SECTION 4 - ROAS AND EFFICIENCY

- **Start with near-zero-cost channels:** The newsletter, email series, organic social content, and outbound ABM cost nothing and target audiences that fit the ICP. Highest pipeline-per-dollar in the plan by default, and they validate messaging before any paid spend goes out.
- **Test paid LinkedIn in Week 2:** Cap daily spend on LinkedIn ads and InMail just enough to learn cost-per-conversion by channel.
 - **Cut the loser by Week 3:** Reallocate to whichever LinkedIn channel is winning, with a bias toward cutting InMail first.
- **Paid Media/partnerships are a fixed budget line:** A slower play that takes a lot of outreach and may not materialize fast enough. Reach out to a small list of targets in Week 1. If no placements by Week 2, I'd reallocate the budget entirely to Week 3 and 4's paid LinkedIn campaigns.
- **Use LinkedIn retargeting at the beginning of Week 4** to recover warm landing-page visitors at lower cost than cold traffic.
- **Universal rule:** judge every paid channel by cost-per-AI-Search-Score-request. Cut anything materially above the average; double down on anything materially below. Benchmarks from previous campaigns would be useful here.

SECTION 5 - TOOLS APPENDIX

- **Claude + Perplexity:** Research target roles and firms, scan Peek's website and content, pressure-test campaign ideas & strategy. Final calls on product choice, targeting, messaging, channels, sequencing, and efficiency criteria were mine.
- **Claude Cowork:** built and formatted this final document
- **Claude + Claude Design:** Wrote the DIY AI Search Audit PDF in Claude. Configured Claude Design with Peek's branding to redesign the PDF. I wanted a visual example to confirm it'd provide value, yet be simple and digestible enough for the audience:

Disclaimer: This is an independent spec campaign created to demonstrate strategic marketing thinking. It is not affiliated with, endorsed by, or produced in partnership with Peek or any of its subsidiaries. All campaign strategy, copy, and creative assets are original work. Any references to Peek's products, audience, or marketing are based solely on publicly available information.

AI VISIBILITY • DIY AUDIT GUIDE

Is Your Property Visible to AI Search?

A 10-minute self-audit for marketing leaders. Run these prompts in ChatGPT, Claude, Gemini, or Perplexity to see how your communities show up — before a renter ever finds your site.

HOW TO RUN THE TEST

- 1 Open a fresh chat (no history) in at least two of: ChatGPT, Claude, Gemini, Perplexity. Results vary by model — one tool is not the full picture.
- 2 Use your own city/neighborhood and real renter criteria in place of the brackets below. Run each prompt as-is, without mentioning your company name.
- 3 Note whether your property is named at all, where it ranks relative to competitors, and whether the cited details (price, amenities, pet policy) are accurate and current.
- 4 Repeat each prompt 2-3 times across different LLMs right now — answers vary by model and even by run. Optional: re-check monthly, since AI answers shift as models update and competitors improve their listings. [Peek Discover automates this monitoring](#) so you're not re-running prompts by hand every month.

PROMPT TEMPLATES copy, customize the brackets, run as-is

01 • DISCOVERY

What are the best [2-bedroom, pet-friendly] apartments in [your neighborhood/city] under \$[budget]?



02 • DIRECT CHECK

Have you heard of [Property Name] in [city]? What do you know about it?



03 • COMPARISON

Compare [Property Name] to other apartment communities in [neighborhood] for a renter who wants [top amenity, e.g. in-unit laundry].



04 • SPECIFIC NEED

Which apartment communities in [city] allow large dogs and have on-site parking?



What this won't tell you: precise citation rates, why a competitor outranks you, or what to fix first — this is a directional gut-check, not a measurement system.

PEEK DISCOVER

Want the real numbers?

Peek Discover measures your actual AI citation rate, property by property — free.

peek.us/discover →