

xxxxxxxx

envida

S O C I A L / M E D I A

ALBUM KELLER RANCH
INFLUENCER CAMPAIGN





THE GOALS

1. Create authentic brand awareness
2. Reach a hyperlocal, untapped audience
(Active Adult Children + Families)
3. Highlight Album Keller Ranch's model units, amenity spaces & overall lifestyle
4. Drive traffic to Album Keller Ranch's website and Instagram account



THE INFLUENCER

Monica Black @monicasmixx

21.9k Instagram followers

3.9% engagement rate

Monica is a 55+ lifestyle & fashion-focused influencer based in DFW. Her "age is just a number" messaging appeals to both active adults & children of active adults.



CAMPAIGN DELIVERABLES

- 10-15 photos for property's use on social
- (2) Instagram feed posts promoting Album Keller Ranch & the lifestyle
- (2) Instagram Story series shared on the same days as the posts
 - All Instagram content included property handle, geotag & branded hashtags
 - Stories included swipe-up feature to Album Keller Ranch's website

INSTAGRAM CAROUSEL POST #1

Likes: 765

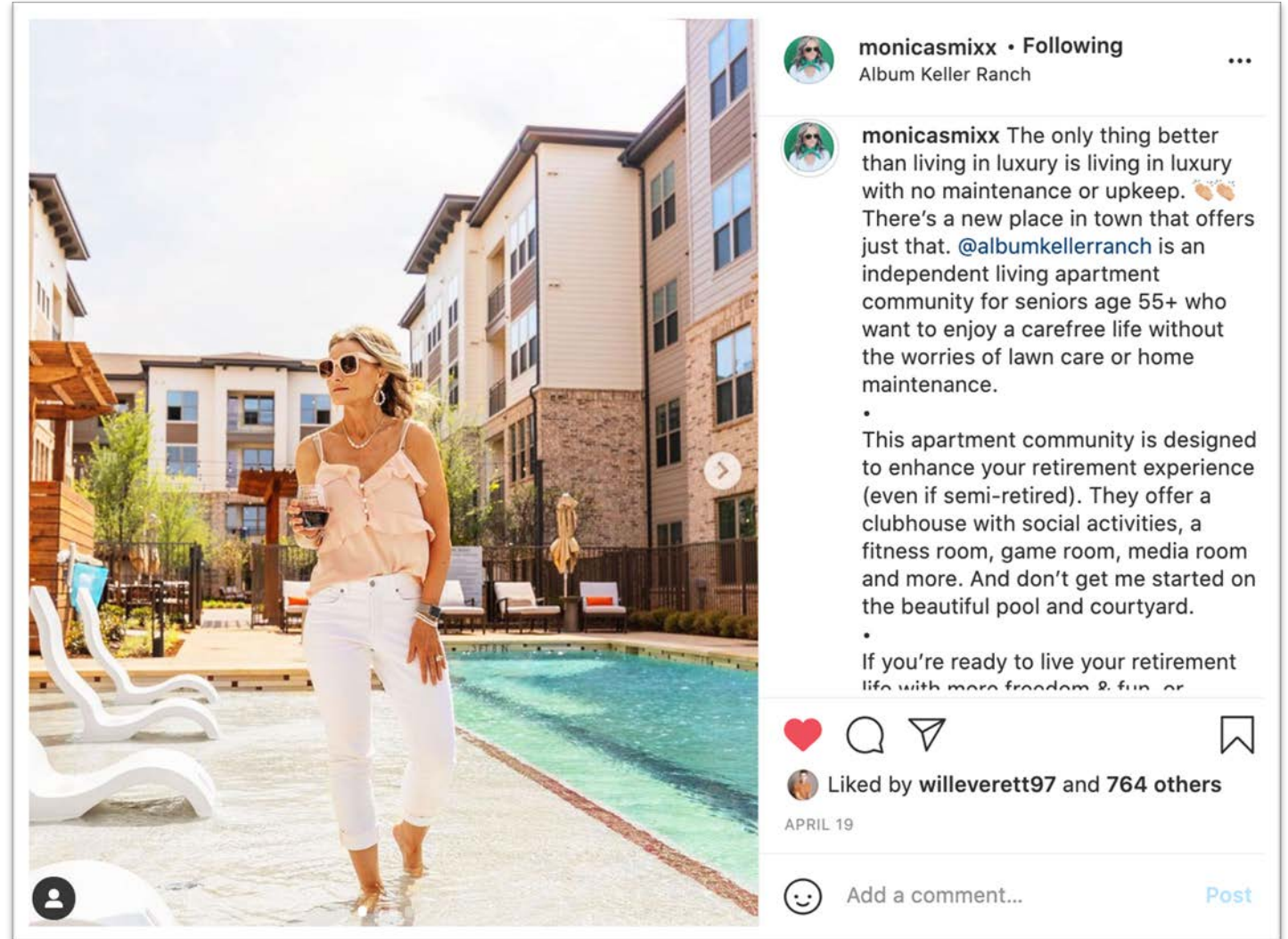
Comments: 148

Saves: 252

Engagement Rate: 4.2%

(Her average Engagement Rate: 3.9%)

Reach: 22,619 users



INSTAGRAM CAROUSEL POST #2

Likes: 775

Comments: 124

Saves: 304

Engagement Rate: 4.1%

(Her verage Engagement Rate: 3.9%)

Reach: 37,216 users



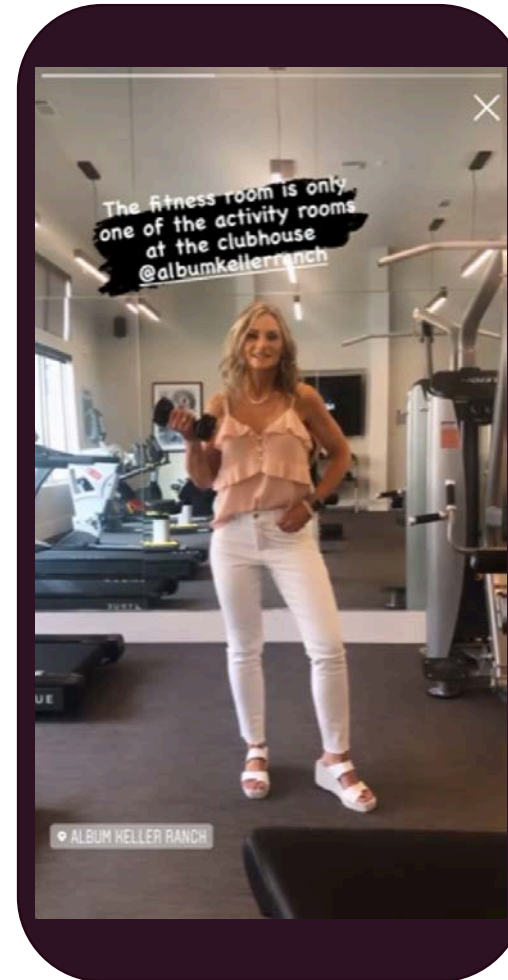
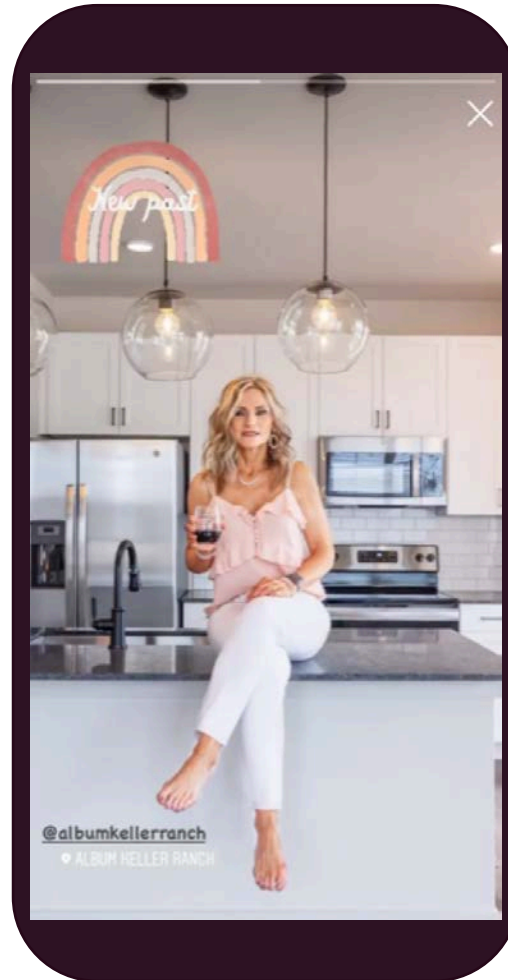
INSTAGRAM STORIES

Views: 754

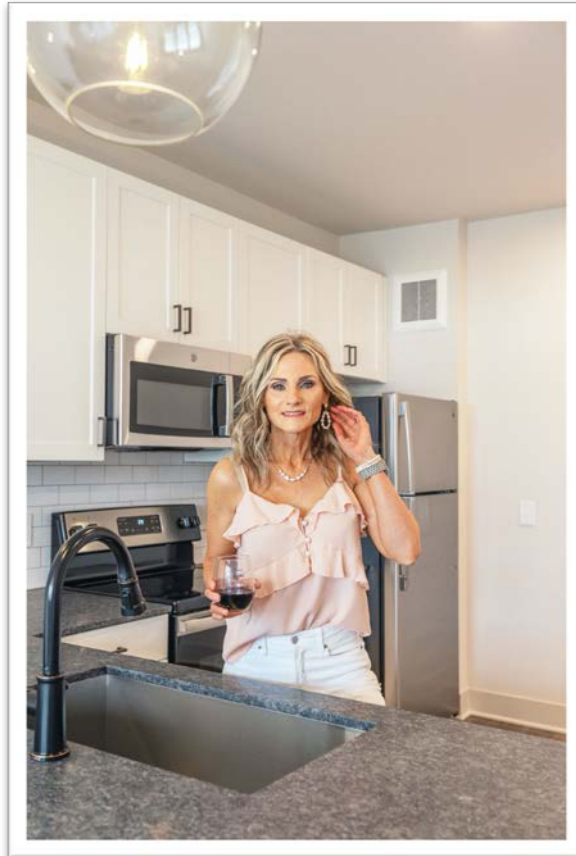
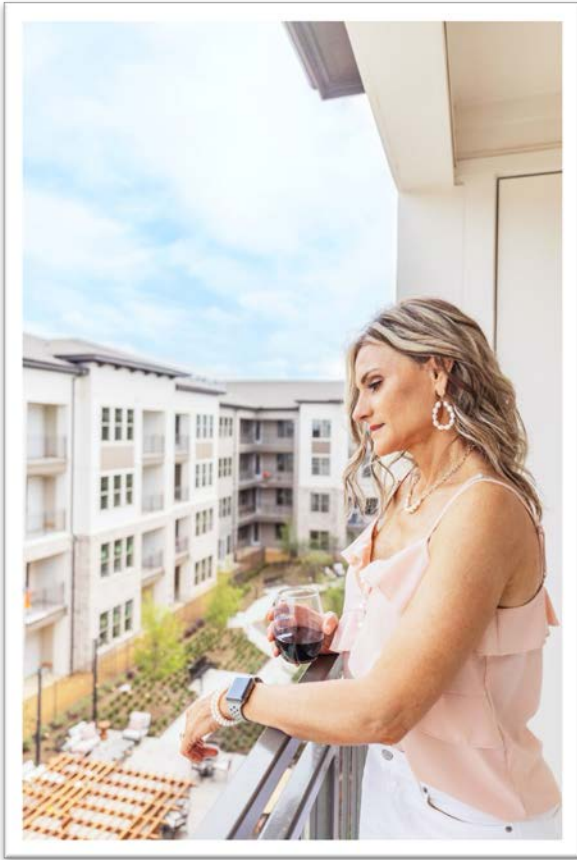
Actions: 151

Sticker Taps: 89

Link Clicks: 53



PROPERTY PHOTOGRAPHY



THANK YOU!

ENVIDA.COM
INFO@ENVIDA.COM



envida
SOCIAL / MEDIA

