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envida

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

ALEXAN BAHAY
INFLUENCER CAMPAIGN





THE GOALS

1. Create authentic brand awareness
2. Reach a hyperlocal, untapped audience
3. Highlight Alexan Bahay's model units and amenity spaces
4. Drive traffic to Alexan Bahay's website and Instagram account



THE INFLUENCER

Loida Velasquez @loidavelas

23k Instagram followers / 2.4% engagement rate

71.2k YouTube Subscribers

Loida is an LA-based real estate agent that specializes in SoCal luxury properties.



CAMPAIGN DELIVERABLES

- (2) 7-10 minute YouTube videos touring the property's amenities & model units
- (3) Instagram Reels promoting the property
- (5) Instagram Stories promoting the property & Dodger's event
- (1) In-feed static post promoting the property
 - All Instagram content included property handle, geotag & hashtag
 - Instagram stories, YouTube videos & Loida's Instagram bio all included a link to the property's website

YOUTUBE VIDEO #1

Feature: Model Units

Impressions: 19.1K

Views: 941

Click-Through-Rate: 2.7%



Los Angeles Luxury Apartment Tour | Alexan...

973 views • 1 month ago

YOUTUBE VIDEO #2

Feature: Amenities

Impressions: 20.3K

Views: 1K

Click-Through-Rate: 2.6%



**Luxury Real Estate | Inside
Look at Resort-like Amenities**

1K views • 4 weeks ago

INSTAGRAM REEL #1

Views: 10.7K

Likes: 548

Comments: 14



INSTAGRAM REEL #2

Views: 2,744

Likes: 89

Comments: 3



INSTAGRAM REEL #3

Views: 5,328

Likes: 147

Comments: 5



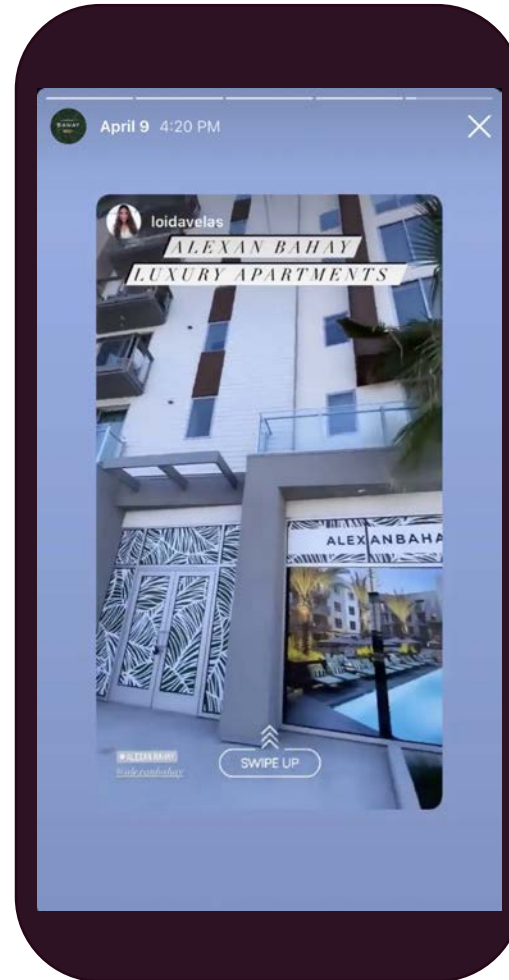
INSTAGRAM STORIES

Impressions: 5,421

Actions: 307

Sticker Taps: 193

Link Clicks: 73



INSTAGRAM IN-FEED POST

Impressions: 4,251

Profile Visits: 50

Engagements: 331



THANK YOU!

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SOCIAL / MEDIA

