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envida

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

**ELLISON HEIGHTS
INFLUENCER CAMPAIGN**





THE GOALS

1. Create authentic brand awareness
2. Reach a hyperlocal, untapped audience
3. Highlight Ellison Heights' model units, amenities, and local neighborhood
4. Drive traffic to Ellison Heights' website and Instagram account

THE INFLUENCER

Liz – @Lizgraysonlandry

27.2k followers | 2.15% Engagement Rate

Liz is a Houston-based creator who posts about her lifestyle, travel, and local recommendations. She has a focus on Houston-specific content and higher end recommendations.





CAMPAIGN DELIVERABLES

→ INSTAGRAM

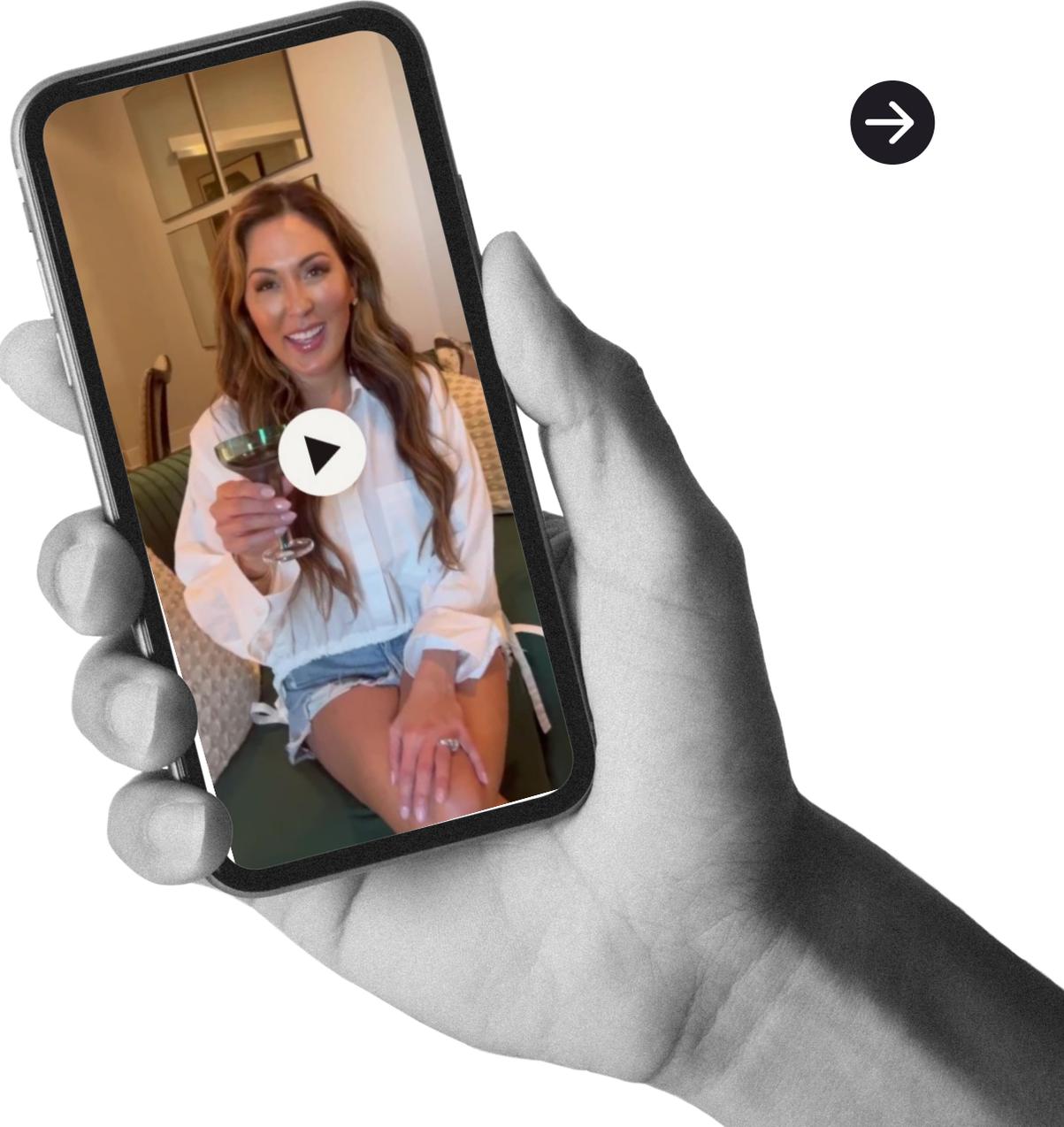
- 1 IG Reel Mirrored To Feed
- 1 Static In-Feed Carousel Post
- 2 IG Story Slides
- All posted deliverables tagged @ellisonheights
- In-Feed post geotagged Ellison Heights



VIDEO DELIVERABLES



CLICK [HERE!](#)





KEY COMMENTS



heyitsyash Ellison is Amazing 🥰👑

iam_simplyjamille Yellow looks so pretty on you! These apartments sound fantastic

jessicabmathie I want to move to Houston just to live here 🥰

lifeofalley That looks awesome 🥰

hipmamasplace That place is so beautiful. I will add that to my list. Nice outfit!





KEY COMMENTS



_cambamama Luxury apartment?? Luxury is an understatement 🥰🥰

neshnicole Yesss I'll be visiting very soon 🥰

willingbeautywendy These all look amazing 🥰🥰 I need to come visit

joyfullygreen When can I move in!

jasmine__michelle This sounds like a great place!

agoodhueblog Wow, this place looks wonderful! The amenities are 🙌



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**IN-FEED POST, REEL &
STORY ANALYTICS**

→ **IN-FEED POST**

- Impressions: 1,932
- Likes: 430
- Comments: 47
- Shares: 35
- Saves: 21
- Post Engagement Rate: 34.21%



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**IN-FEED POST, REEL &
STORY ANALYTICS**

→ **IG REEL**

- Plays: 5,278
- Likes: 473
- Comments: 70
- Shares: 10
- Saves: 46
- Engagement Rate: 25.5%



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**IN-FEED POST, REEL &
STORY ANALYTICS**

→ **IG STORIES**

- Reach: 871
- Impressions: 885
- Link Clicks: 10





KEY LEARNINGS

1. Ellison Heights' total impressions increased by 43.2% between April 28 (post date #1) and May 5 (post date #2).
2. Ellison Heights' total profile actions increased by 141.7% (i.e. users engaging with the Follow, Message, and Contact buttons)
3. Ellison Heights' following grew by 700% with 11 new followers

THANK YOU!

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SOCIAL / MEDIA

