

envida Case Study

INFLUENCER CAMPAIGN
ALEXAN BAHAY / LOS ANGELES, CA



THE INFLUENCER

Codi - @loidavelas

- + Loida is an LA-based real estate agent that specializes in SoCal luxury properties.
- + 23K Followers / 71.2% Engagement Rate



THE CAMPAIGN

GOALS

- + Create brand awareness
- + Reach a hyperlocal, untapped audience
- + Highlight Alexan Bahay's model units & amenity spaces
- + Drive traffic to Alexan Bahay's website and Instagram account



THE RESULTS

YOUTUBE VIDEO 1

19.1K Impressions
941 Views
2.7% Click-through-rate

YOUTUBE VIDEO 2

20.3K Impressions
1K Views
2.6% Click-through-rate

IG REEL POST #1

10.7K Views
548 Likes
14 Comments

IG REEL POST #2

2,744 Views
89 Likes
3 Comments

IG REEL POST #3

5,328 Views
147 Likes
5 Comments

IG STORIES

5,421 Impressions
307 Actions
73 Link clicks
193 Sticker taps

IG IN-FEED POST

4,251 Impressions
50 Profile visits
331 Engagements

