

envida Case Study

INFLUENCER CAMPAIGN

THE CHESTNUT / PHILADELPHIA, PA



THE INFLUENCER

Cass Foley - @cass_andthecity

+ Cass (cass_andthecity) is a Philly-based social media content creator that focuses on spotlighting her Philadelphia neighborhood & all it has to offer. She has a very large TikTok following.

+ 91.6K TikTok Followers / 10.4K IG Followers



THE CAMPAIGN

GOALS

- + Create brand awareness
- + Reach a hyperlocal, untapped audience
- + Highlight The Chestnut's standout features + amenities
- + Drive traffic to The Chestnut's brand-new Tiktok account and Instagram account



THE RESULTS

TIKTOK 1

62.4K Views

6,657 Likes

104 Comments

780 Shares

8.2% Engagement Rate

82.5K

Total Views
on TikTok

TIKTOK 2

20.1K Views

1,711 Likes

59 Comments

41 Shares

2% Engagement Rate

8,368

Total Likes
on Tiktok

REEL 1

2,261 Views

257 Likes

21 Comments

2.7% Engagement Rate

3,286

Total Views
on Instagram

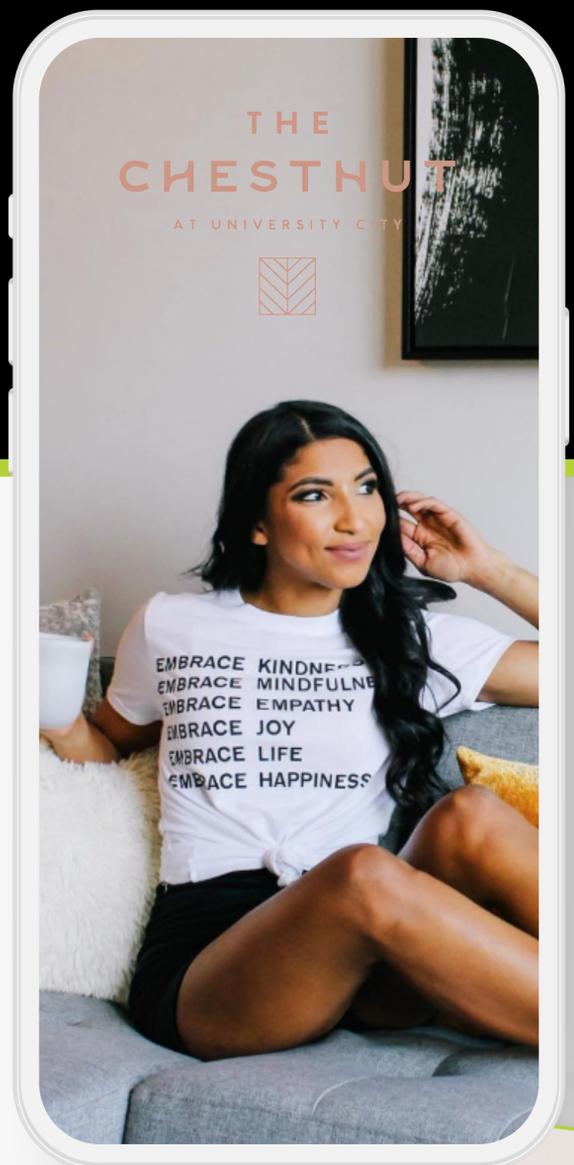
REEL 2

1,025 Views

188 Likes

12 Comments

1.9% Engagement Rate



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SOCIAL / MEDIA

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