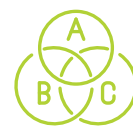


OAK & ELLUM

Dallas, TX | oakandellum.com



HYPERLOCAL & CUSTOMIZED CONTENT STRATEGY



CAMPAIGN

Pre-lease

Timeline

4 Months

Ad Budget

\$40 Boost

Goals

Create Brand Awareness &
Generate Leads

Tools Used

Facebook  Instagram 

User-generated Content

Branded Lead Generation

Social Engagement & Listening



TURNING SOCIAL LEADS INTO LEASES

30.2%

total increase in
pre-leases (128 units total)

31

total leads generated
from social

20

total tours scheduled
from social

10

total leases
secured from social



KEY HIGHLIGHTS

4,548

Total Facebook &
Instagram Engagements

136,226

Total Facebook & Instagram
Impressions

2,167

Total Facebook &
Instagram Profile Actions

207

Total Instagram Followers
Gained

2x Envida's Client Average

envida

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

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