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

**THE CHESTNUT
INFLUENCER CAMPAIGN**



THE GOALS

- + Create authentic 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 INFLUENCER

CASS FOLEY

+ TikTok: @cass_andthecity / 91.6k followers

+ Instagram: @cass_andthecity / 10.4k followers

Cass 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.





THE DELIVERABLES

- + 2 Instagram Reels promoting the property
- + 2 TikToks promoting the property
 - + The IG Reels included The Chestnut's hashtags, geotag + account tag
 - + The TikToks included The Chestnut's account tag

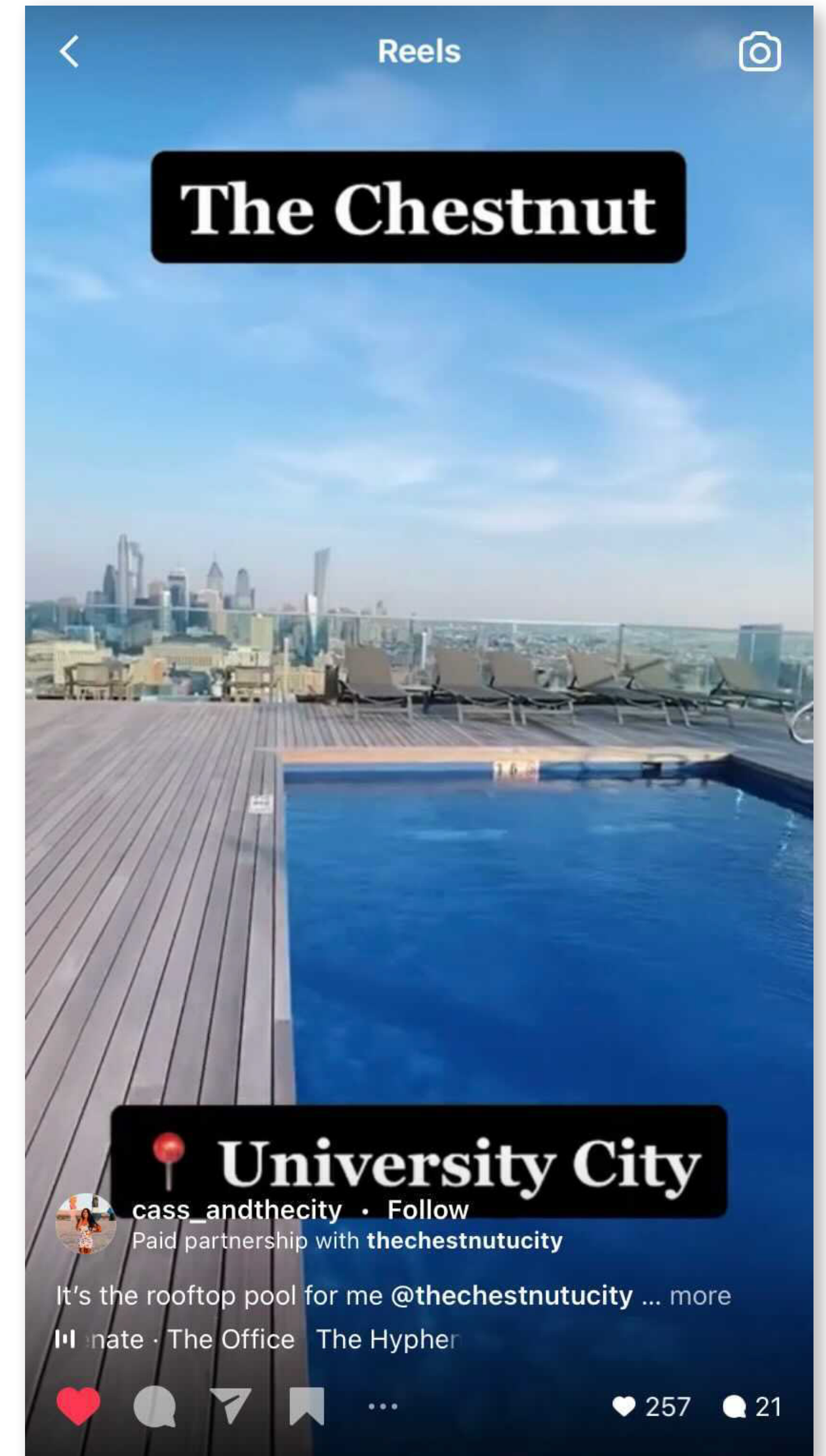


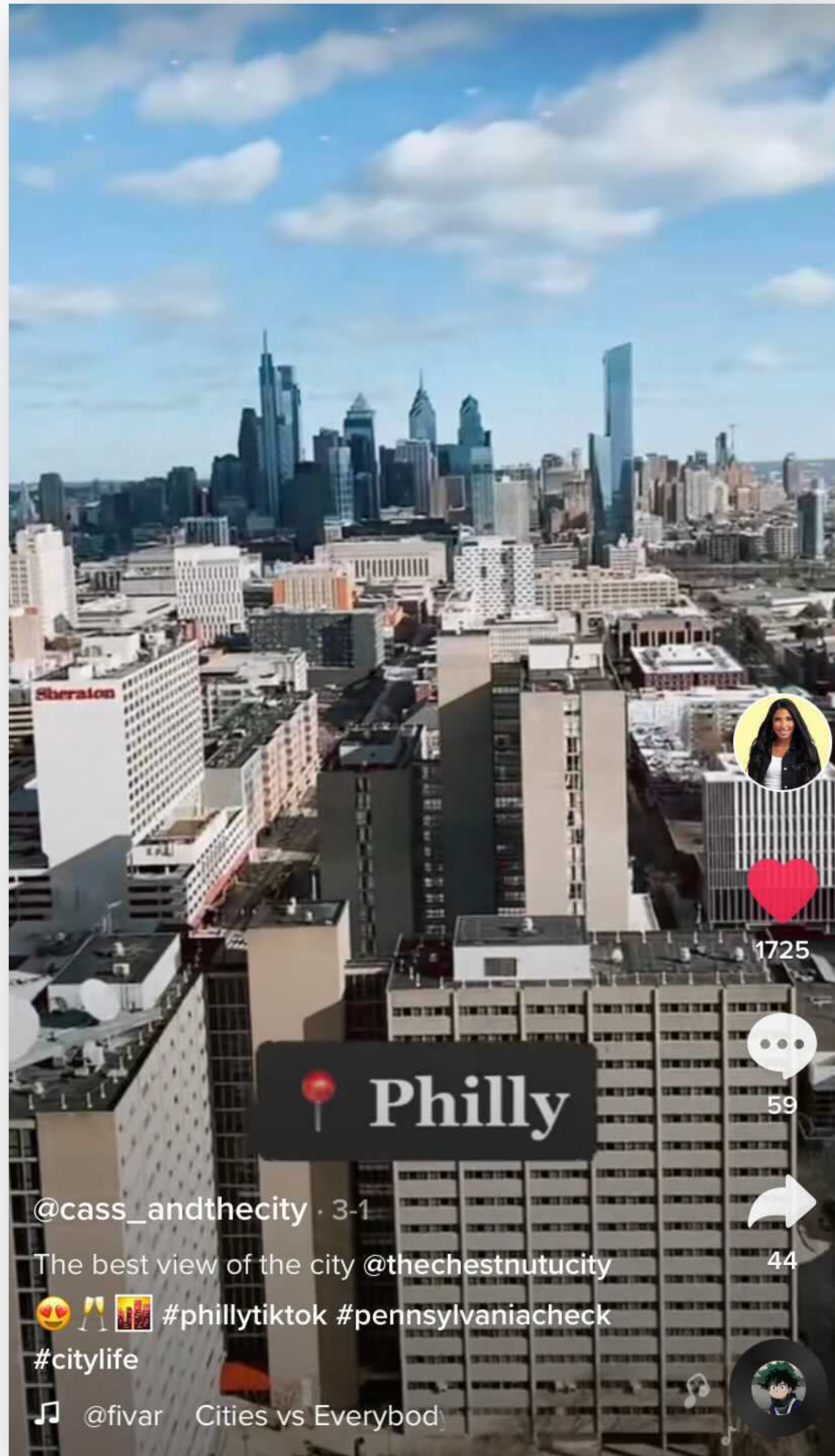
TIKTOK POST #1

- + Likes: 6,657
- + Comments: 104
- + Shares: 780
- + Views: 62.4K
- + Engagement Rate: 8.2%!!

IG REEL POST #1

- + Likes: 257
- + Comments: 21
- + Views: 2,261
- + Engagement Rate: 2.7%!!



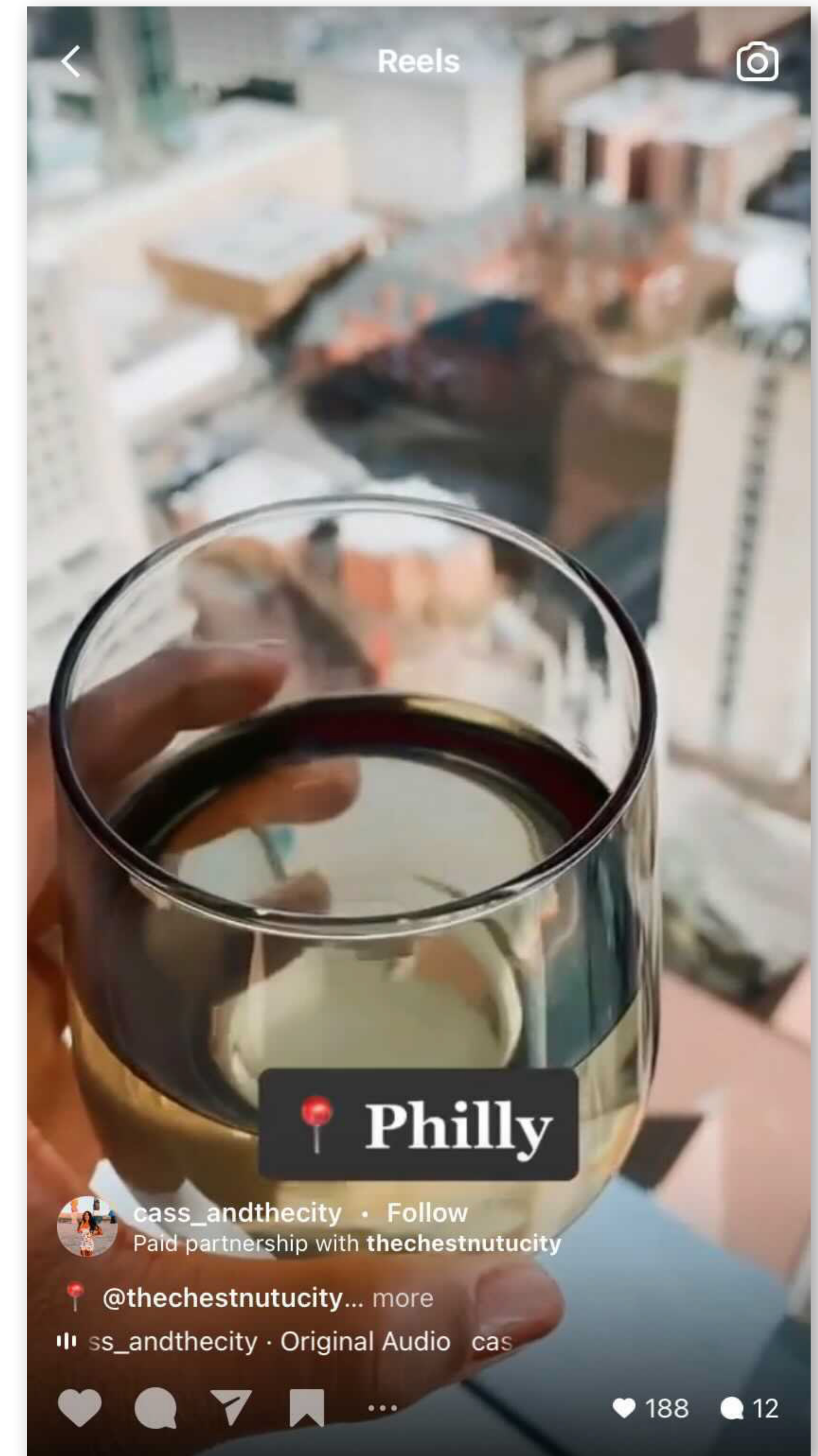


TIKTOK POST #2

- + Likes: 1,711
- + Comments: 59
- + Shares: 41
- + Views: 20.1K
- + Engagement Rate: 2%

IG REEL POST #2

- + Likes: 188
- + Comments: 12
- + Views: 2,025
- + Engagement Rate: 1.9%



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*Thank
you!*

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