

envida Case Study

INFLUENCER CAMPAIGN
OVERTURE RIVER DISTRICT / FORT WORTH, TX



THE INFLUENCER

Monica - @monicasmixx

+ Monica (monicasmixx) is a 55+ lifestyle & fashion-focused influencer based in DFW. Her “age is just a number” messaging appeals to both active adults & children of active adults.

+ 27.4K TikTok Followers / 3.8% Engagement Rate



THE CAMPAIGN

GOALS

- + Create brand awareness
- + Reach a hyperlocal, untapped audience
- + Highlight Overture River District’s model units & amenities, with a focus on their neighborhood to build buzz
- + Drive traffic to Overture River District’s website and Instagram account



THE RESULTS

IN-FEED POST

20,239 Impressions

477 Likes

100 Comments

116 Shares

301 Saves

2.14% Engagement Rate

INSTAGRAM REEL

27,322 Plays

1,384 Likes

77 Comments

2 Shares

115 Saves

5.41% Engagement Rate

INSTAGRAM STORY

1,000 Reach

109 Impressions

9 Link Clicks

7 Sticker Taps

416

Total Saves on
Campaign Posts

9.53%

Overall Campaign
Engagement Rate

