

envida

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

EVOLVE WITH ENVIDA

HOW TO CULTIVATE YOUR COMMUNITY
LOCALLY AND ONLINE

THE
NATION'S LEADING
multifamily **MARKETING AGENCY**

5,000+
PROPERTIES

leased in over 500 cities

15+
YEARS

in Multifamily

HIGH-TOUCH & HYPERLOCAL

PERFORMANCE BASED

CUSTOM & CREATIVE

MANAGEMENT PLANS

premier

LEASE & INFLUENCE

The fastest growth with the most traffic

PRE-LEASE

Stand out before your doors even open

STABILIZATON

For communities with an already strong voice

just the basics

SOCIAL BOOST

A maintenance-focused campaign with a paid content boost

JUST COOL POSTS

Organic content posting for well established communities

plan add-ons

- + Copywriting
- + Pitch Services
- + Video Editing
- + Instagram Reels
- + Instagram Stories
- + Influencer Marketing
- + And more!

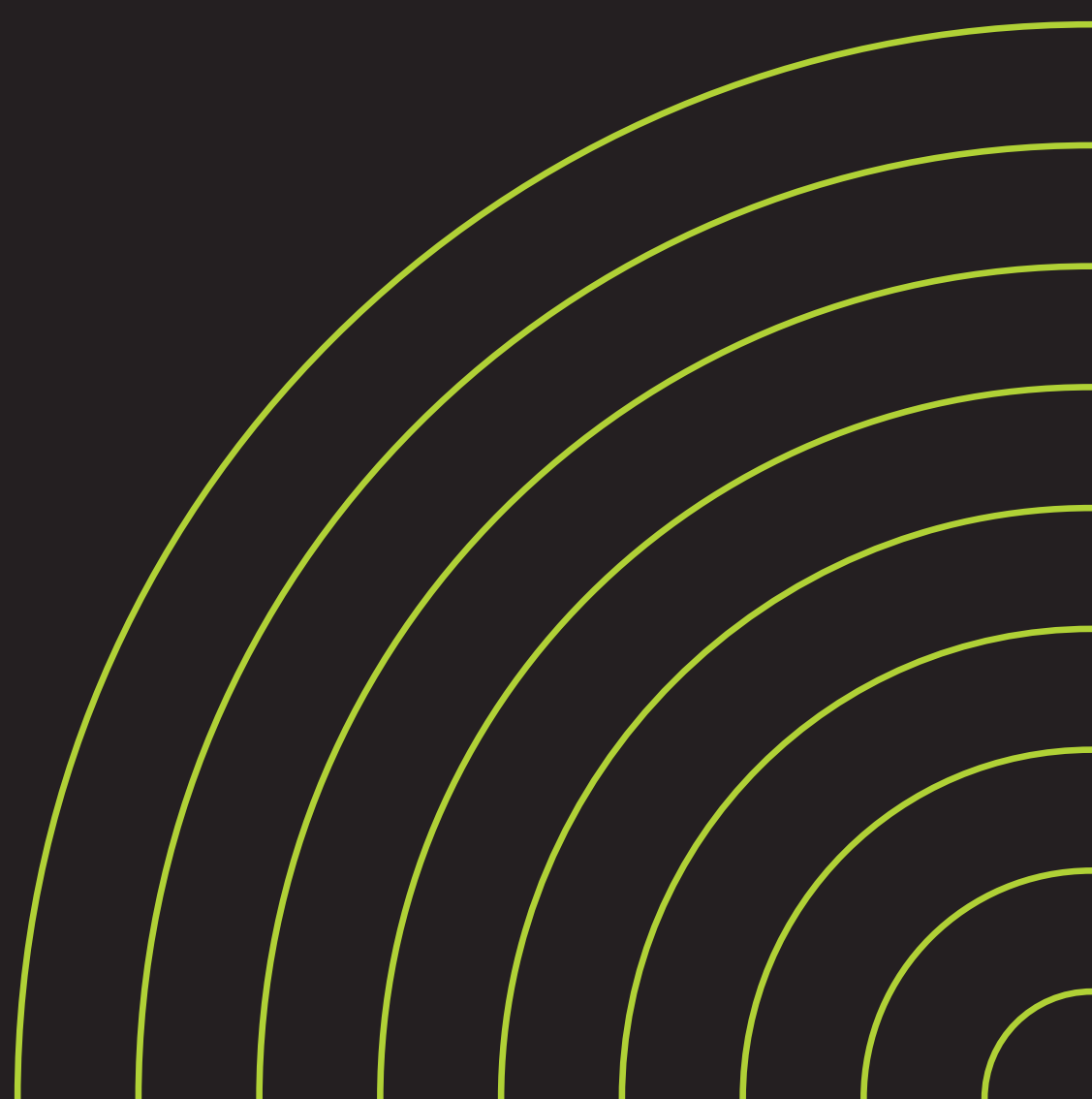
WHAT YOU'LL LEARN

1. HOW TO IDENTIFY YOUR COMMUNITY
2. CULTIVATING PARTNERSHIPS
3. ENGAGEMENT BEST PRACTICES





HOW TO IDENTIFY YOUR COMMUNITY

- **IDENTIFY YOUR TARGET AUDIENCE**
 - **WHO DOES THAT AUDIENCE INTERACT WITH?**
 - **LOOK LOCAL**
 - Look To Your Neighbors
 - Local Businesses, Restaurants, Vendors, etc.
- 

CULTIVATING PARTNERSHIPS

// BEST PRACTICES

1. BUILD FOLLOWERS BY ENGAGING

- Engage with local businesses online by liking, commenting, sharing, etc.

2. USER-GENERATED CONTENT (UGC)

- A great way to utilize photography from others to showcase your area!

3. HASHTAGS

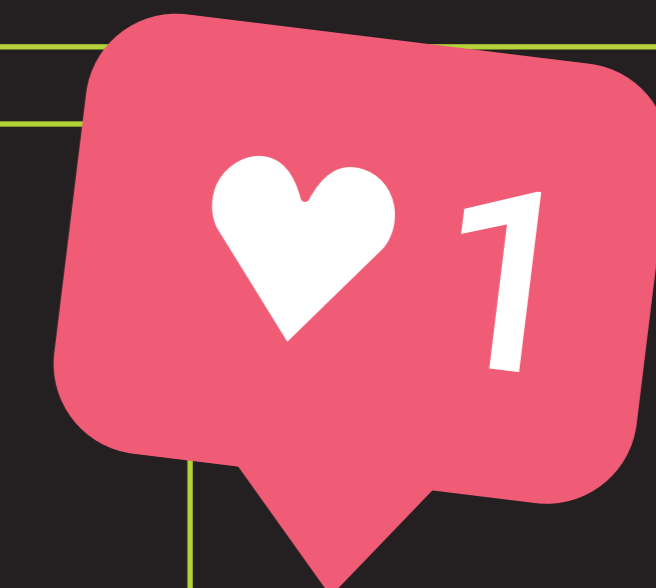
- Using hyper-local hashtags and keywords to help those in your neighborhood find you.

4. COLLABORATION POSTS

- Allows for mutual exposure for you and your neighbors!

5. TAG, TAG, TAG!

- Tag your neighbors on posts to increase engagement and exposure.



envida

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

*Thank
you!*

ENVIDA.COM

follow us @envidasocial

