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envida

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

OVERTURE RIVER DISTRICT
ACTIVE ADULT INFLUENCER
CAMPAIGN





THE GOALS

1. Create authentic brand awareness
2. Reach a hyperlocal, untapped audience
3. Highlight Overture River Districts model units and amenities, with a focus on their neighborhood to build buzz.
4. Drive traffic to Overture River District's website and Instagram account

THE INFLUENCER



Monica – @monicasmixx

27.4k followers | 3.8% Engagement Rate

Monica 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.





CAMPAIGN DELIVERABLES → INSTAGRAM

- Two-pronged approach with 2 visits, 1 during construction & 1 with building completion
 - 1 Instagram Reel Mirrored To Feed
 - 1 Static In-Feed Carousel Post
 - 2 Instagram Stories
 - All posted deliverables tagged @overtureriverdistrict
 - In-Feed post geotagged Overture River District

[illegible]

VIDEO DELIVERABLES



CLICK [HERE!](#)





KEY COMMENTS



sarahlouise87 Sounds look it's going to be amazing beautiful 🙌🙌🙌
❤️❤️🙌🙌



savvysallyanne Interesting! My daughter just moved to Austin and wants us to come to Texas... permanently 😊



daniellemanns27 Wow! Sounds like a great development!



lisabogart Fort Worth has it all. Love that it's a community for the 55 and over. Convenient to do much.



mari_darlin_ Can't wait to see the finished product



KEY COMMENTS



xoxojulievb Those places look so nice! I could TOTALLY live there!



barbieholmes This type of living is more and more appealing as I get older!



fashionablyfifty This over 55 community has great amenities



marjoriedstyle There is a lot to be said for the maintenance free living and social aspect of a 55 and older community!



blondiemmm Beautiful 55 and over community Monica . Thank you for showing and sharing 🥰

IN-FEED POST, REEL & STORY ANALYTICS

→ IN-FEED POST

- Impressions: 20,389
- Likes: 477
- Comments: 100
- Shares: 116
- Saves: 301
- Post Engagement Rate: 2.14%



IN-FEED POST, REEL & STORY ANALYTICS

→ IG REEL

- Plays: 27,322
- Likes: 1384
- Comments: 77
- Shares: 2
- Saves: 115
- Engagement Rate: 5.41%



IN-FEED POST, REEL & STORY ANALYTICS

→ IG STORIES

- Reach: 1000
- Impressions: 109
- Link Clicks: 9
- Sticker Taps: 7



KEY LEARNINGS

1. Overture River District received a total of 416 saves on campaign posts. (This is huge)!
2. Overture River District's campaign post had an overall engagement rate of 9.53% (Average engagement rate: 0.67%, the higher the better!)
3. Moving forward, it is recommended that all influencer campaign packages include at least 1 IG Reel as a deliverable due to the fantastic metrics ORD garnered on this campaign.

THANK YOU!

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