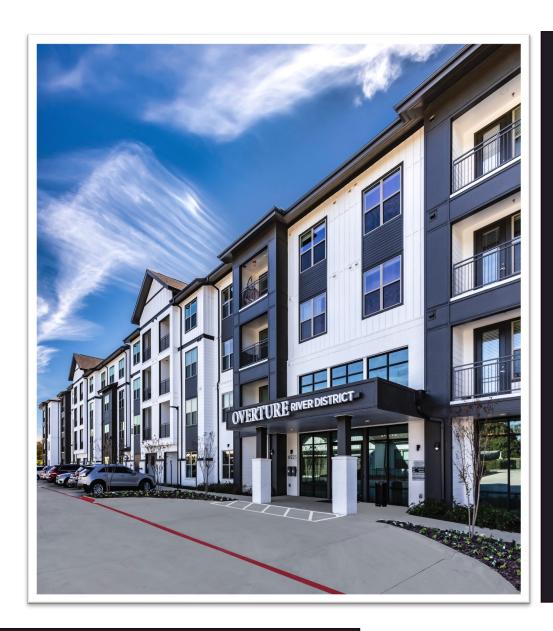




OVERTURE RIVER DISTRICT ACTIVE ADULT INFLUENCER CAMPAIGN





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

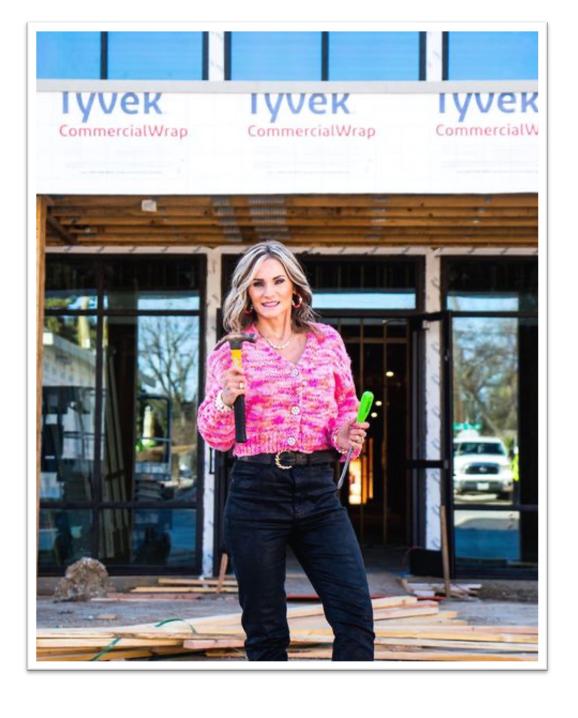
THE INFLUENCER

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.

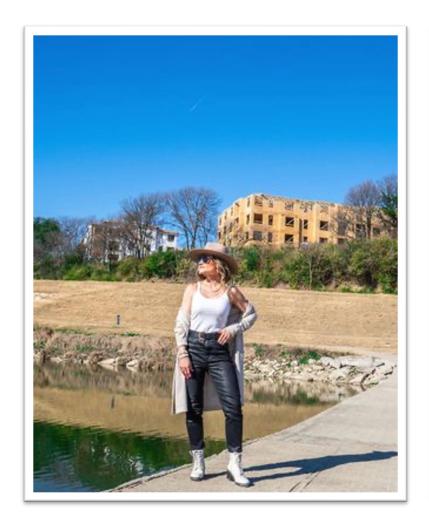




CAMPAIGN DELIVERABLES

→ 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
 - o 2 Instagram Stories
 - All posted deliverables tagged @overtureriverdistrict
 - In-Feed post geotagged Overture River District



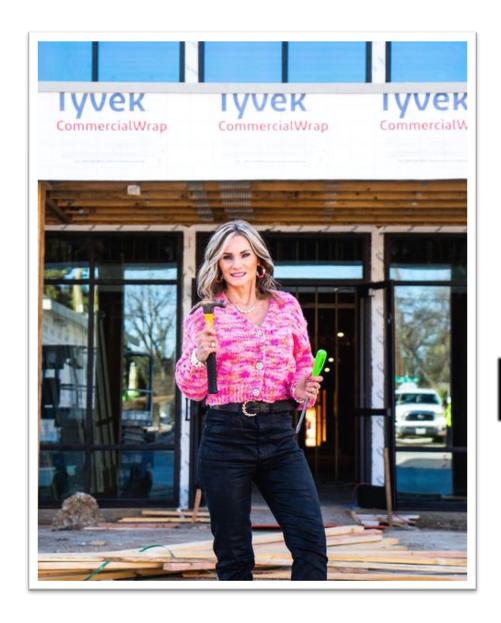




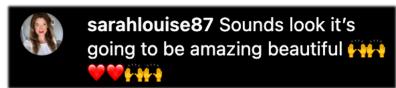
VIDEO DELIVERABLES

CLICK HERE!





KEY COMMENTS





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!



blondiemm Beautiful 55 and over community Monica . Thank you for showing and sharing 69

IN-FEED POST, REEL & **STORY ANALYTICS**

→ IN-FEED POST

o Impressions: 20,389

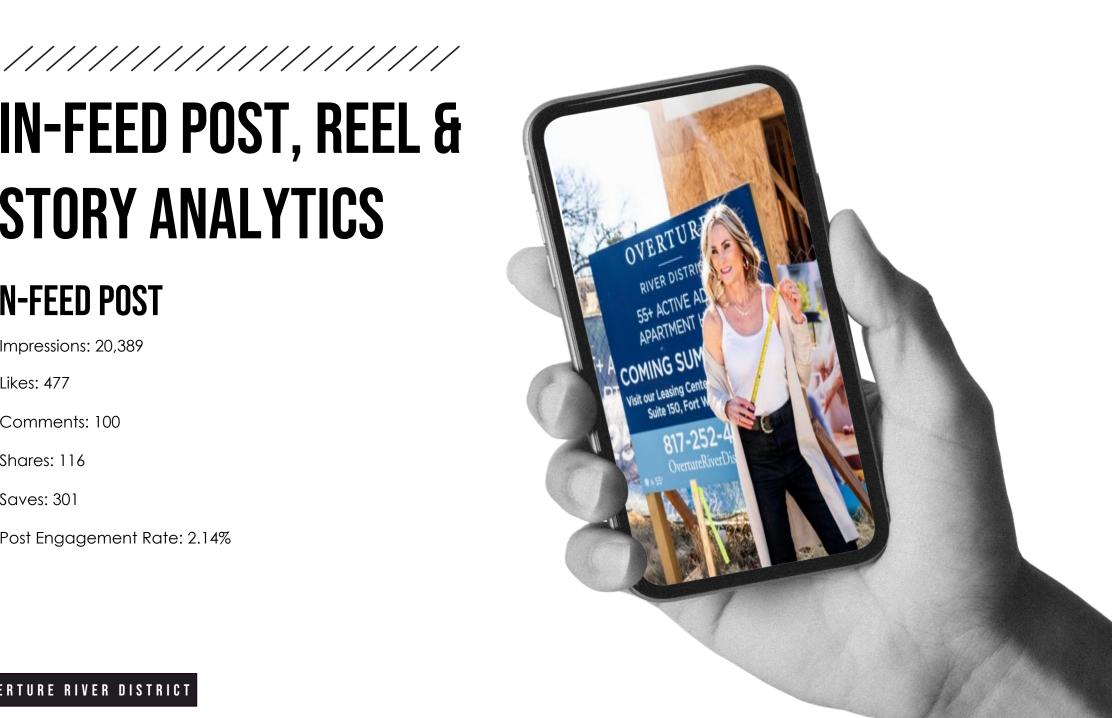
o Likes: 477

o Comments: 100

o Shares: 116

o Saves: 301

o Post Engagement Rate: 2.14%



IN-FEED POST, REEL & STORY ANALYTICS

IG REEL

o Plays: 27,322

o Likes: 1384

o Comments: 77

o Shares: 2

o Saves: 115

o Engagement Rate: 5.41%



IN-FEED POST, REEL & STORY ANALYTICS

IG STORIES

o Reach: 1000

o Impressions: 109

o Link Clicks: 9

o 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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