

envida

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

EVOLVE WITH ENVIDA

SOCIAL KPIS YOU SHOULD KNOW

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!

INTRODUCING KPIS

Social KPI definition - Social KPIs are metrics used to track the efficiency and performance of social media strategies across platforms.

KPI: KEY PERFORMANCE INDICATOR

Top Key Performance
Indicators Include:

1

Likes

2

Engagement

3

Follower Growth

4

Traffic Conversions

5

Social Interactions

6

Social Sentiment

7

Social Shares

BOOST SOCIAL KPIS

When trying to organically grow your social media presence, a good way to push that growth is keeping conversations going across all channels.

REPURPOSE YOUR CONTENT: WHEN CREATING CONTENT, IT IS IMPORTANT TO REUSE ACROSS ALL PLATFORMS. SPECIFICALLY, THIS CAN HELP REACH A LARGER AUDIENCE, AND BOOST THE CHANCES OF CONSUMERS SEEING THIS CONTENT ON MORE THAN ONE PLATFORM WHILE PUSHING LIKES, COMMENTS, SAVES, ETC.

POST ENGAGEMENTS

Organic Vs. Paid

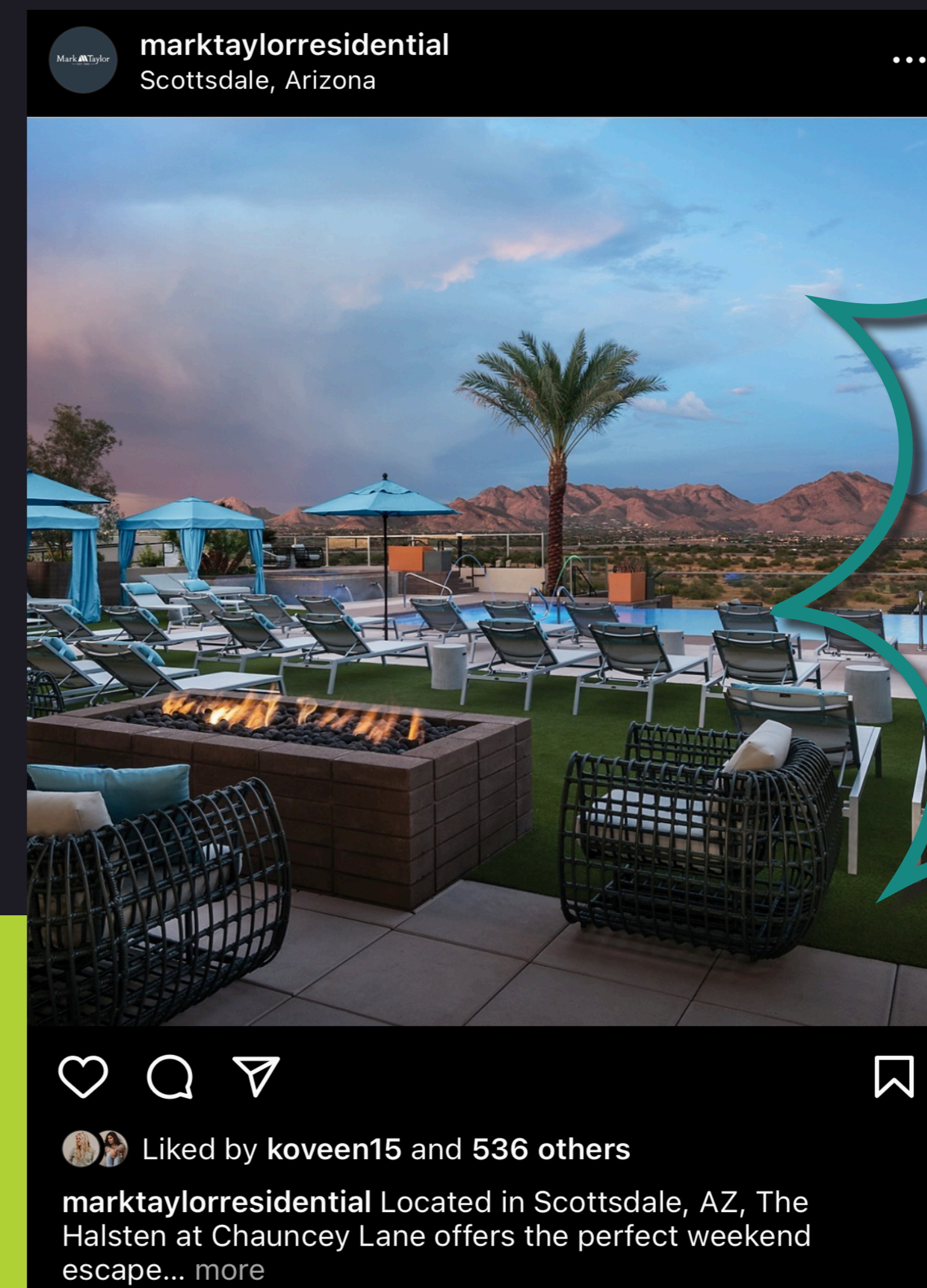
Organic

When posting on social platforms, organic content is anything without money behind it. When using organic content, the main goal is to target current followers to engage with content (liking, commenting, saving posts, etc.) Organic content can get on explore pages to reach a larger market, but usually is focused towards your current followers.



Paid

When posting organic content, it is strongly advised to boost posts throughout all social platforms. When putting money behind these posts, it drives more successful results while reaching a much larger audience.



MORE FOLLOWERS \neq MORE SUCCESS

“My page is more successful if I have more followers, right?” - debunking the myth that more followers = more success

Everyone is so focused on followers on social media that often times we forget to look a little deeper for quality rather than quantity.

An account with less followers and higher engagement rate vs a higher follower count and lower engagement rate does have the ability to convert the same amount, if not more followers.

MOST IMPORTANT KPI'S

It depends on your goals as to what KPIs are going to be more valuable/you will want to track and see consistent growth in (can depend on industry), but one of the biggest goals should always be increasing your engagement rate.

WHY AN ENGAGEMENT RATE IS CRUCIAL IN PROVIDING INSIGHT INTO YOUR ACCOUNT

1

It shows how actively involved your audience is with your content. When your audience is more involved they're more likely to buy into what you're selling/communicating.

2

It can show you what types of accounts/demographics interact with your account and if you are attracting your ideal audience.

3

Adds the most valuable information for when you want to grow your account or launch a campaign.

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*Thank
you!*

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