

envida Case Study

INFLUENCER CAMPAIGN - MARCH 2023
PARC HAVEN / LAS VEGAS, NV



THE INFLUENCER

Codi - @local.livin

- + Codi (local.livin) is a Las Vegas-based foodie influencer who focuses on local finds through her Instagram profile, stories and reels.
- + 37.3K Followers / 5.94% Engagement Rate



THE CAMPAIGN

GOALS

- + Create brand awareness
- + Reach a hyperlocal, untapped audience
- + Highlight Parc Haven's standout features + amenities
- + Drive traffic to Parc Haven's brand-new Tiktok account and Instagram account



THE RESULTS

REEL

- 12,176** Accounts Reached
- 13,552** Plays
- 520** Likes
- 27** Comments
- 100** Shares
- 57** Saves

INSTAGRAM STORY 1

- 61** Sticker Taps directly to Parc Haven's Instagram
- 960** Total Impressions
- 4** Shares

INSTAGRAM STORY 2

- 26** Sticker Taps directly to Parc Haven's Instagram
- 1,101** Total Impressions
- 9** Shares
- 2** Replies

LINK IN BIO

- 78** Website Clicks

46

New Followers on
Parc Haven's Instagram

4,597

Total Accounts
Reached

204

Total Accounts
Engaged

