# envida

SOCIAL / MEDIA

# LET'S TALK TIKTOK

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SOCIAL / MEDIA

## WHAT MAKES US DIFFERENT

**5,000+** PROPERTIES leased in 500+ cities

**15+** YEARS in Multifamily

HIGH-TOUCH / HYPERLOCAL

PERFORMANCE BASED

CUSTOM & CREATIVE

> *"...the exceptional services & unrivaled creativeness makes envida superior to their competitors."*
>
> HOLLY J. Marketing Manager GREYSTAR

# MANAGEMENT PLANS

## PREMIER PLANS

**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

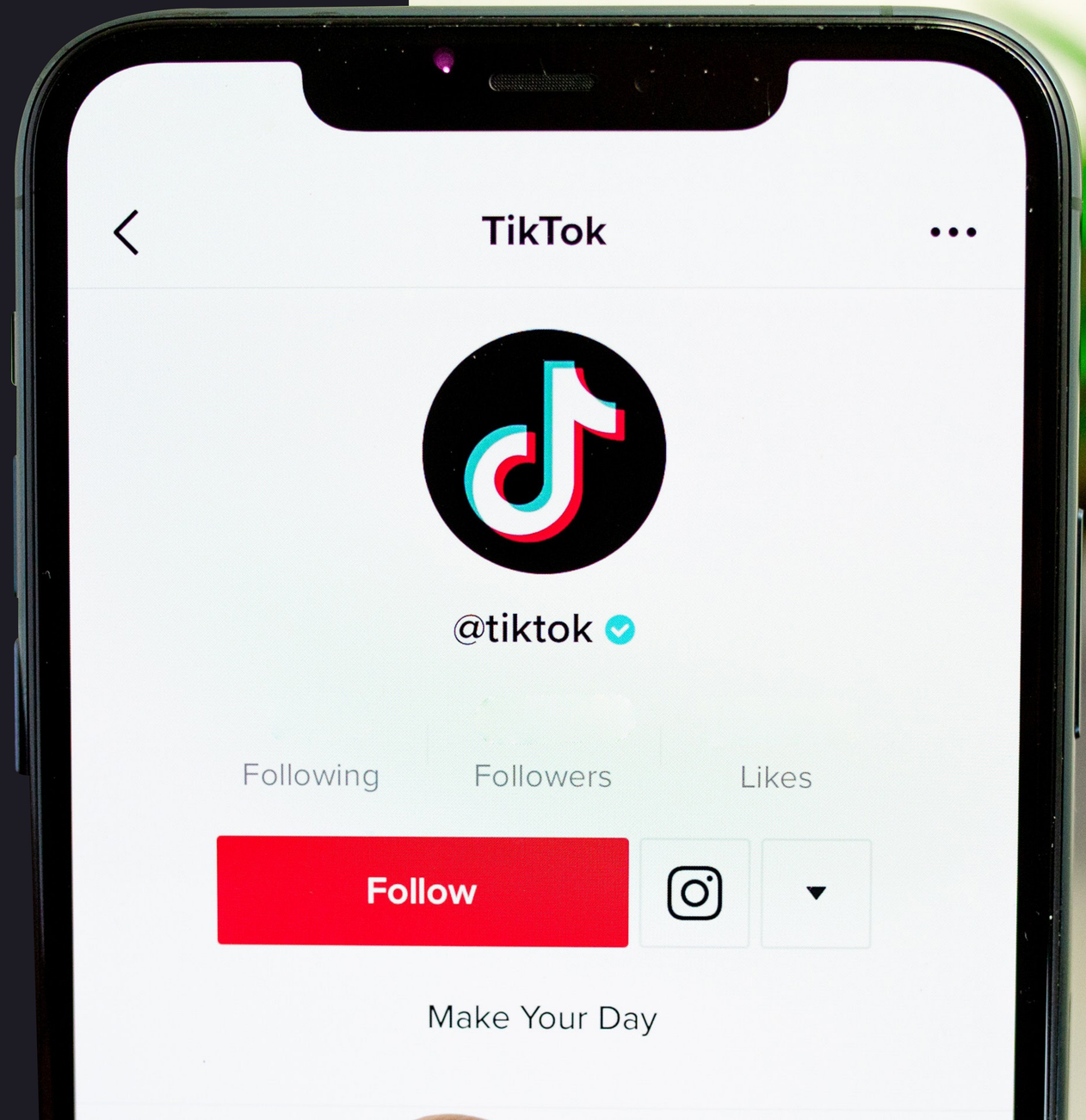
**SOCIAL BOOST** Maintenance-focused campaign with a paid content boost

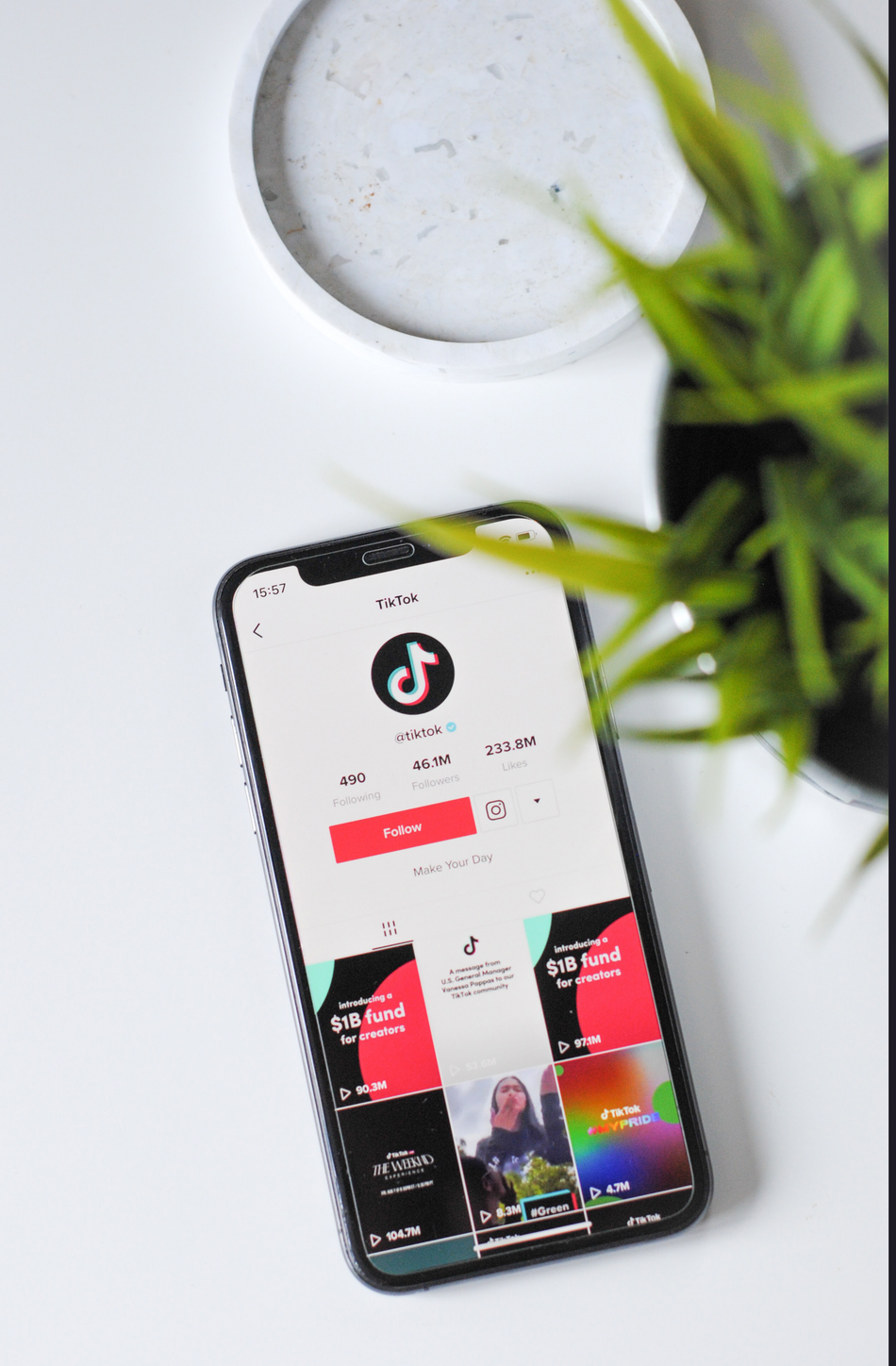
**JUST COOL POSTS** Organic content posting for well established communities

**DIY SOCIAL PLAN** Training and tools your team need to manage social themselves.

# WHAT YOU'LL LEARN

1. SOME BACKGROUND ON TIKTOK
2. KPIS
3. TIKTOK BEST PRACTICES
4. CONTENT CREATION
5. CASE STUDIES






# TIKTOK BACKGROUND

1. TikTok is a social media platform for creating and sharing short videos that was launched in 2016.
2. TikTok has over 1 billion monthly active users worldwide.
3. The app allows users to create and share videos with music, filters, effects, and text.
4. TikTok now has over 150 million active users in the U.S.
5. Users between 20-40 make up 45.9% of total users.

# KPIS

TikTok Averages: $1.00 CPC - 0.58% CTR - $20.00 CPL - $9.72 CPM

## IMPRESSIONS:

This is the number of times your ad is shown.

## REACH:

This is the number of people who see your ad.

## CTR:

The ratio of users who click on an advertisement compared to the number of total users who view the ad.

## COST PER CLICK (CPC):

The average cost you pay for one click on your ad.

## COST PER THOUSAND (CPM):

The cost you pay for 1,000 ad impressions.

## CONVERSIONS:

The number of times a user completed a desired action (ie lead generation form submission)

## COST PER CONVERSION:

The average cost you pay for one conversion.

## CONVERSION RATE (CVR):

The percentage of people who completed a desired action after clicking on your ad.

# SPECIAL ADS CATEGORY

## DEMOGRAPHICS

**Age:** 18+ only

**Gender:** Not allowed

**Location:** Zip code targeting not allowed

**Audience:** No Lookalikes or hashtags targeting.

Limited Targeting interests.

# TIKTOK AD OBJECTIVES + TARGETING

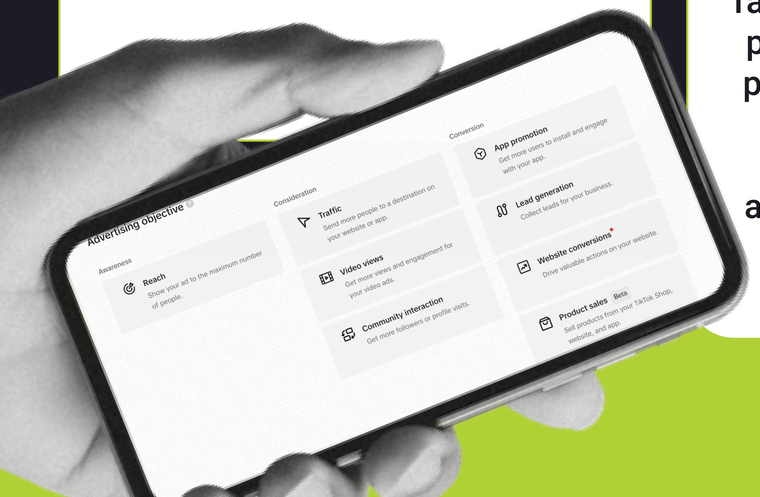
You have three stages of goals you can choose from - Awareness, Consideration, and Conversions.

## TARGETING OPTIONS:

1

### INTERESTS

Target users based on their interest in specific content.




2

### PURCHASE INTENTIONS:

Target users who are researching products and have the intent to purchase a service or a product from the selected category. It's specifically designed for advertisers seeking to increase conversions. Example: "Real Estate & Home Rentals"

3

### VIDEO INTERACTIONS:

Target users based on the videos they engaged with, in the last 15 days on TikTok.

4

### CREATOR INTERACTIONS:

Target users based on the creators they followed or viewed on TikTok.

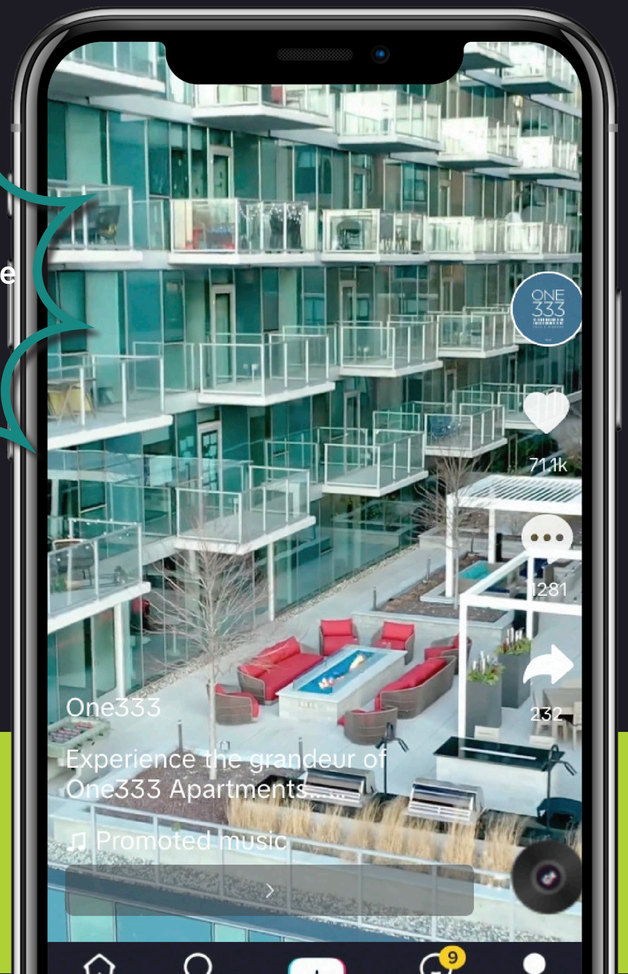
# TIKTOK BEST PRACTICES

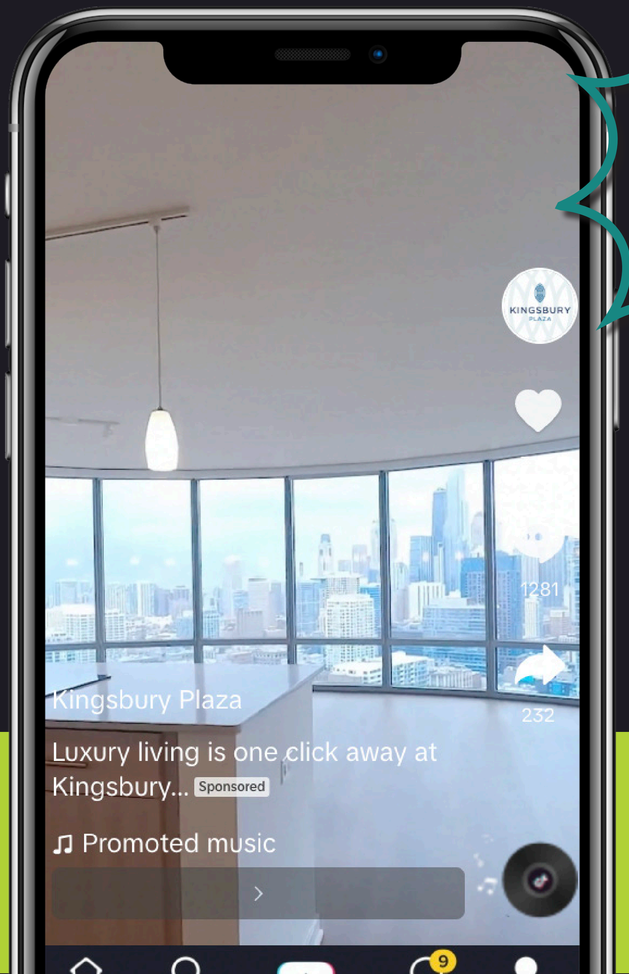
**Budget: TikTok suggests a minimum budget of $500.00 for each campaign.**

Up to five text captions per ad - 100 characters limit

Campaigns can have up to 30 videos a campaign.

Focus on only one call to action at a time.




Limit Video to 9-15 Seconds - Can be max 60 seconds

Always have 3-5 videos running in a campaign.

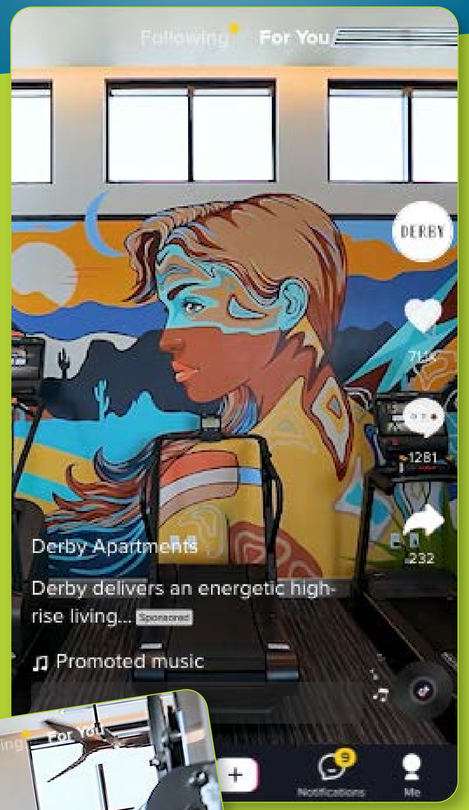
# CONTENT CREATION

1. User Generated Content tends to perform the best compared to highly produced.
2. Always have catchy background music.
3. Entertaining, fun, humorous videos - TikTok is a platform for entertainment, so creative that makes people laugh or smile and tends to perform well.
4. If there’s a voiceover or a key presenter, always add captions!

# DERBY

Phoenix, AZ

envida Case Study



## CAMPAIGN DETAILS

### Goals

+ Create brand awareness
+ Reach a hyperlocal, untapped audience
+ Highlight Derby's standout features & amenities
+ Drive traffic to Derby's website

### Details

+ 15-day Campaign
+ Platform: TikTok
+ $350 Ad Spend

## THE RESULTS

**89,937**
Impressions

**972**
Clicks

**$3.89**
CPM (Cost per 1,000 Impressions)

**$0.36**
CPC

**1.08%**
CTR

**629**
Users to the Website (13.16% of total traffic)

TERRALANE COMMUNITIES
AT PARK MCDOWELL

Phoenix, AZ

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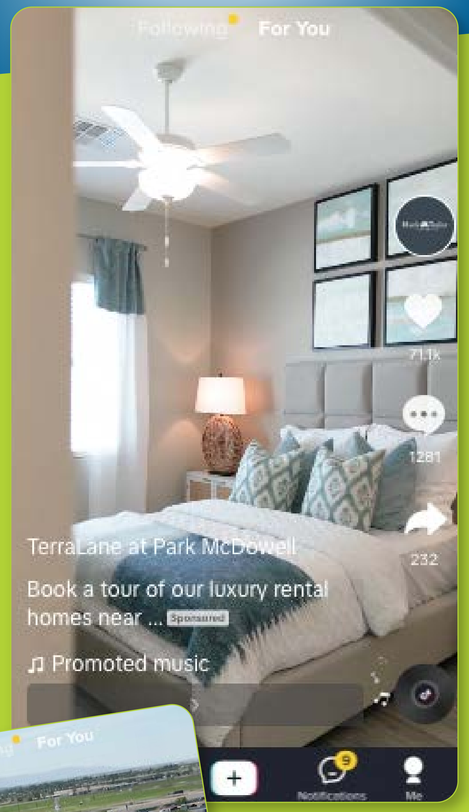
# Case Study



## CAMPAIGN DETAILS

### Goals

+ Create Brand Awareness
+ Drive Lead Generation through TikTok forms that go directly to leasing teams
+ Reach a hyperlocal, untapped audience
+ Highlight TerraLane at Park McDowell's standout features & amenities

### Details

+ 30-Day Campaign
+ Platform: TikTok
+ $350 Ad Spend
+ Assets: 20-Second Video

## THE RESULTS

**19**
Leads

**$18.40**
CPL
$20 Industry Avg.

**1.32%**
CTR
0.58% Industry Avg.

**2**
Tours Scheduled

**27,714**
Impressions

**367**
Clicks

**$0.95**
CPC
$1.00 Industry Avg.

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*Thank you!*

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