

## MAXIMIZING INFLUENCER IMPACT



## WHAT MAKES US

**PROPERTIES** 

YEARS

leased in 500+ cities

in Multifamily

HYPERLOCAL HIGH-TOUCH PERFORMANCE BASED CUSTOM & CREATIVE

...the exceptional services & unrivaled >>> creativeness makes envida superior to their competitors. HOLLY J.

Marketing Manager GREYSTAR



#### 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.



## WHAI YOU'LL LEARN

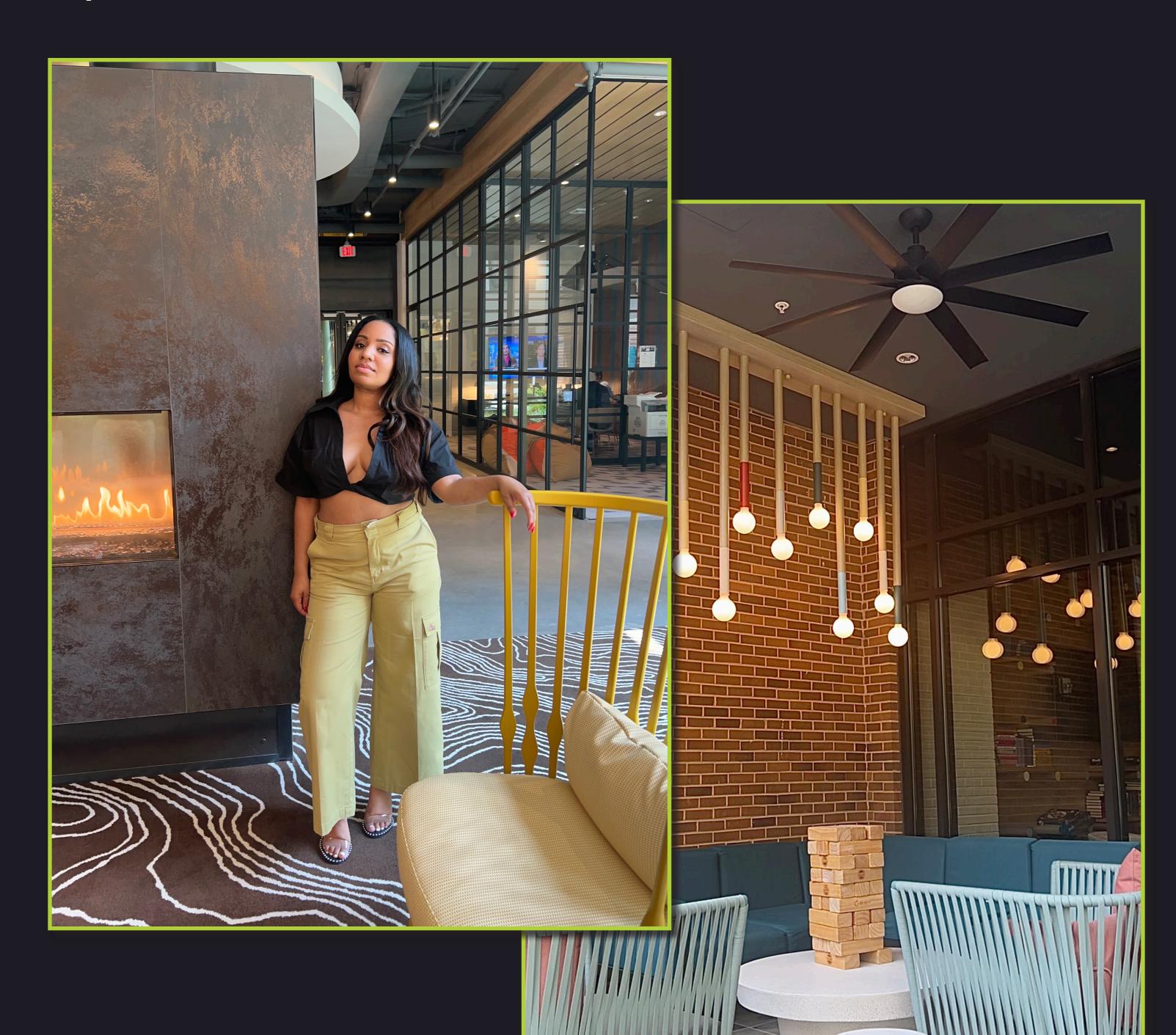
- + BENEFITS OF INFLUENCER CAMPAIGNS
- + CONTENT BEST PRACTICES
- + CASE STUDY
- + FAQS ABOUT INFLUENCERS

## MFLUENCER CAMPAIGN BENEFITS

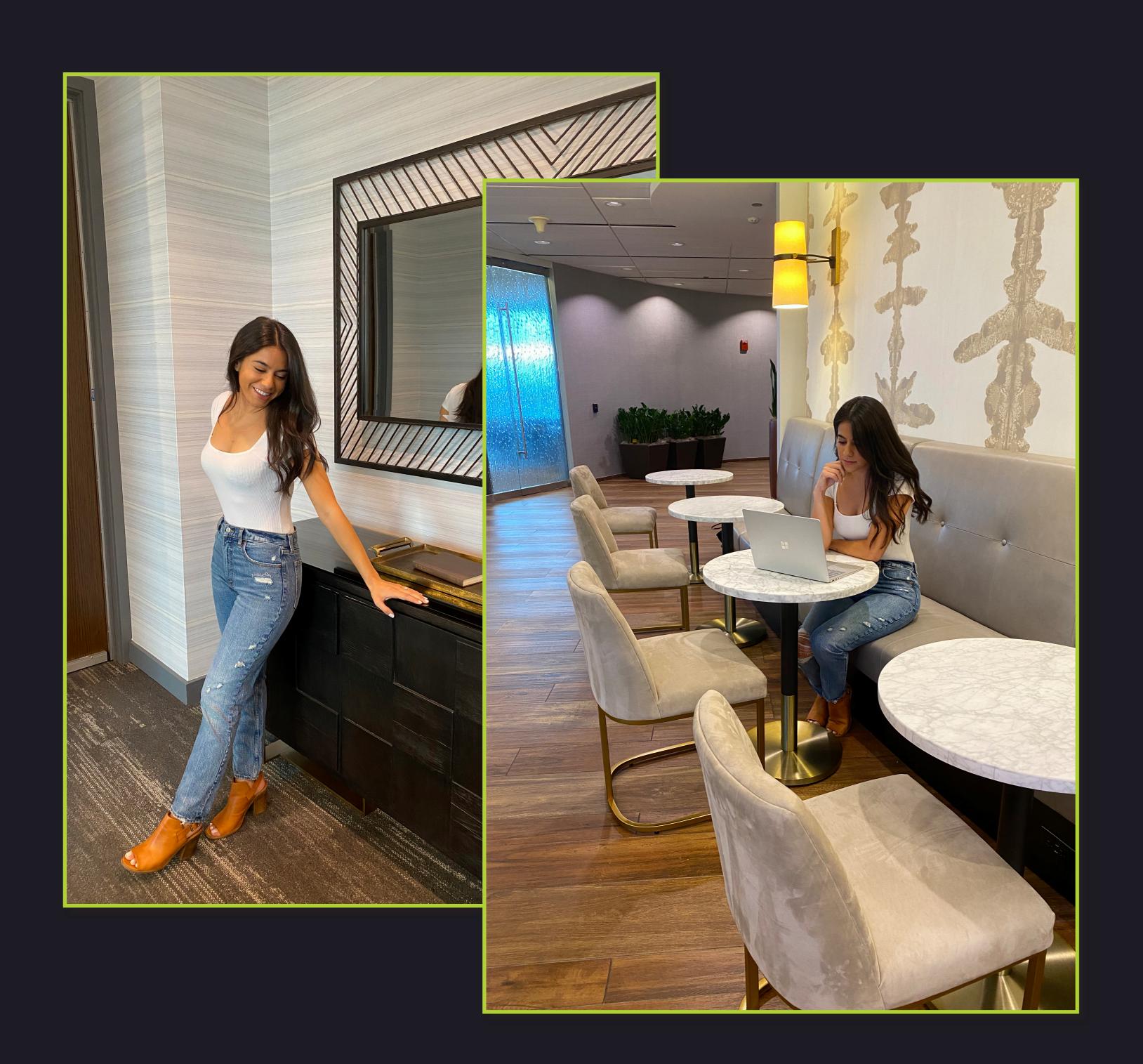
90% of consumers trust a peer recommendation

### BENEFITS

- Build brand awareness
  - Reach untapped
     audiences
- Grow social presence
- Drive potential leads
  - Content building



## CONTENT BEST PRACTICES



### EXAMPLES

- Day in the life
- Story takeover
- Attend a resident event
  - Authentic/Lifestyle content
  - UGC/IGC content



#### 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



#### 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

**Total Accounts** Engaged

New Followers on Parc Haven's Instagram **Total Accounts** Reached



## FAOS ABOUT INFLUENCERS

## HOW MUCH DOES AN INFLUENCER CHARGE FOR A CAMPAIGN?

 Payment depends on their following & engagement rate, the content they deliver and the city

#### HOW DOES ENVIDA SOURCE INFLUENCERS?

 Database, location, hashtags, partnerships

# DOES THE PROPERTY GET TO "OWN" THE CONTENT DELIVERED FROM THE INFLUENCER?

 Yes! We negotiate all deliverables and content



ENVIDA.COM follow us @envidasocial follow in in