



**envida**  
SOCIAL / MEDIA

# MAXIMIZING INFLUENCER IMPACT



## WHAT MAKES US DIFFERENT

5,000+ 15+

PROPERTIES

leased in 500+ cities

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

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

# INFLUENCER 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

# envida Case Study



PARC HAVEN



## 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

204

Total Accounts Engaged

46

New Followers on Parc Haven's Instagram

4,597

Total Accounts Reached





# FAQS 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

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you!*

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