



# PUTTING THE *ACTIVE* IN ACTIVE ADULT

EFFECTIVELY CREATING A LIFESTYLE FOR ACTIVE ADULTS ON SOCIAL

# ACTIVE ADULT CONTENT STRATEGY

HEAVILY LIFESTYLE-FOCUSED TO PROMOTE THE NEXT BEST CHAPTER

- + Resident Events
- + Resident Testimonials
- + Leasing Team Spotlights
- + Property Highlights
- + Neighborhood Features
- + Engagement Posts





# SHARE YOUR PROPERTY'S STORY THROUGH *RESIDENT EVENT PROMOTION*

LIVELY EVENT CALENDAR? WE GOT YOU COVERED.

## LEVERAGE SOCIAL FOR EVENTS THROUGH:

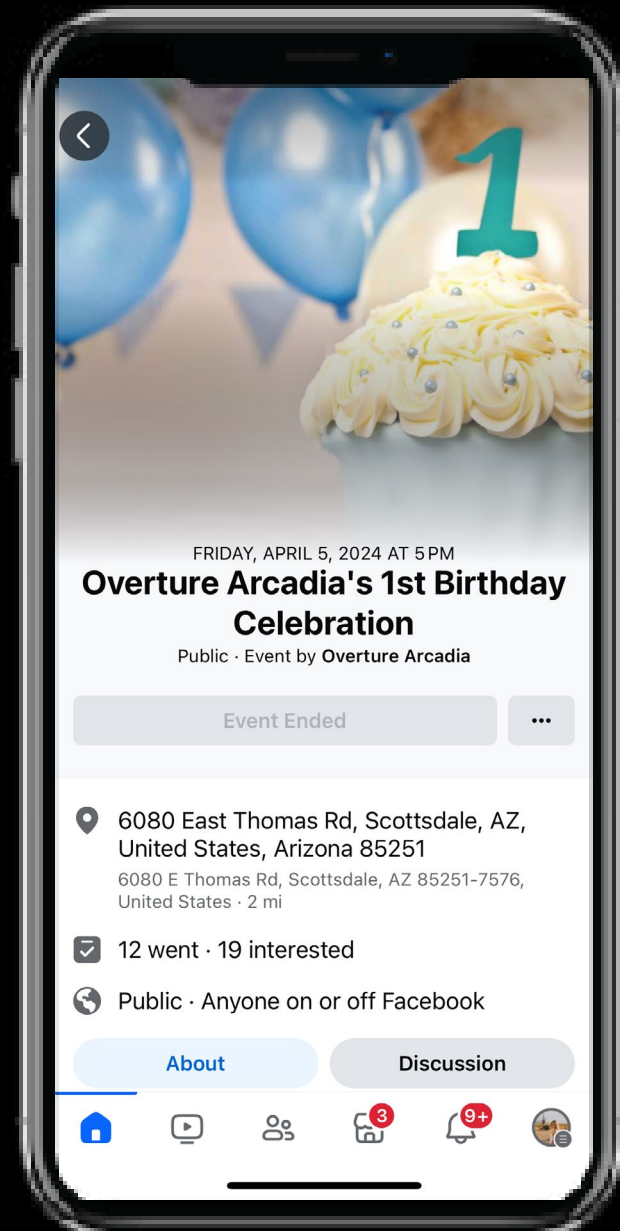
- ✓ Facebook Event Response Ads
- ✓ On-site Event Photography
- ✓ Event Recaps

# FACEBOOK EVENT *RESPONSE ADS*

PROMOTE YOUR PROPERTY'S UPCOMING  
EVENT THROUGH PAID ADVERTISING

## BEST PRACTICES:

- + Select enticing prospect events (Quality over Quantity)
- + Time it right
- + Budget accordingly
- + Keep Fair Housing in mind
- + Include RSVP details



# LIFESTYLE & EVENT PHOTOGRAPHY

CAPTURE YOUR RESIDENT PERSONALITIES WITH CUSTOM PHOTOGRAPHY

## BEST PRACTICES

- + Coordinate shoots alongside resident events
- + Engage real residents instead of models
- + Activate your model units & amenity spaces
- + Recap events on social through in-feed posts, story highlights, reels & more!





# RESIDENT *TESTIMONIALS*

REAL RESIDENT REVIEWS DRIVE LEASES.

Tell your community's story through your residents' eyes with ✓ Compelling Reels & ✓ Real Testimonials.

# envida active adult

## Social Plans

### JUST THE BASICS

### PREMIER PLANS

		ACTIVE ADULT SOCIAL LITE NO ADS	ACTIVE ADULT SOCIAL LITE	ACTIVE ADULT BRONZE	ACTIVE ADULT SILVER	ACTIVE ADULT GOLD
<b>PRICING</b>	ONE-TIME SET UP	\$250	\$500	\$1,000	\$1,000	\$1,000
	MONTHLY	\$325	\$450	\$800	\$950	\$1,500
	AD SPEND THRESHOLD	NONE	\$250	\$250-500	\$250-500	\$500-1,000
<b>INCLUDES</b>						
SOCIAL BRAND GUIDE				✓	✓	✓
MONTHLY CONTENT		f 6 FB POSTS + 4 ARTICLES	f 6 FB POSTS + 4 ARTICLES	@ 6 POSTS f 6 POSTS	@ 8 POSTS f 8 POSTS	@ 10 POSTS f 10 POSTS
MONTHLY STORIES				@ 1 STORY	@ 1 STORY	@ 4 STORIES
INSTAGRAM STORY SHARES FROM PROFILE CONTENT				UP TO 4 PER MONTH	UP TO 4 PER MONTH	UP TO 4 PER MONTH
INSTAGRAM REELS					2 PER MONTH	4 PER MONTH
GOOGLE MY BUSINESS POSTINGS				UP TO 4 PER MONTH	UP TO 4 PER MONTH	UP TO 4 PER MONTH
SOCIAL AD MANAGEMENT		N/A	ADS + BOOSTS	ADS + BOOSTS	ADS + BOOSTS	ADS + BOOSTS
ON-SITE PHOTOGRAPHER				1 PER 6 MONTHS	1 PER 6 MONTHS	1 PER 6 MONTHS
CONTENT CREATOR-STYLE FOOTAGE						✓
IG ENGAGEMENT + FOLLOWER BUILDING				✓	✓	✓
FB ENGAGEMENT + QUALITY CONTROL		✓	✓	✓	✓	✓
INFLUENCER CAMPAIGN MANAGEMENT						✓
MARKETING ACCOUNT MANAGER PROPERTY VISIT						✓
INFLUENCER CAMPAIGN OR TIKTOK PROFILE MANAGEMENT						✓
REPORTING + TRACKING			PLATINUM	PLATINUM	PLATINUM	PLATINUM



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SOCIAL / MEDIA

*Thank you!*

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