



EVOLVE WITH ENVIDA

INFLUENCER CAMPAIGNS 101

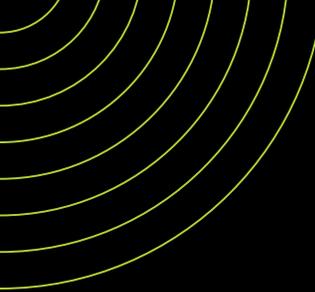
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WHAT IS **INFLUENCER** MARKETING?

+ Influencer marketing leverages social media influencers with engaged audiences to promote your property.

+ 92% of audiences trust influencer recommendations over traditional advertising campaigns.





BENEFITS OF ACTIVATING AN INFLUENCER CAMPAIGN



REACH NEW AUDIENCES

71% of marketers find that Influencer Marketing helps them reach new audiences and maintain relevance over time.



INCREASE ENGAGEMENT

Brands experience, on average, a **3x higher engagement rate** on influencer content.



EXPAND SOCIAL PRESENCE

A recent Envida influencer campaign helped a property garner a **1,500% increase in organic followers** on Instagram.



CRAFTING THE *CAMPAIGN*

- ✓ Discover Campaign Goals
- ✓ Curate Creative Concepts
- ✓ Discover Ideal Partners

FINDING THE RIGHT INFLUENCER

STRATEGIC SOURCING:

Audience Demographics

Content Creation Capabilities

Past Relationships

Engagement Rate

Hyperlocal Content



MENT HUNTING
LAS VEGAS

PREPARE FOR YOUR *INFLUENCER VISIT*

- ✓ Ensure Property is Clean and Presentable
 - ✓ Remove Seasonal Decor
- ✓ Prepare to Tour the Influencer Around
- ✓ Equip Influencer with Additional Knowledge



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Thank you!

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