envida Case study

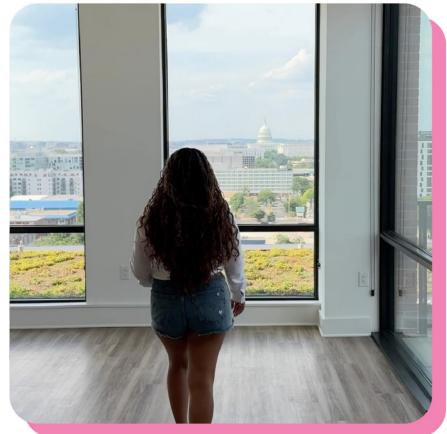
J.COOPERS ROW

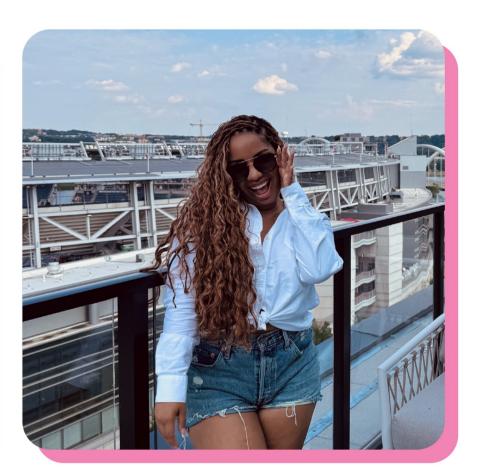
Washington, DC Custom Social Boost Plan + Influencer Add-On

STRATEGY

Elevate J.Coopers Row's brand awareness in the DMV area by leveraging a hyperlocal influencer to create engaging lifestyle content.







Influencer Lifestyle Content



Total Plays on Reel

36,475 14,172 Total Users Reached from Reel

NEW Instagram Followers (compared to the previous 7 days)

48.9% INCREASE

5,739

Total Profile Impressions

81.6% INCREASE

Total Profile Actions

4,620% INCREASE ~