

EVOLVE
evolve

WITH

JULY 2025 

ENVIDA
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SOCIAL METRICS

TO KNOW

{ HOW TO MEASURE WHAT MATTERS IN
APARTMENT MARKETING }

[1] ALIGN WITH LEASING FUNNEL

Social metrics help diagnose how marketing efforts are contributing to awareness, interest, and ultimately signed leases.

[3] OPTIMIZE IN REAL TIME

By tracking monthly, we can shift budget or content mid-campaign vs. waiting until the end.

[2] STORYTELLING WITH DATA

Metrics help us explain wins (e.g., strong engagement on lifestyle videos) and spot gaps (e.g., poor reach = low visibility).

WHY SOCIAL METRICS MATTER





LIKES, COMMENTS, SHARES:

Shares = amplification; the strongest signal of content value.

Comments = community-building and intent.



SAVES:

These are “I want to come back to this” signals, which are strong for lifestyle, educational and floor plan content.



VIEWS:

For Reels or video, 3-second views gauge scroll-stopping content.



ENGAGEMENT RATE:

Over 1% is solid for organic; over 2% is strong.

ENGAGEMENT METRICS (ORGANIC + PAID)

REACH (UNIQUE PEOPLE):

Focus metric for brand awareness.

Best to evaluate per post or per campaign to measure growth.

IMPRESSIONS (TOTAL VIEWS):

Repeat views - good for message reinforcement.

If impressions are high and reach is low, you may be hitting the same audience too frequently.

BRAND AWARENESS METRICS

LINK CLICKS:

Top-level indicator that the ad is sending traffic where we want (website, form, etc).

CTR (CLICK-THROUGH RATE):

Good CTR varies: 0.8–1.2% is average, 2%+ is strong in our space.

Low CTR? Likely a creative or targeting mismatch.

CPC (COST-PER-CLICK):

Total Amount Spent / Total Number of Clicks

A low CPC is usually a good sign—it means you're getting more clicks for less money.

CPE (COST-PER-ENGAGEMENT):

Useful for top-of-funnel efficiency. Lower CPE = better ROI on reach/engagement plays.

PAID SOCIAL METRICS

BEST PRACTICES:

FOCUS ON KEY METRICS

- Brand Awareness
- Engagement
- Traffic

REVIEW TOP & BOTTOM PERFORMING POSTS

ANALYZE AUDIENCE DEMOGRAPHICS

SPROUT REPORT WALKTHROUGH

THANK

YOU

you