

**envida**  
SOCIAL / MEDIA

**EVOLVE WITH ENVIDA**

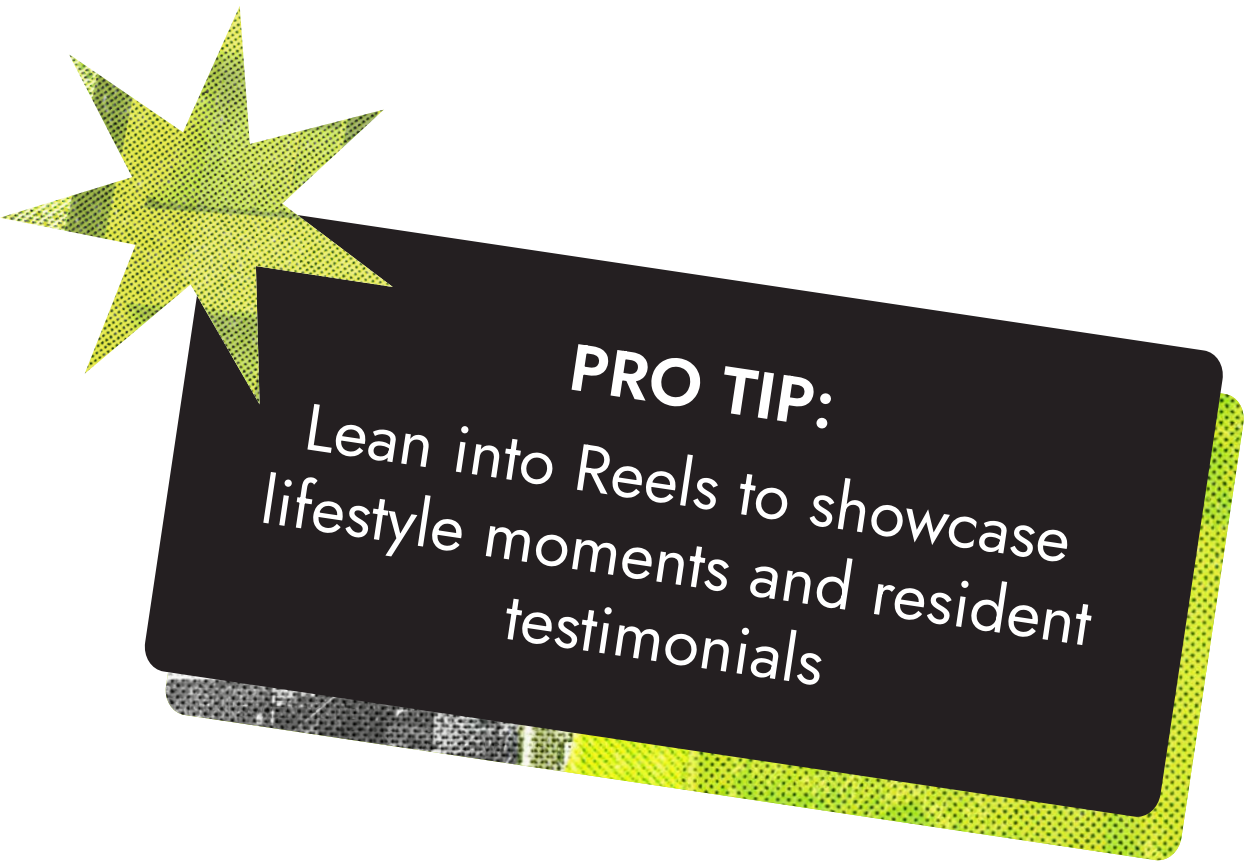


# CATEGORY-DRIVEN STRATEGY: MAXIMIZING IMPACT



CUSTOMIZING SOCIAL MARKETING FOR EVERY PROPERTY TYPE





**PRO TIP:**  
Lean into Reels to showcase lifestyle moments and resident testimonials

# ACTIVE ADULT

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**[1] HUMANIZED LIFESTYLE CONTENT**  
Showcase real resident experiences.

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**[3] BEHIND-THE-SCENE MOMENTS**  
Offer authentic glimpses of daily life.

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**[5] LEASING PROMOTIONS**  
Spotlight specials and limited-time offers.

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**[2] COMMUNITY HIGHLIGHTS**  
Feature events and neighborhood connections.

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**[4] PROPERTY UPDATES & TEASERS**  
Share news, tours, or upcoming features.

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**[6] USER-GENERATED CONTENT**  
Share resident photos and testimonials.



# BUILD-TO-RENT

## LIFESTYLE & LIVING BENEFITS

- Maintenance-free living — enjoy a home without the headache.
- Perfect for families, young couples, or anyone not ready to buy.

## PRIVACY + SAFETY

- Direct, private entryways.
- Private outdoor spaces: backyards, balconies, decks, and patios.

## PET-FRIENDLY FEATURES

- Larger pet parks for play and socialization.
- No breed or weight restrictions (a unique perk in many BTR communities).

## SPACE & LAYOUT

- Multiple levels for separation and functionality.
- Ample storage and flexible rooms for any lifestyle.



**PRO TIP:**  
Create educational text-graphic posts on what makes BTR communities unique





**PRO TIP:**  
Lean into carousel posts to share lifestyle-driven content

# CONVENTIONAL

LIFESTYLE & COMMUNITY	HYPERLOCAL CONTENT	PROPERTY FEATURES & TOURS	RESIDENT STORIES & TESTIMONIALS	PROPERTY FEATURES & TOURS
<ul style="list-style-type: none"><li>· Showcase the experience of living at the property: resident events, communal spaces, amenities, and neighborhood features.</li><li>· Highlight day-in-the-life content</li></ul>	<ul style="list-style-type: none"><li>· Highlight nearby restaurants, shops, entertainment, and community events.</li><li>· Position the property as part of the neighborhood lifestyle, not just the building.</li></ul>	<ul style="list-style-type: none"><li>· Spotlight apartments, floor plans, finishes, and amenities.</li><li>· Use virtual tours, photo carousels, or short Reels to give a clear sense of the space.</li></ul>	<ul style="list-style-type: none"><li>· Share authentic experiences from current residents.</li><li>· Post quotes, videos, or UGC that build trust and social proof.</li></ul>	<ul style="list-style-type: none"><li>· Communicate move-in specials, referral programs, or limited-time offers.</li><li>· Include clear CTAs like “Schedule a Tour” or “Check Availability.”</li></ul>



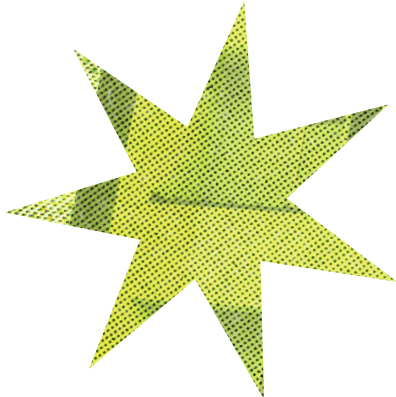


- Trending audio and content styles.
- Fun, playful language that resonates with a younger audience.
- Use of popular acronyms (e.g., **TBR** — to be read).

- Abundant user-generated content (UGC).
- Strong focus on neighborhood and community events.
- Hyperlocal content tied to college life — game days, back-to-school moments, and campus culture.

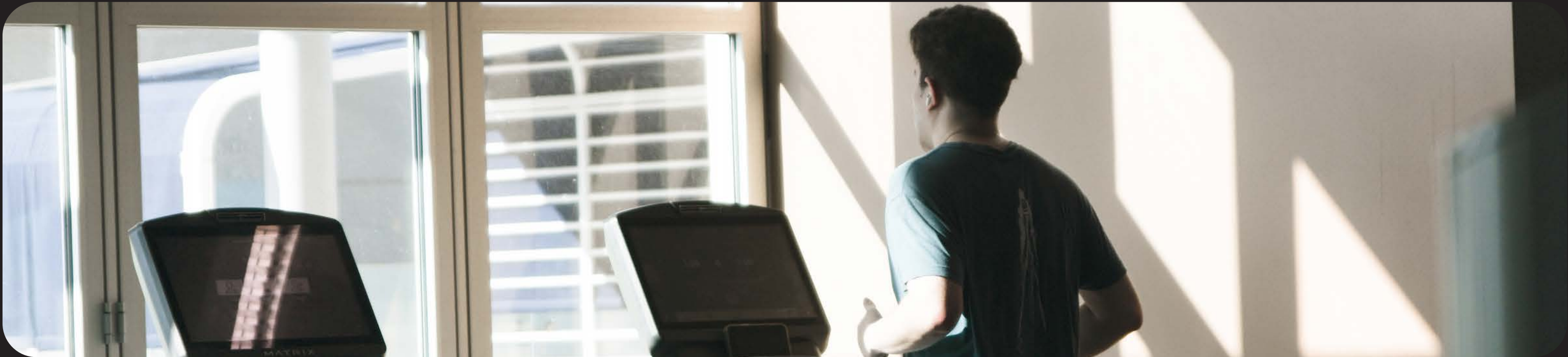
# STUDENT HOUSING





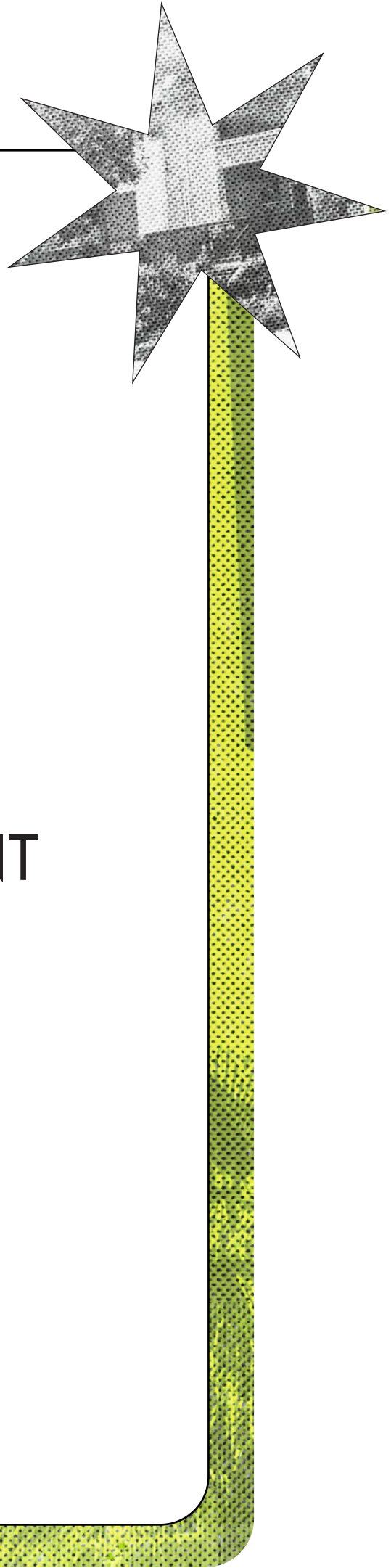
**PRO TIP:**

Utilize the Search & Music feature on IG to find **trending** audio





# STRATEGY FRAMEWORK CHECKLIST

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- ☐ STRONG CONTENT MIX  
Property, Hyperlocal, Lifestyle
  - ☐ CONVEY THE LIFESTYLE
  - ☐ USER-GENERATED CONTENT
  - ☐ HYPERLOCAL HIGHLIGHTS
  - ☐ EMPHASIZE WHAT MAKES  
YOUR PROPERTY UNIQUE



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**THANK YOU!**