

HOW A BOOST REACHED 50K+ FUTURE RENTERS

HUDSON HOUSE CASE STUDY

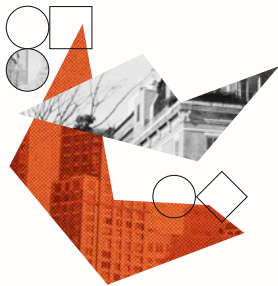


Hudson House is a collection of luxury apartment communities redefining Jersey City's SoHo West neighborhood. With elevated amenities, modern design and a location just minutes from Manhattan, the community delivers a lifestyle as impressive as the skyline.

MEET HUDSON HOUSE



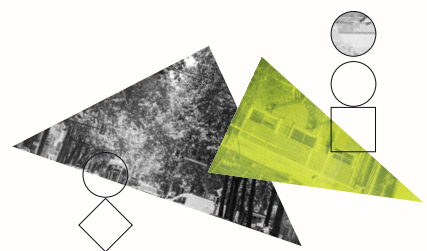
Hudson House already had content worth engaging with. They just needed more users to see it. With two new communities preparing to open, a strategic boost budget helped turn high-performing posts into measurable awareness before leasing even began.



THE CHALLENGE

Instead of creating more content, we helped the content Hudson House already had perform better. By strategically boosting top-performing property, neighborhood and lifestyle posts, we dramatically expanded reach, engagement and website traffic.

THE STRATEGY



CAMPAIGN OVERVIEW

Market: Jersey City, NJ
Campaign Duration: 3 Months
Platforms: Facebook & Instagram
Boosted Content: 18 Posts/Month
Monthly Boost Budget: \$270

THE BOOST EFFECT

\$0.02

IG COST PER ENGAGEMENT

67% BELOW OUR ENVIDA BENCHMARK OF \$0.06

40.2%

PAID ENGAGEMENT RATE

INSTAGRAM CAMPAIGN

25,578

PAID ENGAGEMENTS

COMBINED INSTAGRAM + FACEBOOK

50,383

PAID REACH

COMBINED INSTAGRAM + FACEBOOK

+26,181

TOTAL ENGAGEMENTS

VS. 10 TOTAL ENGAGEMENTS (NO BOOST)

+375

SHARES

VS. 0 SHARES (NO BOOST)

+144

FOLLOWERS GAINED

VS. 12 FOLLOWERS GAINED (NO BOOST)

+739

POST LINK CLICKS

VS. 0 POST LINK CLICKS (NO BOOST)





A LASTING IMPACT

The content was already working. The boost made it impossible to miss. In just three months, Hudson House reached 50K+ people, generated more than 26K engagements and drove hundreds of website visits - all from a \$270 monthly boost budget.



THE BOTTOM LINE

- + Your best content is only as valuable as the audience that sees it.
- + A small boost budget can dramatically increase the impact of every post.
- + More reach. More engagement. More opportunity to lease.

**LET'S TURN YOUR CAMPAIGN
INTO THE NEXT CASE STUDY**

Start the conversation at getsocial@envida.com.