



# THE RYAN CASE STUDY



**envida**



# CASE STUDY



## CAMPAIGN

July 2020 - December 2020 (6 months)  
Lease-Up Plan, \$1,000 Monthly Ad Spend

## GOALS

1. Build Brand Awareness
2. Increase Website Traffic
3. Increase Follower Growth

# RESULTS



**135.41%**

Instagram

Follower Increase

Starting Instagram Followers: 340

Ending Instagram Followers: 608

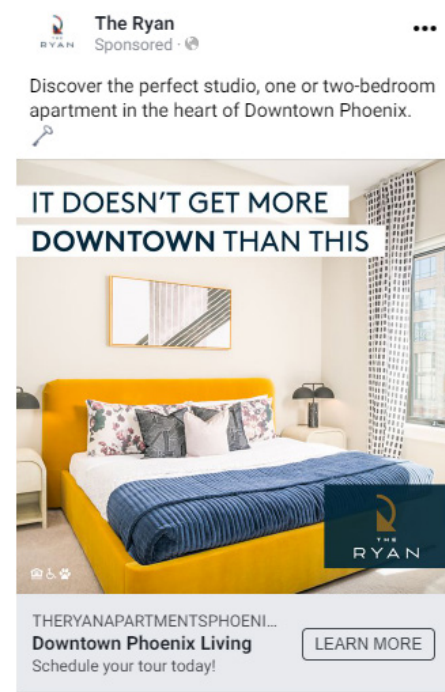
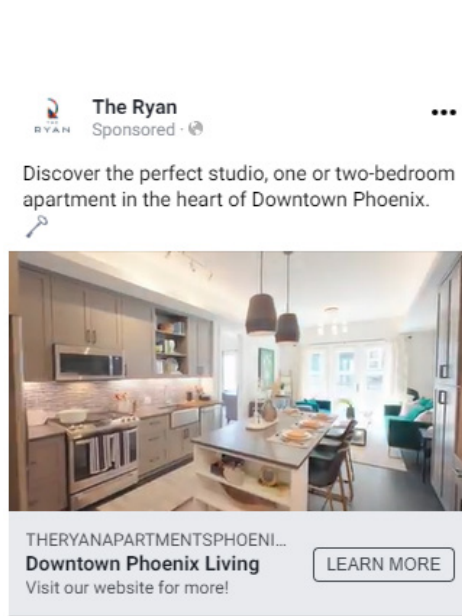


**84.67%**

Page Likes Increase

Starting Page Likes: 90

Ending Page Likes: 300



**608,874**

Total Social Ad Impressions



**6,833**

Total Website Clicks



**642**

Total Leads from Social



**2.16%**

Average Click-Through-Rate  
Industry Average is 0.99%



**\$0.41**

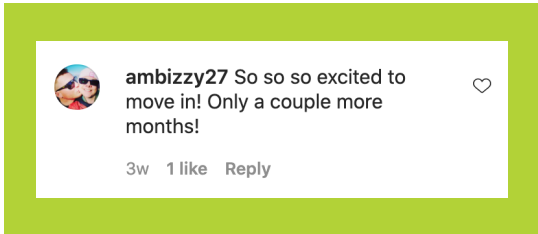
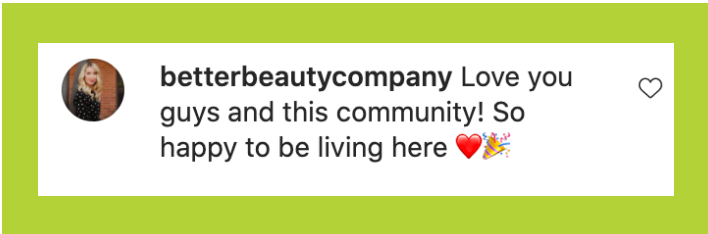
Average Cost-Per-Click  
Industry Average is \$1.77



# ENGAGED FOLLOWERS + HAPPY RESIDENTS

Average Page Engagement Rate (per Impression) Increased by 36.98% over 6 months on Facebook.

Average Facebook Engagement Rate is 0.27%  
Average Facebook Engagement Rate for The Ryan was 2.6% over 6 months

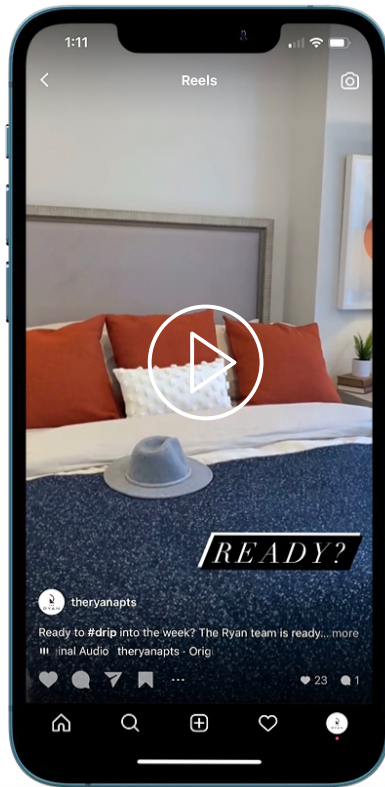




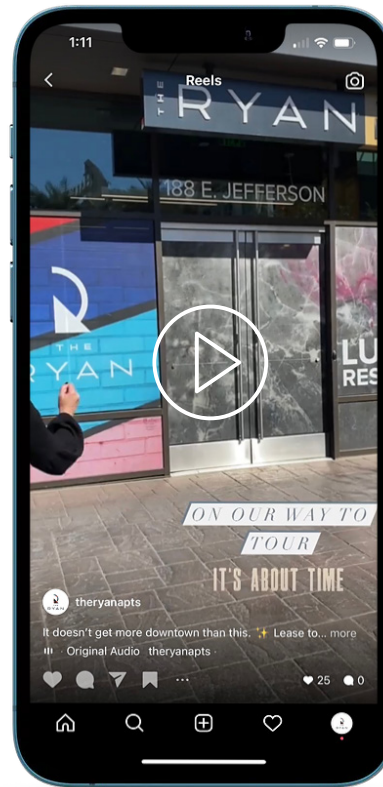
# WITH CHANGE COMES INNOVATION

Instagram Reels are a new way to create fun, engaging video content and are outperforming all other Instagram video content. On average, The Ryan's video posts received 276 views per post. The Ryan's Reels received an average of 1,647 views per Reel, meaning Instagram Reels performed 83% better than all other video posts.

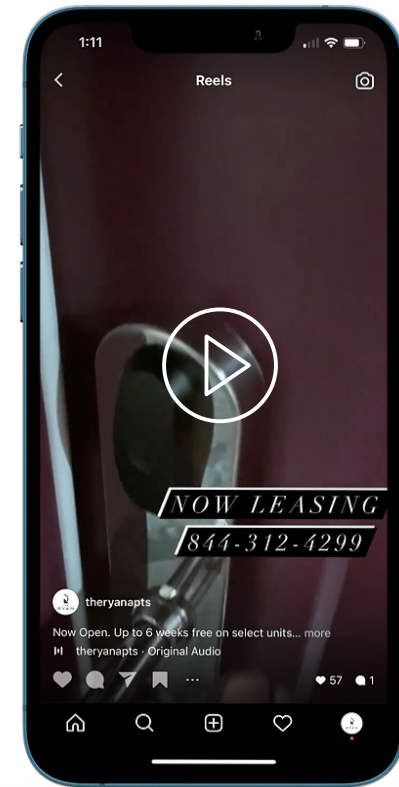
**83%**  
**BETTER**



**787** VIEWS



**878** VIEWS



**3,257** VIEWS

XXXXXX

Thank You

