

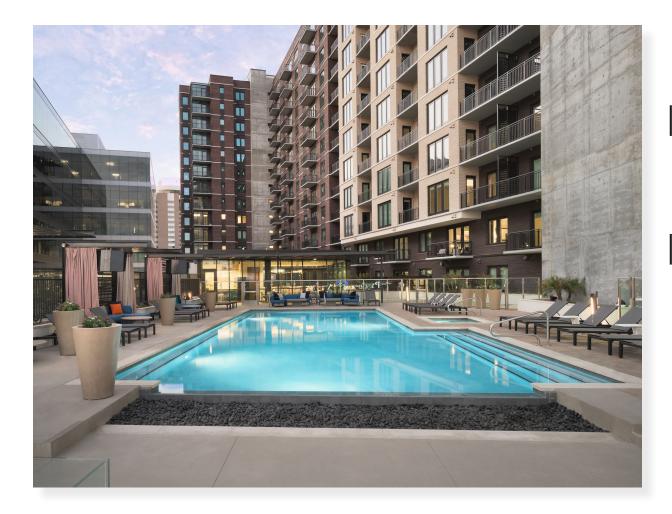
THE RYAN CASE STUDY





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THE RYAN APARTMENTS | PHOENIX, AZ 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

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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



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betterbeautycompany Love you guys and this community! So happy to be living here *****

ambizzy27 So so so excited to move in! Only a couple more months!

3w 1 like Reply

2

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kaizenphx ₩₩₩₩ We can't wait to have residents down for Friendsgiving! #thisiskaizen

13w 3 likes Reply



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%





878 VIEWS

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3,257 VIEWS



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