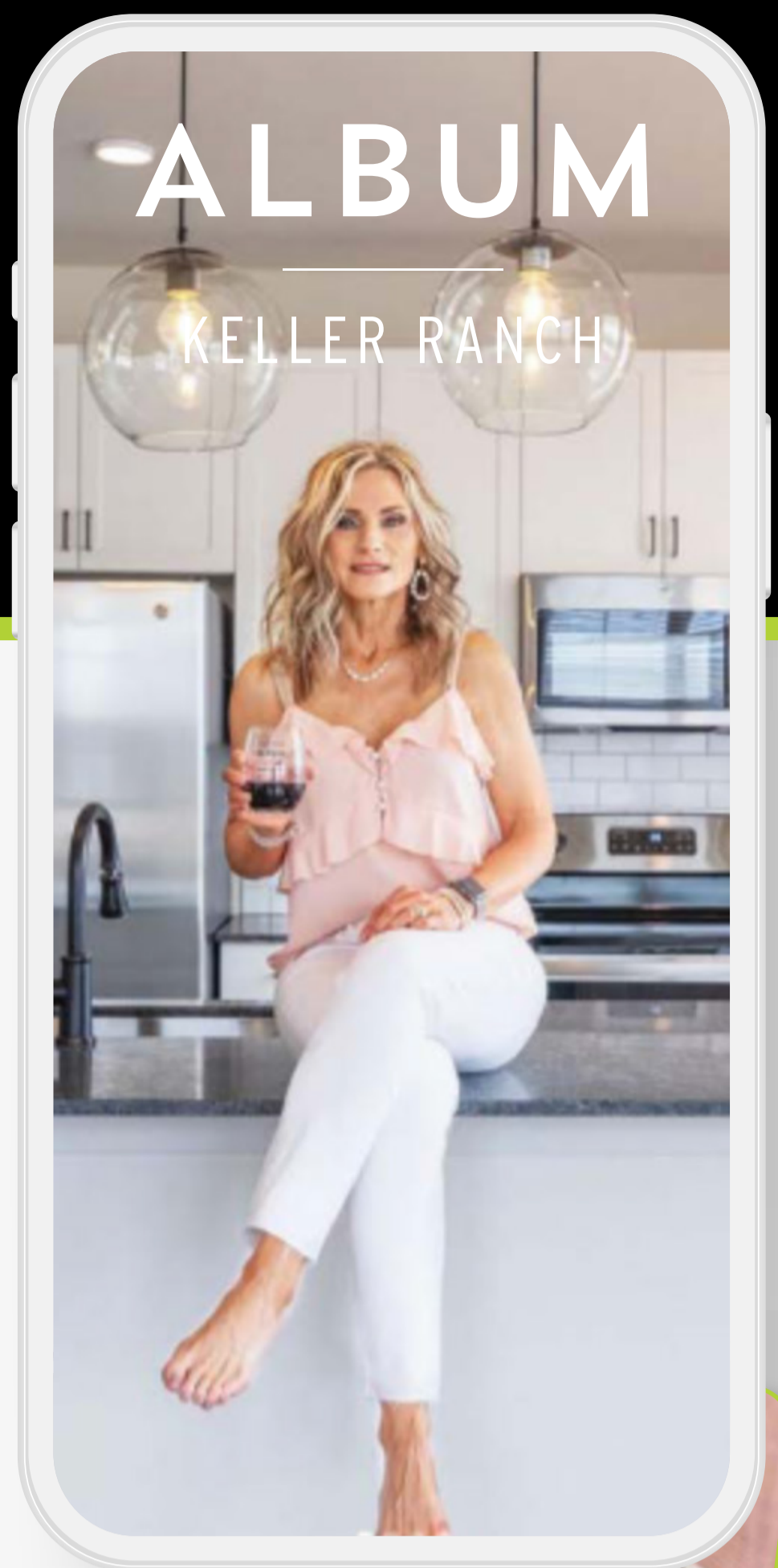


envida Case Study

INFLUENCER CAMPAIGN

ALBUM KELLER RANCH / FORT WORTH, TX



THE INFLUENCER

Monica Black - @monicasmixx

+ Monica is a 55+ lifestyle & fashion-focused influencer based in DFW. Her "age is just a number" messaging appeals to both active adults & children of active adults.

+ 21.9K Followers / 3.9% Engagement Rate



THE CAMPAIGN

GOALS

- + Create brand awareness
- + Reach a hyperlocal, untapped audience
- + Highlight Album Keller Ranch's model units & amenities and overall lifestyle
- + Drive traffic to Album Keller Ranch's website and Instagram account



THE RESULTS

INSTAGRAM CAROUSEL 1

765 Likes

148 Comments

252 Saves

4.2% Engagement rate

22,619 Reach

1,540
Total Likes

INSTAGRAM CAROUSEL 2

774 Likes

124 Comments

304 Saves

4.1% Engagement rate

37,216 Reach

556
Total Saves

INSTAGRAM STORIES

754 Views

151 Actions

53 Link clicks

89 Sticker taps

