

envida Case Study

INFLUENCER CAMPAIGN
ELLISON HEIGHTS / HOUSTON, TX



THE INFLUENCER

Codi - @lizgraysonlandry

+ Liz is a Houston-based creator who posts about her lifestyle, travel, and local recommendations. She has a focus on Houston-specific content and higher-end recommendations.

+ 27.2K Followers / 2.15% Engagement Rate



THE CAMPAIGN

GOALS

- + Create brand awareness
- + Reach a hyperlocal, untapped audience
- + Highlight Ellison Heights' model units, amenities, and local neighborhood
- + Drive traffic to Ellison Heights' website and Instagram account



THE RESULTS

IN-FEED POST

1,932 Impressions

430 Likes

47 Comments

35 Shares

21 Saves

34.21% Engagement rate

43.2%

Increased Impressions

INSTAGRAM REEL

5,278 Plays

473 Likes

70 Comments

10 Shares

46 Saves

25.5% Engagement rate

141.7%

Increased Profile Actions

INSTAGRAM STORY

871 Reach

885 Impressions

10 Links

11

New Instagram Followers

