

# THE RESIDENCES AT SAWMILL STATION

Morton Grove, Illinois | residencesatsawmillstation.com

envida  
Case Study

## THE RESIDENCES AT SAWMILL STATION

PICTURE THE POSSIBILITIES

### B1

1 BED  
1 BATH  
82 SQ. FT.

CUSTOM, HIGHLY-BRANDED, HYPERLOCAL CONTENT



## CAMPAIGN Stabilization

**Timeline**  
3 Months

**No Ads Running**  
\$50 Boost Only

### Tools Used

Facebook Instagram   
Photography  
User-generated Content  
Branding Elements



## SNAPSHOT

### Social Channels

**7,598**  
total engagements

**2,719**  
profile actions

**135,907**  
total impressions

**1,000**  
average users reached  
daily on Facebook



## HIGHLIGHTS

### Facebook

**121,606**  
total impressions

**7,062**  
engagements

**2,673**  
profile actions

**5.8%** vs **.09%**

Envida's average Facebook engagement rate  
versus median rates across ALL industries

### Instagram

**14,301**  
total impressions

**536**  
total engagements

**95**  
new followers gained

**33**  
total Instagram stories

**3.7%** vs **.09%**

Envida's average Instagram engagement rate  
versus median rates across ALL industries

# envida

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