

envida case study

RESIDENCES
AT HOLLYWOOD PARK

Inglewood, CA
4-Month Influencer Campaign

STRATEGY

Activate a live-in Influencer campaign with a hyperlocal & relevant partner to increase reach, engagement & brand awareness.



Influencer Lifestyle Content

RESULTS

15,398

Total Plays on All Reels

145

Real Instagram Followers

(Avg. 29 followers/month)
Envida Client Benchmark: 25/month

208,237

Total Impressions

77.8% INCREASE

1,008

Total Engagements

63.1% INCREASE

556

Total Profile Actions

60.2% INCREASE