



LET'S GET REEL



Using Organic-Style Content to Increase Your Reach

WHAT MAKES US
DIFFERENT

8,000+
PROPERTIES

Multifamily & BTR
leased in 500+ cities

15+
YEARS

in Multifamily

HIGH-TOUCH / HYPERLOCAL
PERFORMANCE-BASED
CUSTOM & CREATIVE

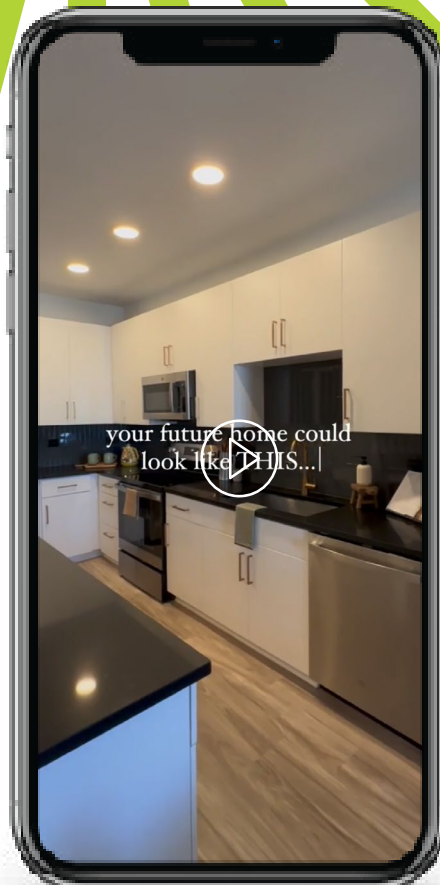
“One of the most impressive aspects of our collaboration has been witnessing the tangible growth of our social media presence...”

- AmyLee Smith,
Marketing Project Manager,
Westhome Property Management

LET'S GET 'REEL'

OUR INSTAGRAM REEL STRATEGY

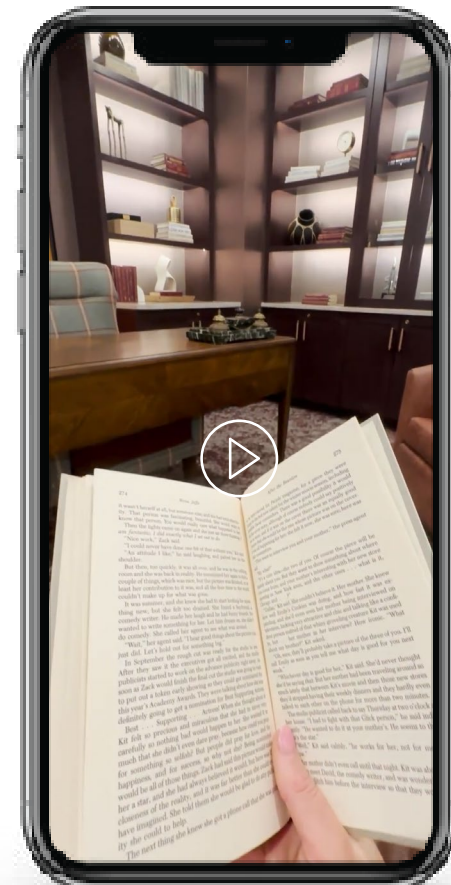
- + Authentic
- + Relatable
- + Content Creator-Style
- + Trusted Connections



NOVEL VAL VISTA



PROSE HORIZONS VILLAGE



THE BERGEN

REEL PERFORMANCE METRICS



17.6 MILLION

HOURS OF INSTAGRAM REELS ARE WATCHED PER DAY



57.4% INCREASE

IN INSTAGRAM REELS USAGE YEARLY



3X MORE VIEWS

ON UGC-STYLE IPHONE FOOTAGE REELS
THAN ANY OTHER TYPE

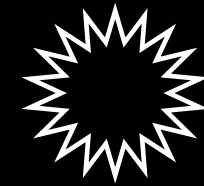


20% BETTER ENGAGEMENT

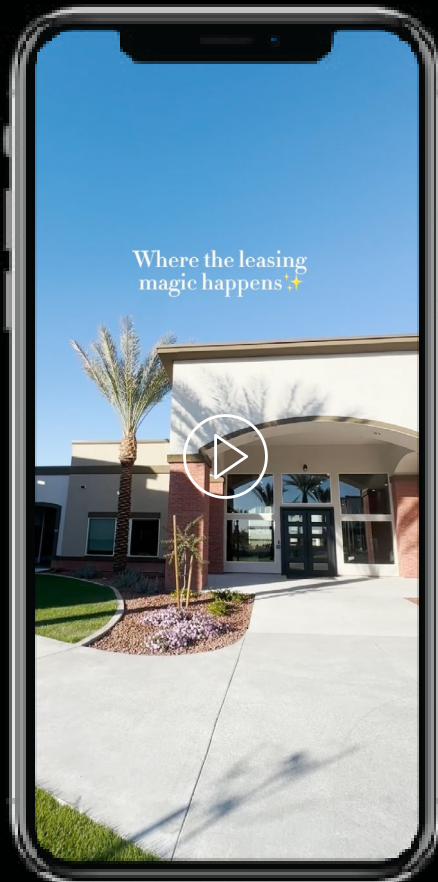
PERFORMANCE THAN PROFESSIONAL FOOTAGE REELS



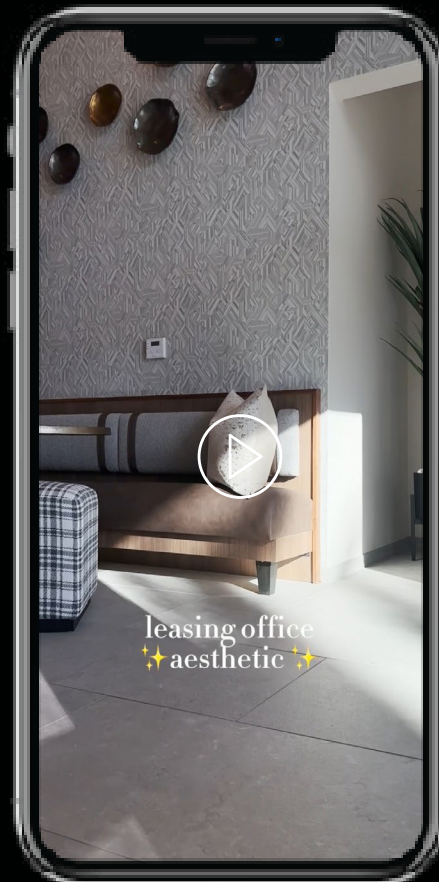
REEL STRATEGY



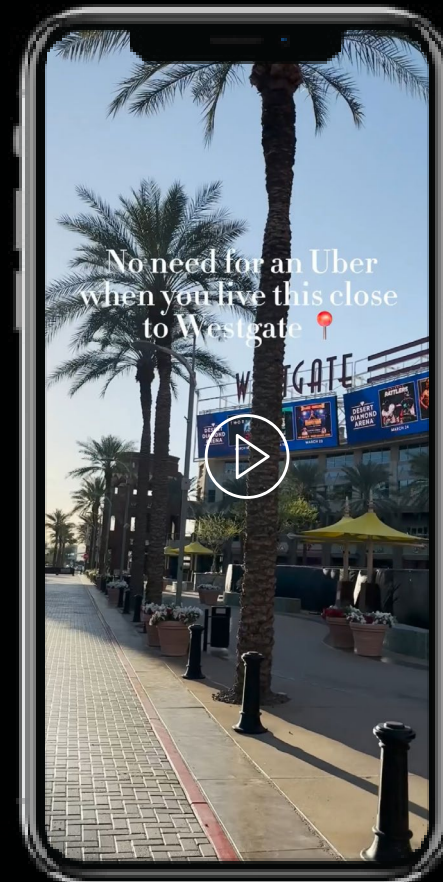
STANDOUT STRATEGIES FOR REEL CONTENT



DYNAMIC TOURING



LIFESTYLE REPRESENTATION



NEIGHBORHOOD HIGHLIGHT



REEL PERFORMANCE

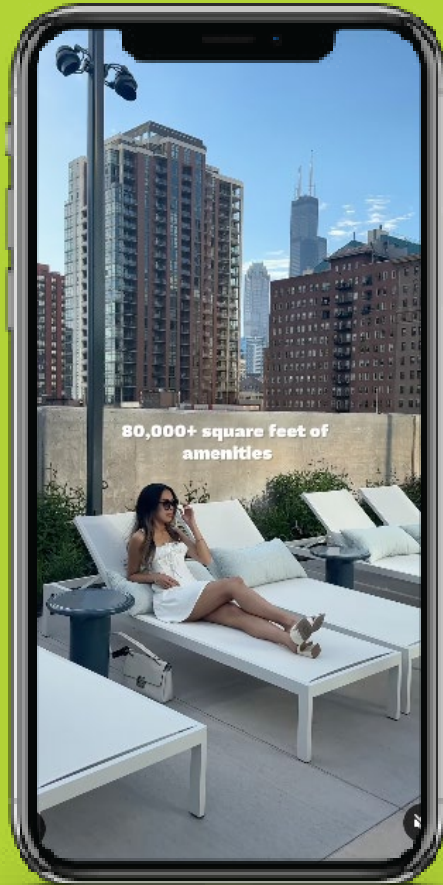
Envida's Key Performance Indicators for Success

01 ENGAGEMENT

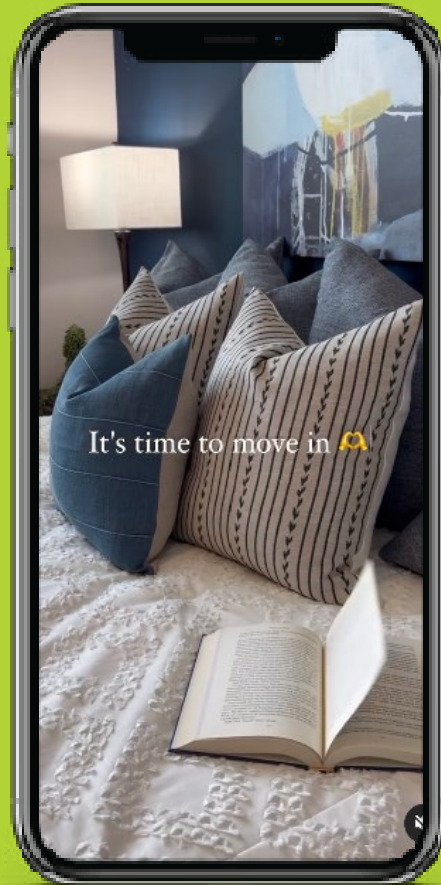
02 REACH

03 VIEWS

LEVERAGING REELS



INFLUENCER
CAMPAIGNS



ORGANIC SOCIAL



PAID SOCIAL

envida

S O C I A L / M E D I A

*Thank
you!*

ENVIDA.COM

follow us @envidasocial

