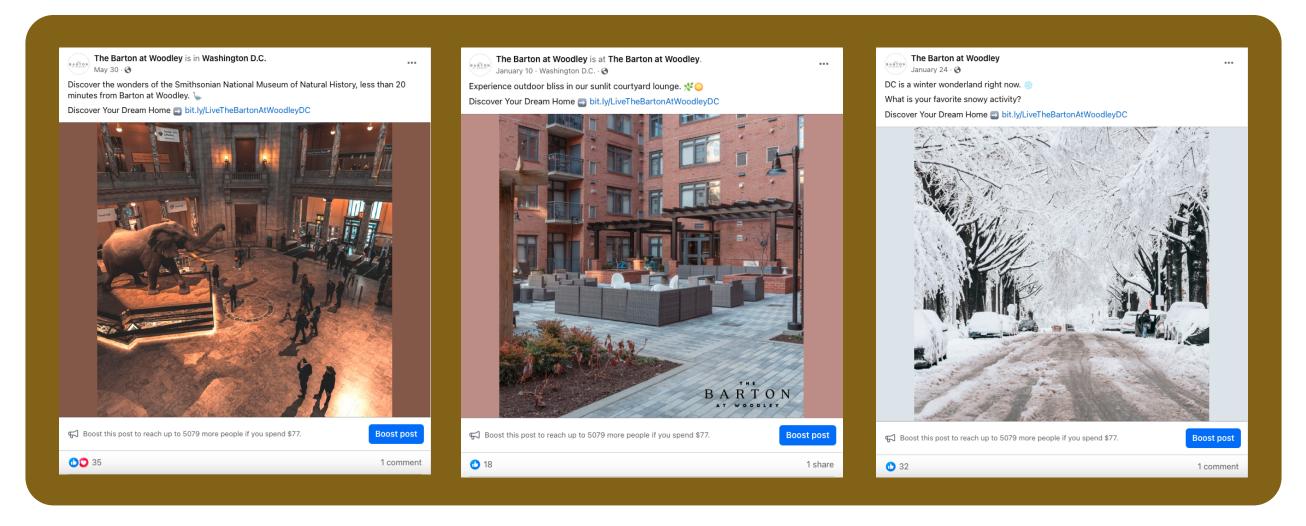
envida case study

Top Performing Facebook Posts

STRATEGY

Enhance brand awareness, increase post engagement, and expand overall reach by allocating a \$5 boost budget per post across all Facebook content.







270,173**Total Facebook Impressions**

Total Facebook Post Link Clicks





Washington, DC 6-Month Social Boost Plan \$50 MonthlyFacebook Boost Budget

In comparison to a property in a similar market with no monthly boost budget

1.2% ~ FACEBOOK ENGAGEMENT RATE 3,283 ~ (vs)

OF FACEBOOK ENGAGEMENTS