

envida

case study

THE
BARTON
AT WOODLEY

Washington, DC

6-Month Social Boost Plan

\$50 Monthly Facebook Boost Budget

STRATEGY

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

Top Performing Facebook Posts

The Barton at Woodley is in Washington D.C. May 30 · 🌐

Discover the wonders of the Smithsonian National Museum of Natural History, less than 20 minutes from Barton at Woodley. 📍

Discover Your Dream Home 🏠 bit.ly/LiveTheBartonAtWoodleyDC

Boost this post to reach up to 5079 more people if you spend \$77. Boost post

35 1 comment

The Barton at Woodley is at The Barton at Woodley. January 10 · Washington D.C. · 🌐

Experience outdoor bliss in our sunlit courtyard lounge. 🌿 ☀️

Discover Your Dream Home 🏠 bit.ly/LiveTheBartonAtWoodleyDC

Boost this post to reach up to 5079 more people if you spend \$77. Boost post

18 1 share

The Barton at Woodley January 24 · 🌐

DC is a winter wonderland right now. ❄️

What is your favorite snowy activity? 🌨️

Discover Your Dream Home 🏠 bit.ly/LiveTheBartonAtWoodleyDC

Boost this post to reach up to 5079 more people if you spend \$77. Boost post

32 1 comment



RESULTS

126,693

Total Facebook Reach

270,173

Total Facebook Impressions

1,572

Total Facebook Post Link Clicks

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

1.2% ↗️

VS 0.1%

FACEBOOK ENGAGEMENT RATE

3,283 ↗️

VS 3

OF FACEBOOK ENGAGEMENTS