

envida case study

J.COOPERS ROW

Washington, DC

Custom Social Boost Plan + Influencer Add-On

STRATEGY

Elevate J.Coopers Row's brand awareness in the DMV area by leveraging a hyperlocal influencer to create engaging lifestyle content.



Influencer Lifestyle Content

RESULTS

36,475

Total Plays on Reel

14,172

Total Users Reached from Reel

44

NEW Instagram Followers
(compared to the previous 7 days)

48.9% INCREASE ↗

5,739

Total Profile Impressions

81.6% INCREASE ↗

472

Total Profile Actions

4,620% INCREASE ↗