

envida

# case study

THE  
BARTON  
AT WOODLEY

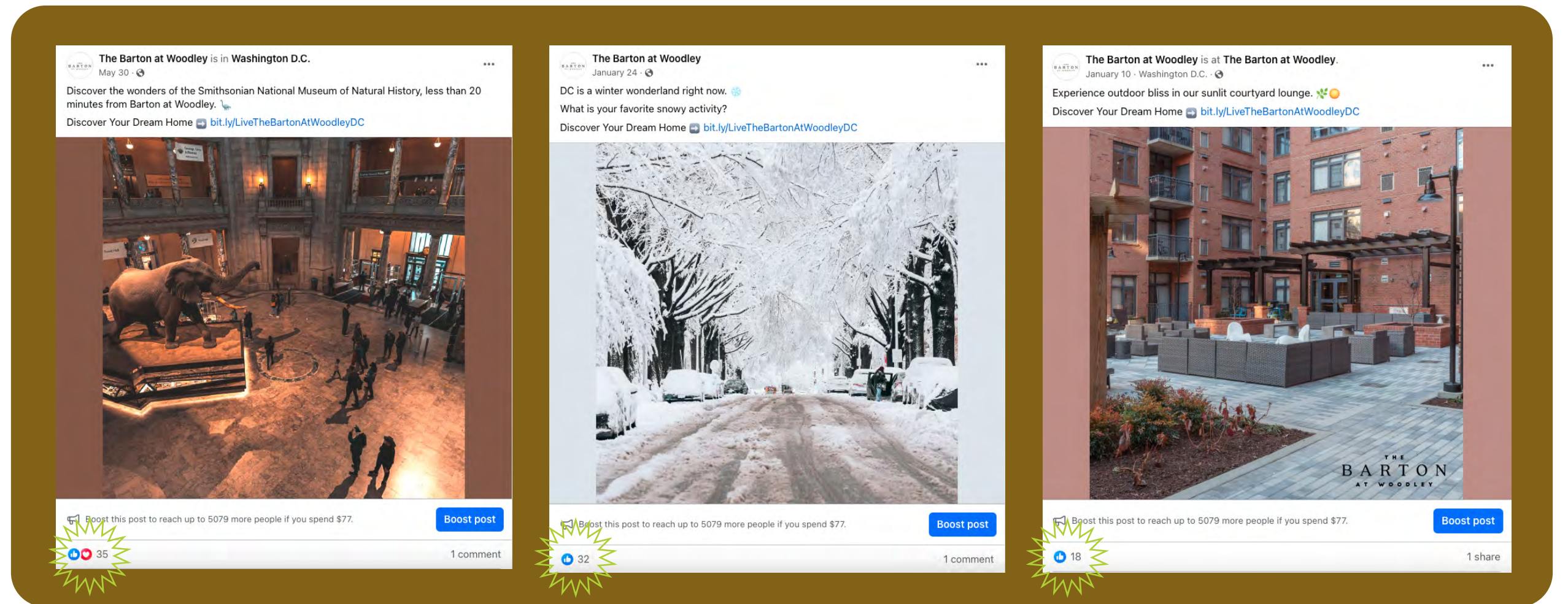
Washington, D.C.

6-Month Social Boost Plan

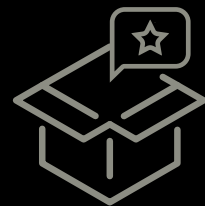
\$50 Monthly Facebook Boost Budget

## 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



## 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