

SOCIAL MEDIA CASE STUDY



MIAMI BAY WATERFRONT RESIDENCES

Miami Bay was struggling to connect and manage their social media platforms. As a new community, they didn't know how to start. Their biggest problem? They did not have time or knowledge.

Like most apartment communities, Miami Bay wanted to take advantage of their social media channels but they did not have the resources to do so.

360 LISTERS has the social media marketing experience and we take the responsibility & stress out of social media. With our packages we have everything you need to succeed in the social media world.

Whether you need a full social media takeover or just a little extra help, we have a package that's right for you.

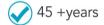
Continue reading to find out how we have helped Miami Bay's online presence go from in cohesive and virtually non-existent, to a thoughtful and well-managed approach.

SELECTING AN AUDIENCE

Narrowing the Target Demographic

Knowing the location of your core demographic provides a distinct advantage to making your presence noticed. Upon careful analyzing Miami Bay's existing followers, we created a strategic plan and established a concise target demographic that made sense to Miami Bay's brand. This strategy helped make a more personalized approach to ads and content and gave Miami Bay the direction it needed.















DID WE SEE SIGNIFICANT GROWTH?

Yes, we increased their followers by 80%

By performing our multi-family social media strategy, we ensure that our clients get results. As one of our Premium members, Miami Bay received significant growth in less than a year. Their followers and engagement increased significantly.

Our approach..



Reputation Management

Responding to reviews of your community online.

Content Creation



Daily content creation including photography & videos.

Custom Videos



Lifestyle videos, ads, aerial footage & events.



Daily Engagement

17

We engage with followers on a daily basis to ensure social media growth & exposure.



Community Events

We cover resident events such as Zumba, Yoga, Spa Night, Wine Social & more.

Customer Service



Social media questions or concerns from residents and prospects.

CUSTOM CONTENT HIGHLIGHTS



miamibayresidences Kiki, do you love me? "In your feelings" #kikichallenge 🎀 😁 🐔 We now challenge @countryclubtowers #livemiamibay #inyourfeelings

View all 28 comments

any051009 6 6 6 6 moriiiii

faerman AHHAHAHAHAHAHAHAHA HAHAHHAAHHA. U guys are the best!!! Cant stop watching it!!!!! FREDDY ITS JUST FEELING HOME DANCING THIS









627 views



Custom Unique Videos

We released a monthly new video on Miami Bay's Instagram & Facebook account. We capture everything from events, aerial footage, resident testimonial, trendy social media challenges to neighborhood spotlight. Some of our videos has been viewed more than 3,000 times and we continue to see significant growth & engagement.

Content Creation

Custom creative posts up to 6x per week on Instagram & 7x per week on Facebook to ensure our residents and prospects are informed. Includes custom videos, photography, graphic design, blog posts, resident tips & more.

BEFORE

Miami Bay

52 posts 285

640 following

Promote

Edit Profile

Miami Bay Waterfront Midtown

Apartment & Condo Building

AFTER



150

1,160

843

Promote

Edit Profile

Miami Bay Waterfront Midtown

Apartment & Condo Building

5,596 People Reached 720 10-Second Video Views

ADVERTISING HIGHLIGHTS

SECTION / HIGHLIGHTS

What does Social Media successful growth look like?

With a monthly budget of \$200, we were able to accelerate the growth of their social media platform and generate new leads. The paid social media advertising ensured we were connecting with more targeted demographic so that all the content generated was reaching the correct audience.

September 2017 - March 2018

Using a combination of ongoing promotional social media ads, boosting posts, targeted campaigns, we achieved the following results.

Promotions Summary for Miami Bay Waterfront Midtown Residences





