



# 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 incohesive 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.



Young Professionals



45 +years



Single



Retired



Entrepreneurs



School



WYNWOOD, FL & SURROUNDING AREAS



SECTION / GROWTH

# 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

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



Trendy Video: 28 comments from residents & 627 views in less than 24 hours!

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

View all 28 comments

any051009 🤔🤔🤔🤔🤔 moriiiiii ❤️

faerman AHHAHAHAHAHAHAHAHAHAHA  
HAHAHAHAHAHA. 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



52  
posts

285  
followers

640  
following

Promote

Edit Profile

**Miami Bay Waterfront Midtown**  
Apartment & Condo Building

### AFTER



150  
posts

1,160  
followers

843  
following

Promote

Edit Profile

**Miami Bay Waterfront Midtown**  
Apartment & Condo Building

Video Views

2,074

Link Clicks

15

5,596

People Reached

720

10-Second Video Views

## ADVERTISING 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



People Reached



5,596

Reaching more people helps you build brand awareness.



10-Second Video Views

3,596

The number of times your video played for at least 10 seconds, or for nearly it...  
[Learn More](#)



Post Engagements



525

When promotions are relevant to people who see them, they're more likely to engage.