

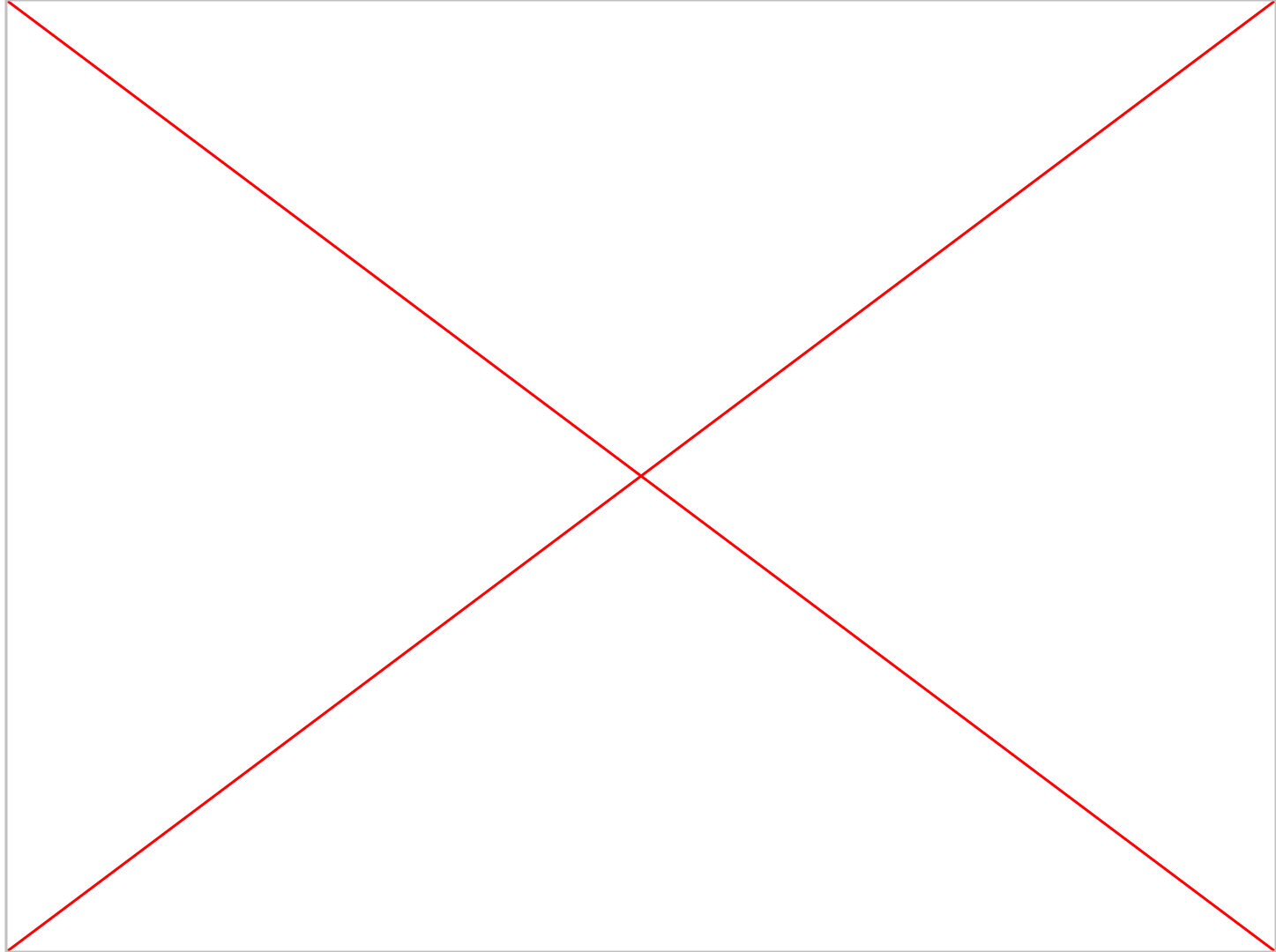
SHOW
MY
PROPERTY

THINK SMALL

win

Big

Leveraging Micro-Influencers for Multifamily



THE EXPERTS

Aleena Ferlin
(Influencer)



Shelby Moore
(VP, New Development Asset Living)



Christina Singleton
(Co-Founder Show My Property)



March 8, 2025 at 12:23 PM

Influencer Marketing Success

- **Step 1:** Find Your Influencer
- **Step 2:** Craft the Right Content
- **Step 3:** Measure & Optimize





FIND YOUR INFLUENCER



FIND AN INFLUENCER WITH THE RIGHT AUDIENCE:

Look for influencers whose followers match your target demographic.

FOCUS ON ENGAGEMENT:

Prioritize influencers with high engagement over those with large, inactive follower counts.

LEVERAGE PLATFORMS:

Use tools like Upfluence and Grin to find influencers that fit your property's needs.

EVALUATE CONTENT QUALITY:

Ensure their content style and values align with your property's vibe.

INFLUENCER – FLOP

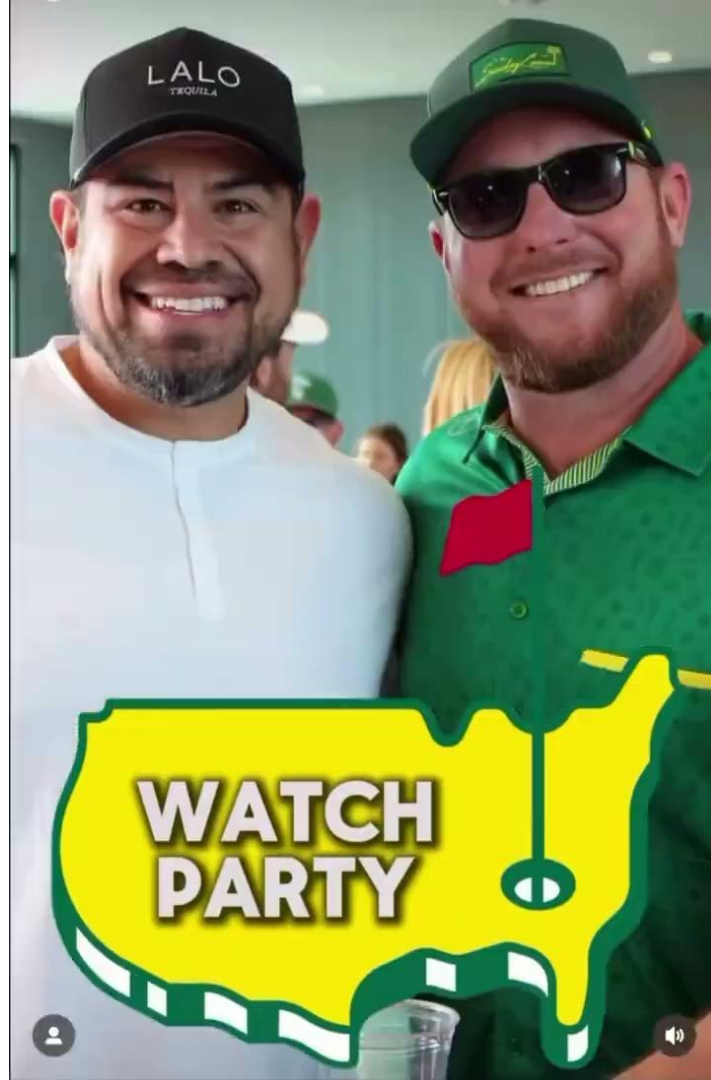


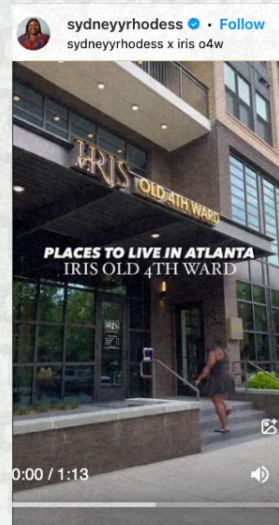
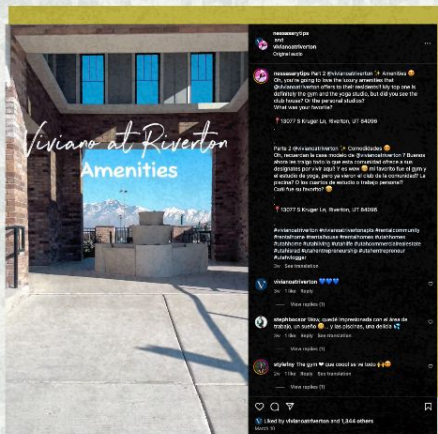
7,000 views, 120 likes, eleven comments and 27 shares/saves
5 total leads – 0 conversions
\$1500 campaign



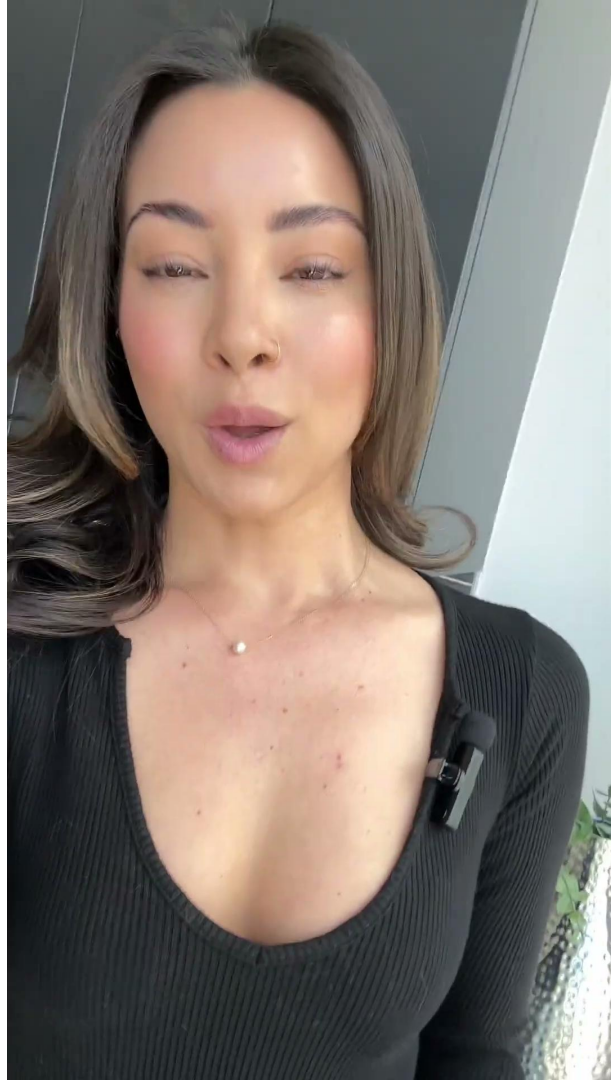
INFLUENCER – WIN

15,000 views, 587 likes, 23 comments and 33 shares/saves
15 tours, 8 applications, 6 leases
\$2000 campaign





CRAFT THE RIGHT CONTENT



DRIVE ENGAGEMENT WITH RENTERS:

Leverage property tours, user-generated stories and behind-the-scenes glimpses into daily life to give potential renters a genuine, insider view of what it's like to call your property home.

FOCUS ON AUTHENTICITY:

Content should feel raw and genuine, not overly polished or scripted.

COLLABORATE & SET EXPECTATIONS:

Work closely with influencers, but set clear guidelines on content creation and compensation.

CONTRACT & PROMOTION



MEASURE & OPTIMIZE

Frequently used Hashtags

#aitools

#mentalhealth

May 15, 2023, 02:23 am



I'm still looking for new gigs, message me and we can work something out between...

872 63

1

Posts analyzed

5.8k

Potential reach

63

Comments

1

Creator

872

Likes

255

Unique audience

Audience Interests

Camera

Motorbikes

Notable Users

Likes

Followers



elan.pena
@elan.pena1

231

41k



peiterc
@pei_terc

148

32k

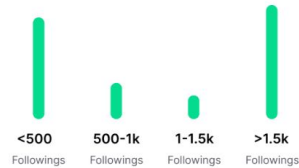


Kayla
@Kay_la

104

17k

Audience Reachability



Gender Distribution



Languages of Audience



Age Split



Location by City



	Mumbai	10%
	New york	7.69%
	Tokyo	4.62%
	London	3.85%
	Sydney	3.08%



PLACES TO LIVE IN ATLANTA
IRIS OLD 4TH WARD

RECAP



Contracts: Be crystal clear. Define deliverables, timelines, approvals, usage rights, and exclusivity. If it's not in writing, it doesn't count.

Promotion: Maximize reach with hashtags, geo-tags, cross-promotion, and real-time engagement. Visibility = impact.

Measurement: Track what matters. Awareness (likes, views) vs. conversions (clicks, tours, leases). Use tools like UTM links and GA.

Optimization: Analyze top content + influencer performance. Adjust strategy based on data, not vibes.

Proving ROI: Translate metrics into business value. Show leadership how influencer content drives real results - *not just likes, but leases*

QUESTIONS ?

SHOW
MY
PROPERTY

THANK YOU

Leveraging Micro-Influencers for Multifamily



 @aleenajanae



 @miss_christina_singleton



 @shelby__moore