

### **1.) Who is the target market for the client? How would you reach them?**

- The target market for 640 North Wells can be defined by three key factors; lifestyle, age and income level. The apartments are designed to attract those seeking luxury living in a vibrant and convenient location, modern finishes and upscale amenities. The rooftop social club, pro-grade golf simulator, tanning deck and poolside cabanas serve as community-based entertainment options. Based off this analysis, I believe that the lifestyle 640 North Wells sells is especially alluring to those of a higher income level belonging to the millennial generation.
- I would implement a digital and social media marketing strategy to reach this audience. Millennials are tech savvy, therefore a strong online presence speaks volumes. Additionally, social media ads allow marketers to target specific demographics and place strategic calls to action (i.e. lead a potential resident straight a leasing landing page). Lastly, this marketing approach is extremely effective in terms of increasing brand awareness and maintaining a competitive edge.

### **2.) Please provide us a few creative ideas for their social content and ads.**

- 640 North Wells not only sells comfort and high-class finishes, they sell a luxurious lifestyle and unbeatable location. I would utilize their social media platforms to brand the apartments as a destination while highlighting the resident experience.
  - One way I would do so is through influencer marketing. Influencer marketing is powerful marketing method, as it feels more organic than a traditional ad. Additionally, it allows brands to leverage a new audience on a personal level. Influencer campaign opportunities for 640 North Wells are endless and the building design, amenities and activities all make for highly aesthetic content.
  - Another great way to drive foot traffic and harness social engagement is through a “photo op”. An example of this would be a pop-up art installation, mural or an on-trend neon sign. Creating something that encourages people to snap photos, geotag their location and post to their social media account is a great organic marketing tactic.
  - Regarding ad placement, my strategy would be dependent on the overall objective of the post. For a photo showcasing an amenity, I would most likely utilize “Engagement” as my objective. If my intention was to sign a lease or drive traffic to the client’s website I would select the “Traffic” objective. Concerning the content aspect of the post, clever and purposeful messaging is the key component behind the success of the ad.

### **3.) What would you report to the client at the end of the month?**

- I would select specific metrics tied to the business initiatives/goals of the campaign. I’d do so by pulling analytics, comprehending them and breaking them down visually in a way that provides real insights. Lastly, I would create a clear and concise report for the client to summarize our results. Important analytics would include; link clicks, follower growth, engagement, etc.

**4.) Please create one on-going social media series for the client. ex. would be a contest or giveaway**

- I would suggest running giveaways and contests regularly across various social channels.
  - One idea is to promote a hashtag photo contest internally to encourage user-generated content. Residents and future residents could be asked to share their experience at 640 North Wells by showcasing their favorite amenities, classes and community events with a specific hashtag to enter. This approach increases brand awareness while also expanding reach from the participants following. The hashtag should be simple and descriptive so that it creates a topic with little to no unrelated posts. An example of this could be “#LiveNorthWells”.

**5.) Please create a few social media posts for us to see your skill level**

Example 1: Location



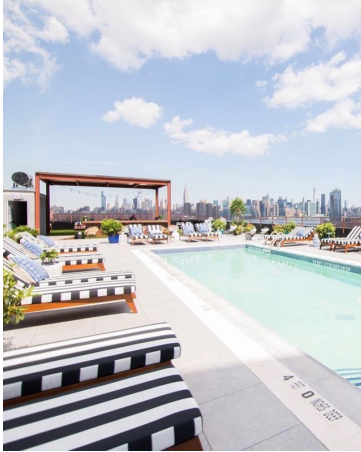
Caption: “PSA: Happy hour hot spots are just a \*hop\*, skip and a jump away! 🍺  
#DowntownLiving #GalleryDistrict”


Example 2: Activities



Caption: “Take a swing at the sweet life 🏌️‍♂️ #LeaseToday #LinkInBio”

### Example 3: Amenities



Caption: “Taking  scale amenities to new \*heights\* 🙌”