

DIGITAL CASE STUDY

LA Property Sees Massive Boost In Social Engagement

One Museum Square sought a digital approach for their new 285-unit upscale development to build their brand awareness among the highly competitive multi-family market of Mid-Wilshire, Los Angeles. Resident360 developed a social media strategy resulting in a remarkable increase in engagements from 156 to 1,341 and an increase in impressions from 15,776 to 62,717 within 90 days.

THE RESULTS

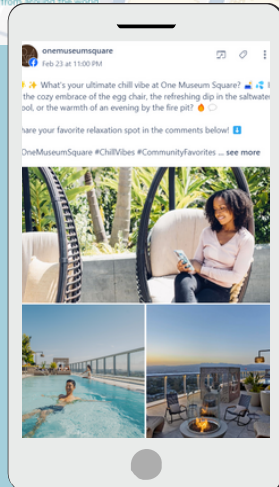
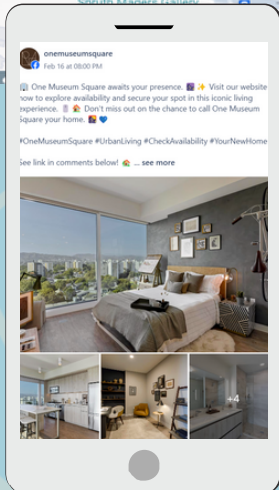
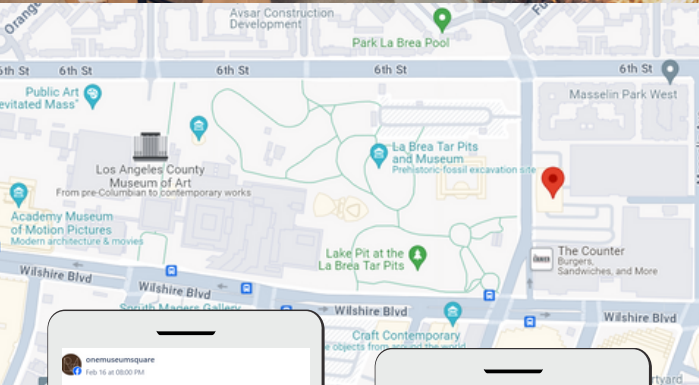
**344%**INCREASE IN
ENGAGEMENT***151%**INCREASE IN
IMPRESSIONS***66%**ENGAGEMENT
RATE PER
IMPRESSION

*Compared to the previous quarter.

CLIENT:
ONE MUSEUM SQUARE, LLC

COMMUNITY:
ONE MUSEUM SQUARE
LOS ANGELES, CALIFORNIA

SERVICES:
ORGANIC SOCIAL
MEDIA POSTING



1

THE BACKGROUND

One Museum Square is a luxury high-rise apartment community located in the Mid-Wilshire area of Los Angeles. Offering state-of-the-art studio, 1- and 2-bedroom apartment homes, as well as penthouses, each home features designer details and 360-degree views. With upscale amenities such as a rooftop pool, One Museum Square appeals to residents who enjoy an exceptional standard of living immersed in a rich culture of arts, architecture, and deeply rooted history.

2

THE CHALLENGE

As a newcomer to the scene, One Museum Square needed to establish brand awareness among both prospective tenants and current residents in the densely saturated multi-family market of Mid-Wilshire, Los Angeles.

3

THE SOLUTION

Through extensive local area and hashtag research, Resident360 created a tailored digital marketing strategy using organic social media posting. Within 90 days, One Museum Square saw a 151% increase in impressions, a 344% increase in engagement, and an 81% increase in their engagement rate per impression, compared to the previous quarter.



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can do for your properties?

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digital marketing audit.

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