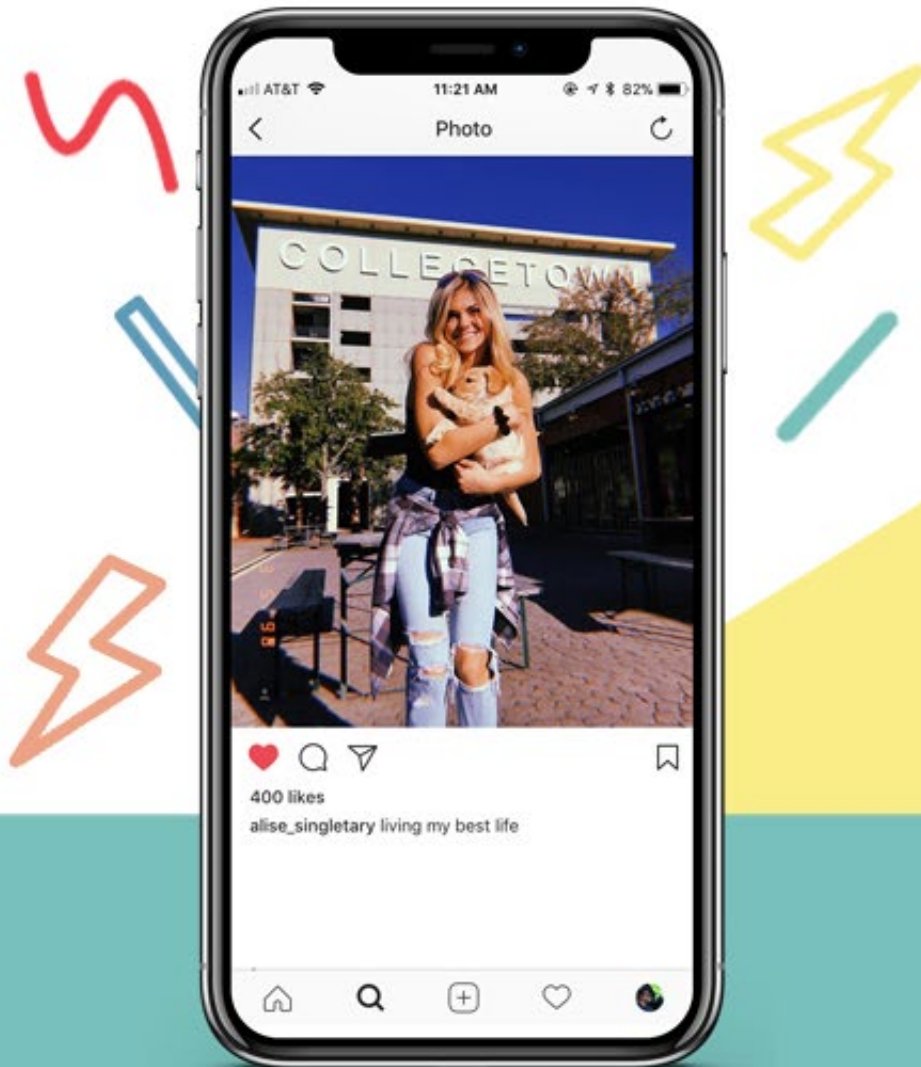


# brj

## LOFTSMART

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## WHO

# brij

Brij partners with micro influencers between the ages of 13-21 to create fun, fresh, and authentic content that promotes brands on social media channels. These influencers are surrounded by a significant number of followers, which allows for high engagement, trust, and a relevant audience.

## LOFTSMART

LoftSmart is the perfect resource for both students and local property managers to make connections regarding off-campus housing. With the target market of college students, this startup was a great partnership for a Brij influencer campaign.

## CAMPAIGN SUMMARY

Upon partnering with the founders of LoftSmart, Brij selected 19 micro influencers to promote the company and their associated rental partners in the Tallahassee and Gainesville areas by sharing photos of themselves at the properties with their Instagram followers.

Each micro influencer shared a picture of themselves at a LoftSmart partner property and added a unique caption like: "Still haven't signed your lease? Get your first month's rent free using @loftsmart! #brij".



Liked by annapaulsen\_, \_tvlerford\_ and 274 others  
meghanmcmorrow I see you haven't signed your lease yet... well get on that and use @loftsmart and get your first months rent free! Link in bio 🤪 #brij



Liked by zachlevn, annapaulsen\_ and 330 others

nickpporraro Trim out the hassle and cost of finding an apartment. Get your first month's rent free using @loftsmart !Link in bio. #brij

## THE RESULTS

Having the privilege of working with LoftSmart has been a fantastic experience. The campaign was a wild success. 4,000 engagements were anticipated for the LoftSmart posts. In the end, there were nearly 7,000 engagements! This proves that the influencers' audience was fully engaged with their posts.

At a Glance:

- Total Engagements: 6,913
- Total Likes: 6,311
- Total Influencers count: 20 (19 Paid, 1 Brijwagoners)
- Total Cost: \$1,000



Liked by zachlevn, annapaulsen\_ and 256 others  
jt\_hockin Still haven't signed your lease? Do you want to live in a place that has a cool pool like this? Go ahead and 360 no-scope that link in my bio and you can get your first month's rent free using @loftsmart! #brij

\*\*\*Brijwagoners\*\*\*

People who see #brij posts trending and hop on the bandwagon. That's free advertising folks!

# READY TO LET YOUR AUDIENCE ADVERTISE FOR YOU?

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Sign up & we'll connect you with the right  
micro-influencers to market your brand!

**brj**

usebrij.com // 727.871.2665 // [contact@usebrij.com](mailto:contact@usebrij.com)