

Willow Bridge grows engagement and exposure with Amplify Social



The problem

Willow Bridge Property Company felt the challenges and limitations of manually posting content to their social media channels consistently. The time-constraints their team faced while managing their properties made engaging weekly with prospective renters and current residents online an arduous and unrealistic task.

The solution

Willow Bridge conducted a pilot using Zumper's *Amplify Social* product. This automated solution posts fair housing-compliant, prospect- and resident-centric content to their communities' Facebook pages 3 - 4 times per week. The results of the pilot showed a substantial increase in engagement and impressions among renters online.

"Thanks to *Amplify Social*, our onsite teams now have help with consistent, interactive content that engages renters without the hassle of manually posting."



Ali Mask

Sr. Regional Marketing Manager,
Willow Bridge Property Company

Facebook analytics results using *Amplify Social*

+188%

Page impressions

+209%

Post impressions

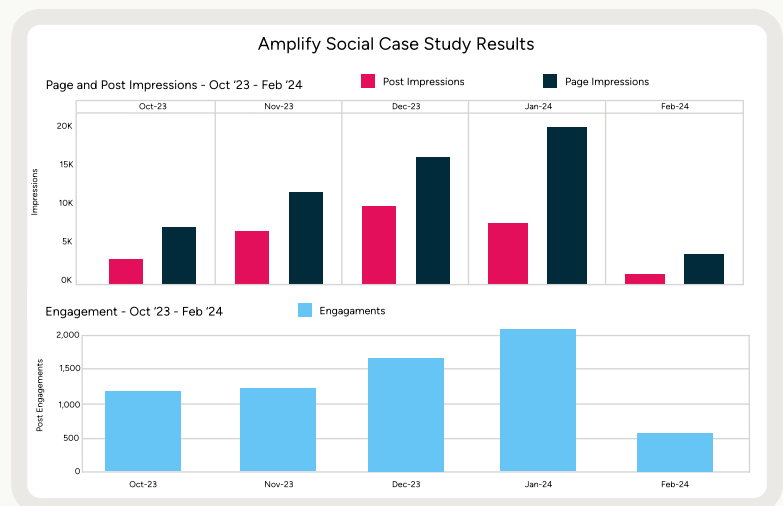
+75%

Engagements

75% less

Engagements after posting ended

Facebook Analytics: Oct 2023 vs Jan 2024



Pilot ran from Nov 2023 - Jan 2024