

# Complete Influencer Marketing Strategy

LuxuryApartments.com

*"Transform apartment renting from compromise to aspiration"*

**150+**

INFLUENCERS

**\$45M**

INVESTMENT

**500M+**

TOTAL REACH

**\$250M**

REVENUE  
TARGET

**31,250**

EXPECTED  
LEASES

**224%**

ROI TARGET

## Executive Summary

LuxuryApartments.com is positioned to revolutionize the luxury rental market through the most comprehensive influencer marketing strategy ever deployed in the real estate sector. This strategy combines the reach of mega-influencers, the expertise of design authorities, and the authenticity of micro-influencers to create an unstoppable marketing force.

By partnering with 150+ carefully vetted influencers across three strategic tiers, we project a 224% return on investment, generating \$250M in annual revenue from 31,250 direct lease attributions. Our unique approach addresses the key challenge of luxury apartment marketing: making renting aspirational rather than compromising.

The strategy leverages influencers who understand both luxury aesthetics and the practical realities of renting, with special focus on damage-free design solutions that protect security deposits while enabling personalization. This comprehensive approach transforms apartment living into a lifestyle choice for affluent millennials and Gen Z professionals.

# Strategy Components

## ▮ Tier 1: Mega-Influencers

- \$20M investment
- 6 lead ambassadors
- 200M+ combined reach
- Celebrity credibility

## ▮ Tier 2: Design Partners

- \$15M investment
- 50+ design influencers
- Property tour specialists
- Rental-friendly experts

## ▮ Tier 3: Micro-Influencers

- \$10M investment
- 50 niche creators
- 7-12% engagement rates
- Local market coverage

## ▮ Performance Targets

- 2B+ monthly impressions
- 60% Gen Z awareness
- \$1,440 acquisition cost
- \$8,000 customer LTV

## Complete Campaign Performance Projection

**\$45M**

**\$250M**

**31,250**

Total Investment

Revenue Attribution

Leases Generated

224%

Return on  
Investment

# Part I: Mega-Influencer Strategy

Celebrity partnerships creating massive brand awareness and aspirational appeal

## Tier 1: Lead Ambassadors (\$20M Budget)

**Charli & Dixie D'Amelio** PLATINUM

@charlidamelio / @dixiedamelio

150M+

COMBINED

19-22

AGE RANGE

**Emma Chamberlain** PLATINUM

@emmachamberlain

16M

FOLLOWERS

\$3M

ANNUAL DEAL

Perfect family brand angle. Connecticut to LA success story appeals to relocating young professionals seeking luxury apartments.

Entertainment

Gen Z Icon

Family Brand



Most trusted Gen Z voice. Serial luxury renter in SF, NYC, and LA. Coffee entrepreneur, Met Gala regular. Perfect chief youth officer.

Lifestyle

Coffee Brand

Met Gala



**Addison Rae**

GOLD

@addisonrae

**40M**

FOLLOWERS

**23**

AGE

Louisiana to LA success story. Appeals to middle America young professionals moving to cities. Acting career adds entertainment credibility.

Entertainment

Acting

Fashion



**Josh Richards**

GOLD

@joshrichards

**7M**

FOLLOWERS

**VC Fund**

CO-FOUNDER

Animal Capital co-founder bridging entertainment and venture capital. Credibility with young entrepreneurs and tech professionals.

Business

Tech

Investment



**Graham Stephan**

GOLD

@gpstephan

**4.3M**

YOUTUBE

**900K**

INSTAGRAM

**JuJu Smith-Schuster**

SILVER

@juju

**3M**

FOLLOWERS

**NFL**

PRO ATHLETE

Real estate and finance educator explaining why renting luxury can be smarter than buying. Perfect for credibility messaging.

Finance

Real Estate

Education



NFL player and gamer crossover. Appeals to sports fans and gaming community seeking luxury living options.

Sports

Gaming

Lifestyle



## Part II: Design & Interior Influencer Partnerships

50+ design authorities creating aspirational content and practical rental solutions

### Major Design Authorities (1M+ Followers)

**Joanna Gaines**

@joannagaines

PLATINUM

**13.8M**

FOLLOWERS

**\$35,905**

PER POST

**Architectural Digest**

@archdigest

PLATINUM

**10.4M**

INSTAGRAM

**7.4M**

YOUTUBE

Modern farmhouse maven with Magnolia Network. Perfect for family-oriented luxury renters. Texas base provides Southwest market coverage.

Family Luxury

Target Partner

TV Personality



Ultimate luxury credibility through celebrity home tours. Partnership signals premium positioning for any property platform.

Celebrity Homes

Prestige Brand

Global Reach



**Enes Yilmazer**

PLATINUM

@enesyilmazer

**4.1M**

YOUTUBE SUBS

**730K**

MONTHLY  
VIEWS

Cinematic 4K luxury property tours with architectural commentary. Creates aspirational content driving genuine interest globally.

Luxury Tours

4K Content

Architecture



**Studio McGee**

GOLD

@studiomcgee

**3.3M**

FOLLOWERS

**Netflix**

SERIES

"Dream Home Makeover" stars. Clean, modern luxury perfect for apartment living with expertise in small-space design.

Netflix Series

Modern Luxury

Small Spaces



**Mr. Kate**

GOLD

@mrkate

**3.8M**

**1.5M**

**Erik Conover**

GOLD

@erikconover

**2.35M**

**NYC**

YOUTUBE SUBS

VIEWS/VIDEO

YOUTUBE SUBS

MARKET FOCUS

"OMG We're Coming Over" series shows renters how to personalize luxury spaces without permanent changes.

Room Makeovers

DIY Luxury

Millennial Focus



Licensed real estate broker turned influencer. Deep NYC market expertise targeting affluent millennials.

NYC Expert

Licensed Broker

Property Tours



# ▯ Featured: Rental-Friendly Design Specialists

These influencers solve the #1 renter concern - achieving luxury without risking deposits

**@beingtheblooms - Stefanie Bloom**

**564K**

FOLLOWERS

**2+ Years**

TESTING PRODUCTS

Peel-and-stick expert with own wallpaper collection. Has tested 100+ renter-friendly products, providing trusted recommendations for damage-free luxury transformations.

Damage-Free

Product Testing

Wallpaper Line



## @whitneyleighmorris

**277K**

FOLLOWERS

**400 sq ft**

VENICE BEACH

Author of "Small Space Style." Famously lived luxuriously in 400 sq ft cottage. Environmental focus and "rightsizing" philosophy appeals to eco-conscious professionals.

Small Space Expert

Published Author

Eco-Luxury

## @imaniathome – Imani Keal

**119K**

INSTAGRAM

**603K**

TIKTOK VIEWS

"Forever renter" philosophy. Transforms 500 sq ft spaces into spectacular homes. Featured in NY Times, Domino, and IKEA campaigns. Maximalist small-space living.

Forever Renter

IKEA Partner

NY Times Feature

## @thepajaamahub – Ammarah

**29K**

FOLLOWERS

**Award**

BEST MAKEOVER

Revolutionary rental hacks like applying clear vinyl before painting. Winner of "Best Makeover" awards. Proves luxury aesthetics need not compromise deposits.



# YouTube Property Tour Specialists

Creator	Subscribers	Avg. Views	Specialty	Value Proposition
Enes Yilmazer	4.1M	730K/month	Luxury Tours	Cinematic 4K tours, architectural expertise
Mr. Kate	3.8M	1.5M/video	Room Makeovers	"OMG We're Coming Over" series
Erik Conover	2.35M	500K/video	NYC Luxury	Licensed broker, insider knowledge
The Sorry Girls	2M+	300K/video	DIY Projects	Canadian base, sustainability focus
Rebecca Robeson	1.33M	250K/video	California Luxury	Professional designer, high-end portfolio
The Luxury Home Show	1M	200K/video	International	UK sophistication, architectural history

Creator	Subscribers	Avg. Views	Specialty	Value Proposition
Alexandra Gater	600K	150K/video	Rental Renos	Millennial focus, apartment specialist
At Home With Nikki	650K	100K/video	Organization	Functional luxury, IKEA hacks
Jason Matouk	216K	75K/video	Miami Luxury	South Florida expertise, immersive tours
Nick Lewis	377K	100K/video	Timeless Design	Anti-trend philosophy, honest advice

# Part III: The Micro-Influencer Army

50 creators delivering exceptional engagement and authentic connections

# Why Micro-Influencers Win

7-12%

ENGAGEMENT RATE

4.5%

CONVERSION RATE

- \$1,000-5,000 per post vs. \$50K+ for celebrities
- 82% consumer trust in recommendations
- Authentic, personal connections with followers
- Higher ROI than mega-influencers

# Category Distribution

Finance & Investment	10 creators
Tech Industry	8 creators
Fashion & Style	8 creators
Fitness & Wellness	7 creators
Food & Hospitality	5 creators
Travel & Digital Nomad	5 creators
Real Estate & Design	5 creators
Local Market Specialists	10 creators

# Expected Performance

\$10M

ANNUAL BUDGET

15,000

MONTHLY LEADS

Package deals and ongoing partnerships deliver better value than one-off posts.

Creator	Category	Followers	Specialty	Market Value
Vivian Tu (@yourrichbff)	Finance	500K	Ex-JP Morgan trader teaching wealth	Young professional credibility
Tori Dunlap (@herfirst100k)	Finance	800K	Financial feminist, Seattle-based	Female professional appeal
Humphrey Yang (@humphreytalks)	Finance	750K	Ex-Silicon Valley, economics educator	Tech professional reach
Kahlil Greene (@kahlilgreene)	Tech	200K	Google PM, lifestyle content	Big tech employees
Taylen Biggs (@taylenbiggs)	Fashion	250K	Seattle style, apartment aesthetics	Pacific Northwest market
Massy Arias (@massy.arias)	Fitness	900K	Home workouts,	Health- conscious renters

Creator	Category	Followers	Specialty	Market Value
			wellness lifestyle	
Jeremy Jacobowitz (@brunchboys)	Food	450K	NYC food, entertaining guides	Lifestyle- focused audience
Drew Binsky (@drewbinsky)	Travel	350K	Digital nomad, 100+ cities	Relocating professionals

# Part IV: Implementation & Timeline

Phased rollout ensuring maximum impact and optimization



## 12-Month Implementation Timeline

### Month 1: Foundation

- Sign Emma Chamberlain as Chief Youth Officer (\$3M/year)
- Secure 5 finance micro-influencers for immediate credibility

- Launch with 5 NYC local specialists
- Establish tracking and attribution systems

## Month 2: Expansion

- Add D'Amelio sisters for mainstream reach
- Scale to 25 micro-influencers across categories
- Launch first design influencer partnerships
- Begin content calendar coordination

## Month 3: Optimization

- Complete 50-influencer micro army
- Launch city-specific campaigns
- Begin monthly ambassador programs
- First performance review and adjustments

## Months 4-6: Scale

- Full deployment of all three tiers
- Launch "Luxury Living Collective" community
- Implement cross-promotion strategies
- Seasonal campaign launches

### Months 7-12: Optimize & Expand

- Performance-based partnership adjustments
- Expand successful partnerships
- Launch equity participation for top performers
- Plan Year 2 strategy based on data



## Total Budget Allocation: \$45M

Tier 1: Mega-Influencers (6 Lead Ambassadors)	\$20M
Tier 2: Design & Interior Specialists (50+ creators)	\$15M
Tier 3: Micro-Ambassador Army (50 creators)	\$10M



## Geographic Market Coverage



Market	Lead Influencers	Monthly Target	Strategic Priority
New York City	Erik Conover, @prettyinthepines, @alvinwayne, @bananabonani	750 leases	Highest rent market, trend-setter
Los Angeles	Emma Chamberlain, Addison Rae, Amber Lewis, Kelly Wearstler	650 leases	Entertainment industry hub
Miami	Jason Matouk, @miami.lifestyle, Marcus Milione	400 leases	International appeal, luxury lifestyle
San Francisco	@apartment_34, @howsfseessf, Evgenia Merson	350 leases	Tech professionals, highest incomes
Chicago	Local specialists TBD	300 leases	Midwest hub, growing market
Seattle	Taylen Biggs, local creators	250 leases	Tech market, sustainability focus
Austin/Dallas	Joanna Gaines, regional specialists	400 leases	Tech migration, growing markets

# Content Strategy Framework

Six pillars driving engagement and conversions across all influencer tiers

## ▮ Apartment Transformations

- Before/after rental makeovers
- 24-hour room challenges
- Budget-friendly luxury upgrades
- Damage-free design solutions

High Engagement

Viral Potential

## ▮ Lifestyle Content

- "Day in the Life" at luxury properties
- Morning routines in premium apartments
- Work-from-home setups
- Entertaining in luxury spaces

Aspirational

Authentic

## ▮ Educational Content

- Renting vs. buying comparisons
- Apartment hunting tips
- Lease negotiation strategies
- City living guides

Value-Driven

Trust Building

## ▮ Community Features

- Resident spotlights
- Neighborhood guides
- Local business partnerships
- Community event coverage

Local Focus

Community Building

## ▮ Virtual Tours

- 4K cinematic property tours
- Amenity showcases
- 360° virtual experiences
- Live tour events

Immersive

Conversion Driver

## ▮ Design Challenges

- Monthly styling competitions
- Influencer collaborations
- User-generated content
- Seasonal makeovers

# Part V: Success Metrics & KPIs

Data-driven approach ensuring ROI accountability

Metric	Target	Current Benchmark	Measurement Method
Monthly Impressions	2B+	0	Platform analytics aggregation
Average Engagement Rate	5%+ average	Industry: 2.3%	Likes + comments + shares / reach
Click-through Rate	3.5%	Industry: 1.8%	Link clicks / impressions
Application Conversion	12%	Current: 4%	Applications / site visitors
Lease Conversion	25%	Current: 15%	Leases signed / applications
Customer Acquisition Cost	\$1,440	Current: \$2,800	Total spend / new leases

Metric	Target	Current Benchmark	Measurement Method
Lifetime Value	\$8,000	Current: \$5,500	Average lease duration × monthly rent
Brand Awareness (Gen Z)	60%	Current: 12%	Quarterly brand surveys
Content Pieces/Month	500+	0	All platforms combined
Geographic Coverage	15 cities	0	Cities with active campaigns

# Complete Campaign ROI Projection

Industry-leading returns through strategic influencer partnerships

224%

Return on Investment

\$250M

Revenue Attribution

31,250

Leases Attributed

**\$205M**

Net Profit

**5.5x**

LTV:CAC Ratio

**18**

**months**

Payback Period

# Ready to Transform Your Market Position?

Launch the most comprehensive influencer strategy in luxury rental  
history

**Begin Implementation**

