

Social Media Strategy + Execution Report

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LSC 432: Social Media for the Life Sciences

Executive Summary: Atmosphere Madison

The @atmospheremadison Instagram account aims to increase engagement with current and prospective residents by showcasing building amenities, community events, and brand visibility. This report outlines key opportunities, recommended strategies, timeline, and goals to optimize the account and attract more lease sign-ups.

Opportunity

@atmospheremadison has a prime opportunity to attract new residents by enhancing how we showcase the building's amenities, events, and unique living experience on Instagram. While the account currently engages well with followers, there's potential to further inform and excite prospective residents by strategically highlighting the benefits of living at Atmosphere Madison.

Through engaging visuals, resident testimonials, and behind-the-scenes content on community events, we can create a compelling narrative around the convenience, comfort, and vibrant social scene within Atmosphere Madison. By optimizing our social presence to reflect these advantages, we aim to drive more interest and, ultimately, increase lease sign-ups from students seeking an active and connected campus lifestyle.

Solution

To optimize the @atmospheremadison Instagram account, we propose a strategy focused on showcasing the building's amenities, community events, and the vibrant living experience it offers. By emphasizing key features such as amenity highlights, unit tours, resident testimonials, and event promotions, we can create a compelling visual narrative that speaks directly to prospective residents.

To further increase engagement, incorporating interactive elements like Instagram stories, polls, Q&As, and behind-the-scenes content will encourage followers to actively engage and feel more connected to the community. To spark immediate interest and prompt action, we recommend launching targeted campaigns such as exclusive leasing offers or limited-time incentives. Promoting engagement on posts will enhance visibility by leveraging Instagram's algorithm, allowing us to reach a broader audience (Lecture, Oct 23rd). Regularly reviewing Instagram Insights will be key to tracking engagement, evaluating content performance, and adjusting strategies based on audience feedback and emerging trends. These initiatives will strengthen the account's appeal, attract more followers, and ultimately drive lease sign-ups by building a strong online presence that reflects the vibrant lifestyle at Atmosphere Madison.

Timeline and Costs

Implementation of the solution will take an estimated 10 months to complete. An investment of \$1,00 to \$2,000 would be adequate to support community events and giveaways for increased social media engagement.

Goals

The primary goals for the @atmospheremadison Instagram account are to increase brand awareness, boost follower engagement, and ultimately drive more lease sign-ups. These goals are important because they directly align with our mission to attract prospective residents and create a stronger connection with the current resident community. By improving engagement and showcasing the building's amenities and community events, we can generate more interest and encourage more people residing in Madison to choose Atmosphere Madison as their home.

To achieve these goals, we will focus on strategic content creation that highlights amenities, shares resident experiences, and promotes community events. Engagement tactics like interactive stories, polls, and Q&As will foster a sense of connection with our audience. Given that we are nearing the end of the peak leasing season, our goal is to maintain momentum through the winter months and avoid the typical slow-down. We aim to be 90% occupied by May and fully leased by next July. By maintaining high engagement and continuing to attract prospective residents, we plan to reach these occupancy targets by leveraging our social media presence effectively throughout the year.

The tone and voice of the account will be friendly, approachable, and vibrant—capturing the essence of resident life at Atmosphere Madison. We will use a style that feels authentic and inclusive, welcoming all residents into a dynamic community. The three adjectives that will guide the social voice are: inviting, dynamic, and engaging. This will ensure that our content resonates with both current and prospective residents, reflecting the lively and interactive environment at Atmosphere Madison.

Niche/Focus Area

The niche focus area of our content will center around showcasing the unique living experience at Atmosphere Madison through engaging visuals and interactive content. This includes highlighting the building's amenities, resident events, community-building activities, and the overall lifestyle that comes with living here. By narrowing our focus to these areas, we can create a strong, consistent message that resonates with prospective residents and keeps current residents engaged.

Focusing on this niche is crucial because it allows us to differentiate Atmosphere Madison from other properties and present the community as a desirable place to live. People

often want more than just a place to stay—they're looking for a place where they can build connections, enjoy their surroundings, and feel a sense of belonging. By curating content that speaks to these desires, we can generate excitement and interest from those looking for a home that offers more than just basic amenities.

Through this focus, we can offer our audience an authentic and dynamic look at life at Atmosphere Madison. This includes behind-the-scenes content of events, spotlights on amenities like the sky deck lounge with ping pong and pool tables, the podcast and meditation room, and real stories from residents. Additionally, we will provide useful tips and information on living in the community, keeping the content relevant and helpful for current and future residents alike.

Target Audience

The target audience for the @atmospheremadison Instagram account includes individuals in the Madison area seeking housing options across a variety of floorplans, from studios to five-bedroom apartments, with budgets ranging from \$1,300 to \$2,300 per month. To meet leasing requirements, tenants must have a monthly income of at least three times the rent or provide a guarantor to co-sign. Our audience consists of a mix of students, young professionals, and active individuals who value convenience, community, and modern amenities. Below are some examples of key profiles within our audience:

Monica, the Student-Athlete (Age 20, Female, Student)

Monica is a dedicated student-athlete on a Division I track team at the University of Wisconsin-Madison. As a full-time student, her days are filled with early morning training sessions, classes, and study periods. Her income is supplemented through a scholarship and part-time job, but she relies on her parents to act as a guarantor. Monica needs a living space that fits her active lifestyle, and the 24-hour fitness center at Atmosphere Madison is perfect for her. Additionally, she appreciates the building's proximity to the Kohl Center for easy access to her team's facilities. Monica values a quiet study space and the supportive, social community that Atmosphere Madison offers, which makes it a great fit for her lifestyle.

Ben, the Graduate Student (Age 24, Male, Graduate Student)

Ben is pursuing his master's in electrical engineering at UW-Madison. As a full-time student with a part-time research assistantship, he spends long hours in the lab and in class. Ben works part-time, but his income does not meet the three times rent requirement, so he has a guarantor co-sign his lease. He is drawn to Atmosphere Madison for its private study spaces, Mac labs, and free printing services, which help him stay on top of his coursework. Ben also enjoys the coffee bar, which provides a relaxing space for him to unwind. The building's

convenient location, with easy access to campus and study areas, makes it an ideal choice for his living situation.

Sophia, the Young Professional (Age 28, Female, Marketing Manager)

Sophia is a marketing manager at a tech company in downtown Madison. She enjoys a strong work-life balance and values the amenities that make her life easier. Sophia's income comfortably exceeds the requirement of three times the monthly rent. She is drawn to Atmosphere Madison for its proximity to downtown, which allows her to easily commute to work. After a long day, she enjoys the building's meditation room and coffee bar to relax. As a young professional, she values the community spaces that foster social interaction, while also offering the privacy she needs after a busy workday. Sophia represents the busy, goal-driven young professional looking for a home that meets both her career and personal needs.

By catering content to these profiles, we can engage directly with our audience's interests and needs, ensuring that they feel connected to what Atmosphere Madison has to offer. Monica, Ben, and Sophia are examples of individuals from different walks of life who are all looking for a living space that suits their unique lifestyles. Addressing the diverse needs and preferences of these residents will help drive engagement and interest in the property, making it an attractive option for a range of potential tenants.

Collaboration Analysis

For potential collaborators, University of Wisconsin-Madison (UW-Madison) Housing & Student Life Accounts would be a key partner. These accounts engage with both students and professionals, who are key demographics for potential tenants. Partnering with them could allow for cross-promotion, showcasing how our building aligns with the needs of those looking for housing near the university. Connecting with these accounts can be done through a direct message on Instagram, offering a mutual promotion where both parties feature one another's services, creating greater visibility. We can offer these accounts content highlighting our amenities and proximity to campus, which could resonate with their audience looking for housing options.

Another potential collaborator is the coffee shop Colectivo Coffee. Many of our target audience members, including young professionals and students, are avid coffee drinkers, making Colectivo an ideal partner. We could collaborate with them by featuring their coffee beans in our building's coffee bar, offering residents and visitors a locally sourced, high-quality coffee experience. This partnership would enhance the appeal of our coffee bar, making it a more inviting and community-oriented space for those looking to relax or work. To connect with Colectivo, we could reach out via Instagram or email to propose this collaboration, showcasing how our building's location allows easy access to local coffee culture and how this partnership would benefit both of our brands by highlighting local, sustainable options.

We could also consider leveraging our existing relationships with current UW-Madison student-athletes across various sports, including soccer, rowing, football, volleyball, and more. Many of these athletes already live in our building, and they could be valuable partners in promoting our property. Through their NIL (Name, Image, and Likeness) agreements, they could create content sharing their positive experiences living in our building, promoting amenities like the 24-hour fitness center, study spaces, and proximity to campus. This partnership could also include special offers such as rent discounts for these athletes in exchange for their content. Authentic testimonials from well-known athletes would resonate with both their followers and potential residents who prioritize a fitness-focused, student-friendly living environment. We can connect with these athletes through UW-Madison's NIL program or via their personal social media channels to propose the partnership and outline how their content can help promote our property.

Competitor Analysis

Potential competitors for @atmospheremadison include other new property developments in the area, such as Oliv Madison, Chapter Madison, and Verve Madison. Oliv Madison has been gaining significant traction on Instagram with interactive giveaways and partnerships with student organizations like The Vault. They recently hosted their annual flea market, which boosted engagement and showcased their collaboration with the community. Their "tour to win" competitions encourage interaction and drive traffic to their page, while their Instagram features a vibrant and diverse layout that includes reels with trending sounds, photos of their outdoor yoga events on the terrace, and recap content for parents' weekends, complete with merchandise and food for parents. Their approach is highly dynamic, leveraging a mix of events, giveaways, and visually engaging posts to keep their audience engaged.

Chapter Madison excels in featuring their residents on Instagram, but struggles with generating engagement. They showcase their residents' experiences but could benefit from more interactive and engaging content strategies that resonate with their audience. Verve Madison focuses on practical content, effectively using Instagram highlights to capture information like floorplans, FAQs, amenities, unit tours, and profiles of their team members and residents. While informative, their content could be more engaging and interactive to create stronger connections with their followers.

In comparison, @atmospheremadison can stand out by focusing on fostering authentic engagement through unique and community-driven content. By collaborating with local businesses like Collectivo Coffee and student-athletes, and utilizing compelling content formats such as resident testimonials and interactive community events, we can establish a strong, distinct presence that resonates with our audience and drives more interaction. We can differentiate ourselves from these competitors by focusing on personalized experiences, exclusive amenities, and highlighting our close-knit community.

Social Media Content Strategy

Platform Selection

For the social media content strategy, we will focus exclusively on Instagram as our primary platform. This decision stems from Instagram's strong presence among our target audience, including young professionals, athletes, and potential residents in the Madison area. The platform allows us to easily reach our audience through both organic and paid strategies, including Instagram stories, reels, and feed posts. Instagram's visual-first nature aligns perfectly with our goals of showcasing the building's amenities, events, and resident life, all of which lend themselves to highly engaging, aesthetic content.

I chose Instagram because it is a platform that excels at driving engagement with vibrant, photo-driven content, making it ideal for showcasing our building's lifestyle and the community we foster (Lecture, Oct 28th). I also excel in creating Instagram reels and capturing aesthetic photos that highlight our property's amenities, as well as lively photos of residents for Instagram Stories. These features will allow us to produce content that resonates with our audience while highlighting the unique aspects of living at Atmosphere Madison.

Reels are a key format I plan to leverage, as they are proven to drive high engagement rates and are a great way to capture attention with dynamic, short-form content. Through reels, we can showcase resident events, behind-the-scenes tours, and testimonials in an authentic and relatable way. Instagram Stories will allow us to give a more immediate and casual glimpse into day-to-day life at the building, from amenities like the fitness center to community events like movie nights and coffee bars.

The visual and interactive nature of Instagram makes it a perfect choice to amplify our marketing efforts and engage with current and potential residents effectively.

Content Production Schedule

My content production schedule prioritizes regular posting and authentic content to increase engagement, encourage renewals, and attract new lease signings at Atmosphere Madison. I aim to post four times a week, balancing original and curated content that appeals to both current and prospective residents. A recent example of a post that highlights resident experience and Atmosphere's property features is a reel created on September 15th. I captured footage from our pool party on the pool deck, featuring our pool, grilling areas, sky lounges, tanning spots, and residents enjoying the event. We reshared the reel on our Instagram story to maximize engagement, and it reached 3.6k views, surpassing our goal by over 600 views. You can view the reel here: <https://tinyurl.com/poolpartyrecap>

I believe this is an effective post as it showcases Atmosphere's amenities and resident community in a lively way that appeals to potential residents by highlighting what they can look forward to. The high engagement, exceeding the view target, indicates that followers enjoy content focused on the resident experience and amenities, suggesting this approach effectively promotes the property while resonating with the audience.

One example of effective curated content was a post that featured an image from a resident's Instagram account, showing three friends at a Badger football game. This game-day throwback welcomed students and the public back to Camp Randall Stadium and doubled as a reminder that Atmosphere Madison would be at the Housing Fair from 3-6 PM the next day. By featuring our residents and tagging them in the post, we created a sense of community and excitement around game-day spirit. The post garnered 90 likes, exceeding our goal of 70 likes, and demonstrated that engaging directly with our residents helps build an authentic connection that resonates with our followers. View the post here: <https://tinyurl.com/HousingFairReminder>

This is an effective post because it combines authentic, community-centered content with a timely message that resonates with the audience. By showcasing residents enjoying a Badger football game, it taps into a shared campus experience, creating a relatable and celebratory vibe that current and prospective residents can connect with. Tagging the residents fosters a sense of inclusion and makes them feel valued as part of the Atmosphere Madison community, while encouraging their friends and followers to engage with the post, thereby extending its reach.

Additionally, the post strategically includes a reminder about Atmosphere Madison's presence at the Housing Fair, aligning the content with a specific promotional goal without appearing overly commercial. This balance between community engagement and subtle promotion drives both brand awareness and interaction, as shown by the post's success in surpassing the like goal. This indicates that the post effectively achieved its dual purpose of engaging residents and reaching a broader audience with information about leasing opportunities.

Social Media Marketing Execution and Measurement

To promote Atmosphere Madison's property features and amenities, I created a reel showcasing the panoramic views from our 12th-floor clubhouse and sky lounge. The video highlighted the stylish decor, comfortable seating, and impressive cityscape, emphasizing the unique community experience available at Atmosphere. After posting the reel to our Instagram feed, I strategically shared it on our Instagram story to boost its reach. This dual-posting approach effectively broadened our audience and amplified engagement among both current and prospective residents.

In terms of analytics, the post achieved over 1.7k views and reached more than 6,000 accounts, far exceeding our initial goals. It generated over 600 profile visits, earned 30 new followers, and received a high volume of positive interactions, including likes and shares,

demonstrating strong engagement and increasing interest in Atmosphere’s offerings. This reel not only showcased our amenities but also highlighted the community’s appeal, helping drive brand awareness and attract potential residents.

Another recent strategy I implemented to drive engagement and increase lease signings was an electric scooter giveaway. To promote the giveaway, we crafted an Instagram post encouraging participants to enter by liking the post, sharing it on their stories, tagging our account, and tagging friends in the comments. This structure encouraged participants to engage directly with our account while broadening the post’s reach to friends of followers.

To amplify visibility, we also texted and emailed residents with the giveaway details, directing them to our Instagram post to enter. This approach brought attention not only to the giveaway but also to our profile, helping increase exposure among potential new followers and prospective residents.

This campaign was highly effective in terms of engagement metrics: the post received 68 likes, 73 comments, and 20 shares. It reached over 3,500 accounts and drove over 400 profile visits, resulting in 12 new followers. The added profile traffic and new followers also increased awareness of our leasing opportunities. This type of highly engaged, prize-driven post effectively connects residents and potential tenants to our brand, boosting reach and leading to potential lease conversions.

Appendix

Content Creation

Content Engagement

#	Planned Date	Content Themes	Type	Purpose	Promotion Strategy (who to connect with)	Goals of analytics	Execution date (insert link) and outcomes
1	09/13/24	Atmosphere Pool Party Recap	Creation	Promote property amenities & resident experience	Reposted on our story for more engagement on post	3k views, 100 likes	09/15/24 https://tinyurl.com/poolpartyrecap 3.6k views, 130 likes, 18 shares
2	09/16/24	Renewal PSA	Curation	Inform residents that renewals are almost live	Tagged current residents, texted residents, sent out	70 likes, 20 shares	09/16/24 https://tinyurl.com/ResidentRenewalReminder

					emails to residents		60 likes, 2 shares
3	09/18/24	Applications are Live	Creation	Inform the public that apps are now live	Live app countdown on our Instagram story, sent out email to leads	70 likes, 20 shares	09/20/24 https://tinyurl.com/LiveApplications 79 likes, 6 shares
4	09/21/24	Positive Vibes for Game Day	Curation	Shoutout residents on our feed	Tagged current residents	70 likes	09/21/24 https://tinyurl.com/BadgerWeekend 76 likes, 3 comments, 3 shares
5	09/21/24	Views from Atmosphere	Creation	Promote property features & amenities	Reposted on our Instagram story	1k views, 100 likes	9/22/24 https://tinyurl.com/ViewFromA 1.7k views, 79 likes, 5 shares
6	9/15/24	Electric Scooter Giveaway	Creation	Promote giveaway, increase leases signed	Call-to-action: like, share on story & tag friends to enter giveaway, texted and emailed residents	100 likes, comments & shares	9/23/24 https://tinyurl.com/ScooterGiveaway 68 likes, 73 comments, 20 shares
7	09/18/24	Fall 2025 Leasing is Live	Creation	Increase leases signed	Live leasing countdown on our Instagram story, emailed leads	70 likes	9/24/24 https://tinyurl.com/LiveLeasing 48 likes, 1 comment, 2 shares
8	09/27/24	Show off floorplans	Curation	Increase tours and leases signed	Tagged current residents	70 likes	09/27/2024 https://tinyurl.com/PeekAtFloorPlans

							68 likes, 1 comment, 6 shares
9	09/30/24	#Game Day TB, Housing Fair Reminder	Curation	Inform potential residents we will be at the housing fair	Tagged residents, reposted on our Insta story	70 likes	09/30/24 https://tinyurl.com/HousingFairReminder 90 likes, 3 shares
10	09/28/24	A-Team is hiring!	Creation	Inform public we are hiring CA's and Ambassadors	Tagged current employees, reposted on our Insta story, texted and emailed residents	70 likes, 20 shares	10/09/24 https://tinyurl.com/HiringA-Team 66 likes, 2 comments, 12 shares
11	10/08/24	#WorldMentalHealthDay	Curation	Promote mental health awareness	Reposted on our Instagram story	70 likes	10/10/24 https://tinyurl.com/WorldMentalHealthDayQuotes 82 likes, 2 comments, 6 shares
12	10/12/24	#ParentsWeekend	Creation	Promote open house, inform parents on fun events & giveaway	Shared on our Insta story, texted and emailed residents	70 likes, 20 shares	10/17/24 https://tinyurl.com/ParentsWeekendPSA 48 likes, 9 shares
13	10/20/24	Looking for solo housing?	Creation	Promote studio and one-bed floorplans	Shared on insta story, tagged current resident	70 likes	10/24/24 https://tinyurl.com/SoloRiders 59 likes, 1 comment, 6 shares
14	10/26/24	Relax and Destress	Creation	Promote meditation room	Shared on Insta story	1k views, 70 likes	10/28/24 https://tinyurl.com/Spoo

							kyMeditationRoom 2.4k views, 53 likes, 7 comments, 8 shares
15	10/29/24	Looking for housing for two?	Creation	Promote 2-bed floorplan	Shared on insta story, tagged current residents	70 likes	10/30/24 https://tinyurl.com/HousingForTwo 35 likes, 1 comment, 1 share
16	10/26/24	Happy Halloween from the A-Team	Creation	Promote property features & amenities	Shared on Insta story	3k views, 70 likes	10/31/24 https://tinyurl.com/SpoookyAmenities 2.3k views, 94 likes, 9 comments, 10 shares
17	11/02/24	Fall-themed Resident Events	Creation	Inform residents on upcoming events	Shared on Insta story, emailed to residents	70 likes	11/04/24 https://tinyurl.com/FallFestivalEvents 82 likes, 1 comment, 13 shares
18	11/08/24	Come to our Apple Cider Bar!	Creation	Promote Apple Cider Bar Event	Shared on Insta story, sent out a text and email to residents	70 likes	11/08/24 https://tinyurl.com/AppleCiderEvent 39 likes, 1 comment, 3 shares
19	11/11/24	Views from the Sky Lounge	Creation	Promote property features & amenities	Shared on Insta story	70 likes	11/11/24 https://tinyurl.com/SkyLoungeViews 49 likes
20	11/13/24	Ask current residents #WhyAtmosphere?	Creation	Promote resident testimonials, increase	Share on Insta story, tag current residents	3k views, 70 likes, 20 shares	11/15/24

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