

# BridgeWalk Social Media

## CASE STUDY

### THE CHALLENGE

Beginning in October 2022, The Mandel Group asked the Catalyst team to begin working on a social media strategy for BridgeWalk Apartments, their newest multifamily development in Waukesha, Wisconsin. Since this was a brand-new development, the client wanted to create a social presence to show off the community’s culture and amenities before opening their doors to their first set of residents in 2023. Catalyst had previously worked with The Mandel Group on naming, logo development, and marketing collateral for the development, so the team was already familiar with BridgeWalk’s brand identity and unique selling points (USPs).

### THE SOLUTION

The Mandel Group contracted Catalyst for a full year of social media management, which included 10 static posts and 5 Instagram stories per month. After creating new Facebook and Instagram accounts for BridgeWalk, Catalyst began the strategy, creation, and posting for both platforms, beginning with the implementation of a consistent monthly calendar. Catalyst’s social strategy included a wide variety of post topics and types: showcasing interior and exterior amenities, common prospect FAQs, local hot spots within the neighborhood residents can enjoy, facts about the city of Waukesha, outdoor access to Fox River and Pewaukee Lake, team member spotlights, and more.

While much of the early BridgeWalk social content relied on high-quality renderings and stock imagery, Catalyst began introducing organic imagery showing off now-completed amenity spaces and resident events. A mix of designed posts with creative elements supplemented this organic content to make the content feel more “in the moment.” Because these accounts were brand new, a variety of hashtags, such as #LiveWaukesha and #ApartmentsNearYou were used to increase engagement and reach of the social media posts.

**118,455**

**TOTAL IMPRESSIONS**

**6,224**

**TOTAL ENGAGEMENTS**

**5.3%**

**INCREASE IN  
ENGAGEMENT RATE**

*(compared to industry  
benchmark of 1.24%)*

**3,822**

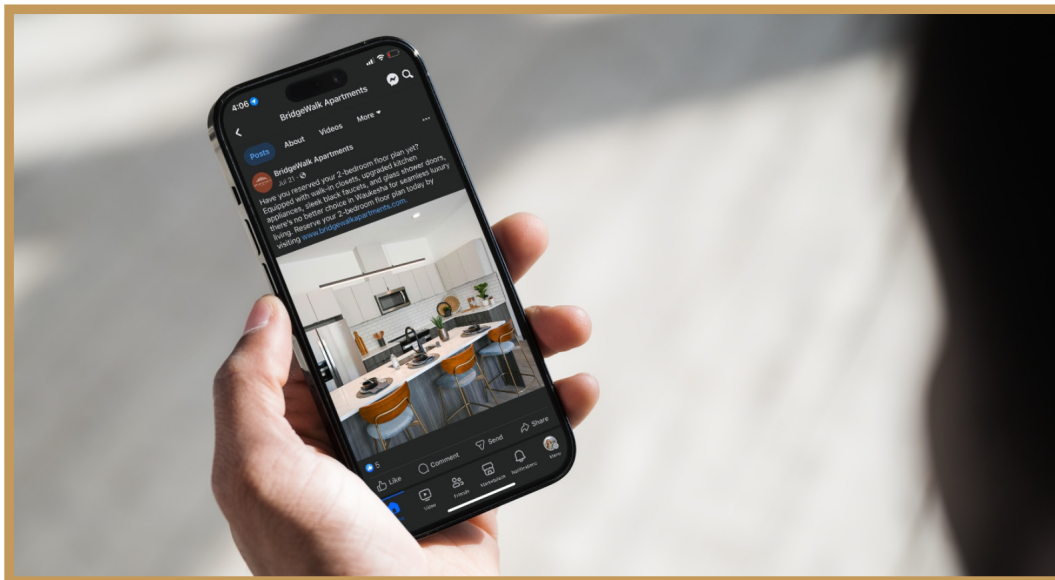
**TOTAL POST  
LINK CLICKS**

## THE RESULTS

Since beginning the accounts in October 2022, Catalyst was able to grow BridgeWalk's social media presence and metrics by a sizeable amount. By focusing on the implementation of high-quality content and consistent hashtag use, the BridgeWalk feeds showcase a strong brand awareness and have begun to build greater connections with prospects, residents, and local businesses. In partnership with Catalyst, BridgeWalk reached 100% leased occupancy and attributed portions of the leasing success to Catalyst's social media management. At the end of the 12-month contract, Catalyst prepared and provided The Mandel Group a single-page social media brand guide to help guide the team with future planning and posting.

**From October 2022 to September 2023, BridgeWalk's social platforms have gained:**

- **118,455 total impressions**
- **6,224 total engagements**
- **5.3% increase in engagement rate** (*compared to industry benchmark of 1.24%*)
- **3,822 total post link clicks**



## ABOUT US

Whether you're looking to supplement your existing marketing strategy or build a brand from the ground up, our in-house team members are experts in multigenerational research, branding and logo design, and digital brand presence strategies that include custom real estate web design, SEO, search engine marketing, and reputation management.