

# 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.

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

## 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.



Ali Mask

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Willow Bridge Property Company



## Facebook analytics results using *Amplify Social*

**+188%**  
Page impressions

**+209%**  
Post impressions

**+75%**  
Engagements

**75% less**  
Engagements after posting ended

Pilot ran from Nov 2023 – Jan 2024

