



THE  
**GATEWAY**  
MANCHESTER



## LOVELL HOMES' INFLUENCER CAMPAIGN: **ELEVATING APARTMENTS AT THE GATEWAY**

Katie designed and installed our 2 bedroom show apartment at The Gateway and documented her progress from mood board inspiration through to the showstopping reveal.

### Our goals were simple yet impactful:

1. Leveraging Katie's 100,000+ Instagram followers to raise awareness on The Gateway.
2. Create engaging content to highlight the spacious interiors of the apartments.
3. Build trust and credibility for the Lovell Homes brand by leveraging Katie's endorsement.
4. Support marketing objectives and sales targets.

### Target audience buyer persona:

We meticulously crafted a buyerpersona to guide our campaign. Our target persona was a single 32-year-old female solicitor working in Manchester city centre, currently renting and aspiring to purchase their first property. This demographic possessed financial stability, property preferences centred around convenience, and a vibrant urban lifestyle, they had a keen interest in interior design. Katie's audience provided a perfect match.

### Our campaign exceeded all expectations:

- **Reach:** Surpassed targets across all platforms.
- **Engagement:** Exceeded industry averages.
- **Follower Growth:** Increased by 5.5%.
- **Sentiment:** Overwhelming 100% positive sentiment on collaboration posts.
- **Content:** Generated a wealth of content shared extensively online.
- **Financial Success:** Achieved an ROI of 1930.74%.

Lovell Homes is thrilled to showcase our groundbreaking Instagram Influencer Campaign, in collaboration with leading interiors creator, Katie Gaskell from [@our\\_home\\_on\\_thehill](#)



**Our influencer collaboration exceeded all expectations for reach and engagement and beautifully showcased our apartments in Manchester. We're very proud of the extraordinary success of this campaign.**

Anne-Marie O'Doherty, Regional Sales Director at Lovell Homes

