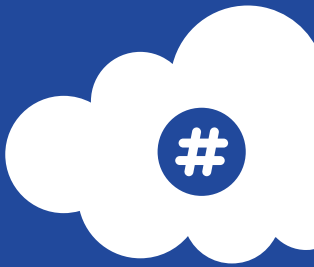




THE PERFECT SOCIAL MEDIA PLAN



A guide to utilizing social media to attract, maintain and engage users on your accounts.

POSTING IDEAS

Pick from these content buckets to post at least 2-3 times a week. Mix and match with fun & real life, and something of value.

#consistency wins

VIDEO STAR

Video content garners 10 times more views, shares, and understanding than static images. Whether it's captivating home tours, entertaining reels, or informative market insights, don't hesitate—put yourself out there! You'll see a boost in engagement!



CREATING A SUCCESSFUL SOCIAL AD



- ✓ Identify your target audience
- ✓ Use clear and high quality graphics/photos
- ✓ Include engaging headline
- ✓ Call to action with your contact information
- ✓ Set a budget & schedule
- ✓ Check results after it ran

PROMOTE PROMOTE PROMOTE!

Every listing receives 4-5 touches: Just Listed, Open House, Pending, Just Sold, and Closed. Consistently showcasing each stage of the listing process not only demonstrates credibility but also conveys your active and successful agent status to your followers.

ENGAGE

Respond to comments, messages, and inquiries promptly...basically give back to followers what you want them to do for you.

COLLAB

Partner with local businesses, influencers, or other professionals in related industries to expand your reach and network.



WHO IS YOUR PERFECT CLIENT?

Identifying who you want to reach and where your current followers are is key to building your audience. You can find some of this in Insights on your FB business page dashboard.



CB BOOST (HOMESPOTTER)

Discover this user-friendly tool available on the CB Desk! With it, you can effortlessly create and manage digital ads featured on Facebook, Instagram, HGTV, CNN, Realtor.com, and more. Plus, there's an option to appear on Nextdoor! Ads start at just \$39, with choices including Open House, New Listing, Active Listing, Virtual Home Tour, and Price Improvement. Agent promotion ads available for \$99/month.

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