

SOCIAL MEDIA STRATEGY GUIDE FOR REAL ESTATE 2023

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Build the Foundation of Your Social Media Plan...

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1) DEFINE YOUR AUDIENCE

Identify Your TOP 3 Local Market Areas
-OR- Personality Avatars

Provide a few reasons why you selected those avatars / areas:

i.e. great livability, higher price range, saleability, similar interests,
personality, professions, etc...

Describe Your "Ideal" Customer

Are You a Part of Any Local Groups or
Hobbies? (Exercise Groups, Martial Arts,
Charity Groups, Networking Groups, etc..)

Do You Have any Special Skills, Hobbies, or Interests which could set you apart in
the marketplace?

(i.e. graphic designer, plays a musical instrument, comic book fan, etc...)

Any Advantages Your Background Offers that are BENEFICIAL to Clients?

2) RESEARCH ENGAGEMENT SUGGESTIONS & ESTABLISH YOUR CHANNELS

Facebook Personal	<ul style="list-style-type: none"> • Post at least 1x Daily • Share Daily • Update 'Stories' Throughout Day
Facebook Business	<ul style="list-style-type: none"> • Post 3-4x Weekly, & Post any Changes in Listing Status • Post "Pillar" Content 1x Week • Advertise Regularly
Instagram Account	<ul style="list-style-type: none"> • Post Reels/Photos 4-5x Weekly • Add to Instagram Story at least 4x daily!
Tik-Tok	<ul style="list-style-type: none"> • Document Haute Culture, Trends, Life • Search Local Trending topics daily. • Re-share Local Influencers, i.e. Small Biz, Local Journalists/Reporters
LinkedIn	<ul style="list-style-type: none"> • Post 3-4x Weekly • Utilize Video Postings & Links to Your Website • Highlight Professional Programs your Brokerage offers • Provide Tips & Tricks, Assurances to Executive Clientele

We Suggest DAILY USE of Facebook & Instagram

Which Social Media platforms will you PRIMARILY use? (Circle Applicable)

Facebook

Instagram

Twitter

TikTok

LinkedIn

3) IDENTIFY REAL ESTATE TOPICS & DIFFERENTIATE TYPES OF CONTENT

(EXAMPLES)

Pillar Content

Weekly Video Series Highlighting Market Area's Local Businesses	Publish a Weekly Real Estate Blog/Vlog on Your Website	Tips for Buyers or Sellers (LIVE/Video Series)	Video Series Showcasing a Local Community's Amenities & Life	Neighborhood Walk Q&A on Facebook LIVE
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Spiller Content

Discuss a Recent "Bad Day" in Real Estate	How Do You Balance Being a Busy Agent & Present Parent	What Made You Enter Real Estate as a Career	Your Top "Secrets" that Buyers/Sellers MUST KNOW	Breakdown the Differences between Lender's Fees
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Filler Content

Instagram Reel @ Open House	Behind-The-Scenes of a Real Estate Transaction	Reposting/Writing Blog Articles about Design Trends	Discuss Benefits of a Home Inspection	Provide a Local Market Update Video
Home Décor/Organization Tips	#Testimonial Tuesday	#wisdomwednesday Picture Quote	#tbt #throwbackthursday	Review a Local Restaurant
Ask a Real Estate Question to Your SOI	Post a Picture of Your Buyers/Sellers at Closing	Showcase Where You Volunteer	Ins & Outs Of A Real Estate Office	Share a Local Blogger's Most Recent Post
DIY Tips for Home Improvement	Best Local Family-Friendly Places to Visit in Your Area	Show Off Your Agents/Team Members/Support Staff, etc.	How Staging Affects Sales Price & DOM	Local Community Event Schedule

IDENTIFY REAL ESTATE TOPICS & DIFFERENTIATE TYPES OF CONTENT

Pillar Content

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Spiller Content

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Filler Content

4) DEVELOP A VIDEO CONTENT PLAN

Love it or Hate it, Video Marketing in Real Estate is here to stay! Let's Breakdown our simple, easy-to-use Video Content Plan...

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- I. Define the Purpose of the Video(s)
 - II. Identify Video Topics & Styles
 - III. Hire Professionals or DIY
 - IV. Write a Rough Draft of Your Videos
 - V. Plan Your Placement, Distribution, and Advertisement Budget
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I. Why are you creating video content? (increase traffic, enhance trust, etc...)

II. What are some topics which you would feel comfortable presenting on YouTube or on Instagram Reels / Tik Tok?

III. Will your video project require Professional Videography, or can you shoot it yourself? Can you use only your mobile phone? Write down some local pros or equipment (Ring Lights, High Quality Microphones, etc...) you'd need HERE:

IV. Pick your favorite topic from Section II and create a simple outline going from START to FINISH of a 30 Second - 1 Minute Video. Write down an outline HERE:

V. Where do you want your Video(s) to be found? How will your videos spread and be shown to local prospects? Do you have money allocated for an Advertising Budget? Share Thoughts HERE:

5) CREATE A CONTENT CALENDAR

Use Our *12-Month Social Media Content Calendar*

