

# SOCIAL MEDIA STRATEGY WORKBOOK

# 1) DEFINE YOUR AUDIENCE

Identify Your TOP 3 Local Market Areas

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Provide a few reasons why you selected those areas:

i.e. local parks, great restaurants, higher price range, salability, etc...

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Describe Your "Typical" Customer

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Are You a Part of Any Local Facebook Groups?

(If so, list them here)

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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...)

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Any Specific Programs Your Broker Offers that are BENEFICIAL to Clients?

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## 2) RESEARCH ENGAGEMENT SUGGESTIONS & ESTABLISH YOUR CHANNELS

Facebook Personal	<ul style="list-style-type: none"> <li>• Post at least 1x Daily</li> <li>• Share Daily</li> <li>• Update 'Stories' Throughout Day</li> </ul>
Facebook Business	<ul style="list-style-type: none"> <li>• Post 3-4x Weekly, &amp; Post any Changes in Listing Status</li> <li>• Post "Pillar" Content 1x Week</li> <li>• Advertise Regularly</li> </ul>
Instagram/TikTok	<ul style="list-style-type: none"> <li>• Post REELS (Video/Photos) 4-5x Weekly</li> <li>• Add to Instagram Story at least 4x daily!</li> <li>• Document Haute Culture, Trends, Life</li> </ul>
Twitter	<ul style="list-style-type: none"> <li>• Search Local Trending topics daily.</li> <li>• Retweet Local Influencers (.i.e. Small Biz, Local Journalists/Reporters)</li> </ul>
LinkedIn	<ul style="list-style-type: none"> <li>• Post 3-4x Weekly</li> <li>• Utilize Video Postings &amp; Links to Your Website</li> <li>• Highlight Professional Programs your Brokerage offers</li> </ul>

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**We Suggest DAILY USE of Facebook & Instagram**

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

Facebook

Instagram

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**

Facebook LIVE @ 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...)

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II. What are some topics which you would feel comfortable presenting on either pre-recorded video or on LIVE?

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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 you'd need HERE:

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IV. Pick your favorite topic from Section II and create a simple outline going from START to FINISH of a 3-5 Minute Video. Write down an outline HERE:

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V. Where can your Video(s) 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:

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## 5) USE “REELS” & “STORIES” DAILY

This new way of posting allows a closer “look” inside your daily life. New features are being added to “Stories” via Instagram and Facebook regularly. Here, you can blend your #realtorlife with your #reallife...

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- I. Take Short Videos (<15 secs) or Photos at Properties You Show
  - II. Go LIVE or Record Video(s) to Tour Your Newest Listings
  - III. Show BTS (Behind-the-Scenes) Views of Writing Offers, Creating Marketing, Producing CMA's, Advice to Consumers, Drafting Presentations, etc.
  - IV. Share Interesting Local Content and ASK for Opinions via Private Message, Polls, Templates, Questions, etc.
  - V. Regularly Post Personal Growth, Family, Success/Failure, Belief, i.e. HUMAN Stories.
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# 6) CREATE\* CONTENT CALENDAR

Use Our 12-Month Social Media Content Calendar

**OR**

Create Your Own with Our Included Template!

## 2020 JANUARY

Real Estate Content Calendar 2020



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	31	01 New Year's Day	02 Share Your 2020 Goals Ask for Support and Offer Support to Others	03 Question: What Holiday Song is still stuck in Your Head?	04 Family Post Post a Picture or Video of Your Family/A Member of Your Family
05 Coffee or Tea? for a Cozy Sunday Morning	06 #MarketMondays Market Area Update #1	07 #tiptuesday The Things You MUST DO If You Are Selling in 2020	08 Question: Still Sticking to Your Goals?	09 Highlight A Local Business	10 Share a Local Blog about the Best Parts of Your City/Town	11 Buyer Tour: Take a Photo/Video of You Will Touring Buyers in Properties
12 Post: How You Prepare for an Open House	13 #MarketMondays Market Area Update #2	14 #tuesdaytestimonials Share a recent Review	15 #wisdomwednesday Share a graphic or Text	16 Bring in a Meeting	17	18
19 Open House						

## 2020 APRIL

Real Estate Content Calendar 2020



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	31	01	02	03	04
05 Facebook LIVE @ Open House Instagram Post Best Feature of OH LinkedIn Post OH Tips	06	07	08	09	10	11
12 Easter Sunday	13 Facebook Instagram LinkedIn	14	15 Tax Day	16	17	18
19	20 Patriot's Day	21	22 Administrative Professionals Day	23 "Take Your Kids To Work" Day	24	25