GetGeoSocial.com | 58-Second Web / Post Video

Scene 1: Introduction (0-3 seconds)
- **Visuals**: Aerial view of a modern, upscale neighborhood.
- **Text on Screen**: "Revolutionize Your Real Estate Marketing"
- **Voiceover**: "Transform your real estate strategy with GeoSocial Marketing."
- **Background Music**: Upbeat, modern instrumental music.

Scene 2: Highlighting the Problem (3-7 seconds)
- **Visuals**: Split screen showing traditional marketing methods on the left (door hangers, spam mail, cold calling) and a frustrated agent on the right looking at ineffective marketing materials.
- **Text on Screen**: "Traditional Methods are Costly, Limit Reach, and Lack Engagement"
- **Voiceover**: "Traditional marketing methods are significantly more costly, limit your reach, and lack engagement."
- **Background Music**: Continues.

Scene 3: Solution Introduction (7-12 seconds)
- **Visuals**: Transition to a real estate agent using a tablet with GeoSocial Marketing. Show Paisley AI interface on the tablet.
- **Text on Screen**: "Introducing GeoSocial Marketing"
- **Voiceover**: "Reach homeowners directly with GeoSocial Marketing."
- **Background Music**: Continues.

Scene 4: How It Works (12-30 seconds:
Here are the animation steps: (read the scenario below)
1. REALTOR wants more listings in La Jolla, CA | Zip Code of 92037.
2. Patented algorithms analyze the area, owners and social landscape.
3. List Miner OPTIMIZES a GeoSocial Audience and syncs it Meta Ad Manager.
4. Paisley posts a compelling Facebook & Instagram Lead Gen Ad to the agent's GeoSocial OWNER audience.
5. Zoom in animation showing Paisley AI launching a post and the homeowner receiving it on their device, showing Facebook-like post with a local event.

- **Text on Screen**: " Engage, Build Trust, Get Listings"
- **Voiceover**: "Ask Paisley, your AI assistant, will make your GeoSocial Marketing work!
- **Background Music**: Continues.

==The ANIMATION Scenario – READ this to understand the solution and the value proposition for the ANIMATION==:
- **REALTOR Pete** wants more listings in La Jolla and knows he needs to stay top of mind to earn trust with owners. He sends an expensive full color mailer every month, and heard about GeoSocial Audiences from TheGenie.ai and purchased La Jolla.
- Pete hires TheGenie to run his Meta (FB & IG) Lead Gen ad campaigns, without lifting a finger he has a set it and forget it plan.
- Kate & Steve own a home in La Jolla and have been with family Austin with kids and grandkids who moved there. After a few weeks, they begin pondering a move to be close to family.
- Kate & Steve begin pondering a move, and Pete being the only agent with a Genie GeoSocial audience, has stayed top of mind and the quality content has elevated their trust. They DM Pete to discuss and ultimately list with him.
- Meanwhile, REALTOR Pete's expensive direct mail sent at the same time as the posts, is still sitting in a stuffed mailbox.

    List Miner GeoSocial audiences get directly to the owner on their device… real ENGAGEMENT

Scene 5: Call to Action (22-30 seconds)

- **Visuals**: Social media icons appearing over homes, transitioning to the final screen with website URL and call-to-action button.

- **Text on Screen**: "Discover the Future of Real Estate Marketing - Visit GetGeoSocial.com"
- **Voiceover**: "Visit GetGeoSocial.com to revolutionize your real estate marketing."
- **Background Music**: Fades out.

Scene 6: Exclusive Access (30-40 seconds)

- **Visuals**: Highlighted zip code area with a "Locked" icon. Show multiple for-sale signs appearing in the neighborhood, increasing from one to four or five.

- **Text on Screen**: "Exclusive Access, Lock Your Zip Code"
- **Voiceover**: "Gain exclusive access to your chosen zip code. Only one agent per area. GeoSocial ad budgets get 16x more results than typical social ads."
- **Background Music**: Continues.

Scene 7: Reaching Out-of-Area Owners (40-45 seconds)

- **Visuals**: Animation showing a map connecting La Jolla, California, and Austin, Texas, highlighting a home in La Jolla and showing the owner's device receiving a GeoSocial post while they are in Austin.

- **Text on Screen**: "Target Out-of-Area Owners"
- **Voiceover**: "Connect with homeowners no matter where they are, even if they live across the country."
- **Background Music**: Continues.

Scene 8: Call to Action (45-50 seconds)

- **Visuals**: Final screen with the GeoSocial logo, a call-to-action button, and the website URL.

- **Text on Screen**: "Get Your Exclusive Sneak Peek - Book a Zoom Call Now"
- **Voiceover**: "Book your exclusive sneak peek now at GetGeoSocial.com."
- **Background Music**: Fades out.

Outro (50-52 seconds)

- **Visuals**: GeoSocial logo and branding elements.

- **Voiceover**: "GeoSocial Marketing, a breakthrough from 1parkplace."
- **Background Music**: Ends.