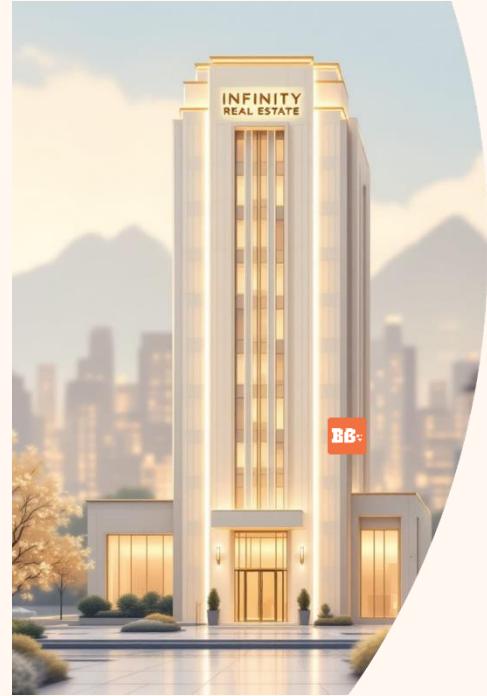


Infinity Real Estate

Infinity Real Estate is a real estate marketing company offering premium, trusted, and well-selected properties for clients seeking secure investment opportunities and high-quality residential units without the hassle of searching.



Key Selling Points:

Professional Property Consultation

Expert advice backed by real-time market data and analysis.

Diverse & Vetted Portfolio

A wide variety of units in top compounds, coastal projects, and prime residential areas.

Seamless & Trusted Journey

A smooth and secure buying process through expert guidance and partnerships with trusted developers.

Our Project

Digital Marketing Specialist Graduation Project

This digital marketing strategy aims to increase brand awareness, boost sales, and improve audience engagement through various campaigns and strategies. The project encompasses market analysis, target audience identification, digital marketing tactics, content creation, and performance measurement.



Infinity Real Estate: Digital Marketing Specialist Graduation Project

Business Model Canvas – Infinity Real Estate

Customer Segments

- Investors seeking profitable real estate opportunities.
- Families looking for stable and convenient housing close to services.

Value Proposition

- Helping clients choose the best property that fits their needs and budget.
- Educating clients about property types and investment decisions.
- Exceptional customer service and continuous after-sales support.
- A wide range of well-selected properties for every budget.

Channels

- Direct communication through calls and meetings.
- Social media platforms: Facebook, Instagram, TikTok.
- Official website showcasing units and projects.

Customer Relationships

- Personalized, trust-based interactions.
- After-sale support and continuous follow-up.
- Long-term engagement and referral-based relationships.

Revenue Streams

- Current: Commissions from property sales and rentals.
- Future: Training programs and marketing collaborations.

Project Objectives and Goals

This digital marketing strategy aims to increase brand awareness, boost sales, and improve audience engagement through real estate educational content, targeted campaigns, and strategic marketing efforts.

Key Activities

- Real estate sales and marketing campaigns.
- Client communication and consultation.
- Creating educational and promotional content.
- Managing digital ads and online campaigns.
- Website and platform management.

Key Resources

- Skilled sales and marketing team.
- Strong network connections.
- Solid online presence and brand identity.
- CRM systems and modern tech tools.

Key Partners

- Current: Internal team and existing network.
- Future: Real estate developers and marketing partners.

Cost Structure

- Marketing and advertising expenses.
- Salaries and commissions for the team.
- Office rent, utilities, and equipment.
- Technology development and maintenance.

Project Objectives and Goals

- 1 Increase Brand Awareness
- 2 Increase Sales
- 3 Improve Audience Engagement

Reach 15–20% of potential customers in Alexandria and Cairo within 2–3 months.

Convert 3 followers into actual clients within 3 months.

Convert 5 followers into actual clients within 3 months.



1

Increase Brand Awareness

Reach 15–20% of potential customers in Alexandria and Cairo within 2–3 months.



Strategy:

Use social media advertising and educational content to introduce Infinity Real Estate and explain how to invest safely.

Action Plan:

- Run Facebook, Instagram, and TikTok ads targeting users interested in investment and real estate.
- Create educational content about market conditions, project differences, and smart investment steps.

2

Increase Sales

Convert 5 followers into actual clients within 3 months.

Strategy:

Offer valuable services and limited-time incentives that encourage customers to choose Infinity Real Estate.

Action Plan:

Free 30-minute real estate consultation.

Property Matching Service.

Limited-time commission discount.

Free legal check on property.



3

Improve Audience Engagement

Increase engagement on social media posts by 20% within 3 months.

Strategy:

Engage the audience using short videos, real stories, and interactive content to build trust and community.

Action Plan:

- Create short videos with buyer tips, funny client stories, and mistakes to avoid.
- Reply to comments, messages, and mentions consistently.
- Monthly offer: free consultation for the first 5 users who send “Interested”.



Swot analysis

Strengths

- **Realistic content based on real market experience.**
- **A diverse team with experience in marketing and real estate .**
- **Simple, engaging language that conveys information easily.**



Swot analysis

Weaknesses

- **New presence on social media with no strong follower base yet**
- **Limited financial resources for paid ads**





Swot analysis

Opportunities

- A growing real estate market with constant development
- Lack of honest and educational content for brokers and clients
- Rising popularity of short-form content on TikTok & Reels

Swot analysis

Threats

- Strong competition from big-budget real estate companies
- General lack of trust in brokers among some clients
- Social media algorithm changes may reduce reach unexpectedly





Marketing Mix (4Ps)

Product :

Professional real estate marketing and brokerage services, supported by educational and informative content on social media .



Price

An agreed-upon commission percentage from sales, in addition to free services for clients such as real estate consultations .

Place

Work is conducted through our offices in Alexandria, in addition to online communication and social media platforms .



Promotion

Facebook posts & videos

Paid advertising campaigns according to capabilities



A stylized illustration of a woman with long dark hair tied back in a bun, wearing a light-colored robe. She is sitting on a couch, looking down at a smartphone she is holding in her hands. The background is a warm, yellowish-orange color. Several social media icons, such as Instagram, Twitter, Facebook, and YouTube, are floating around her phone, each accompanied by small numbers like '1.8M' or '14.2K'.

Account analysis

Current Status Overview:

- ▼ New social media presence (under 2 months)
- ▼ Building initial follower base and engagement
- ▼ Testing content strategies and audience response
- ▼ Establishing brand identity in the digital space

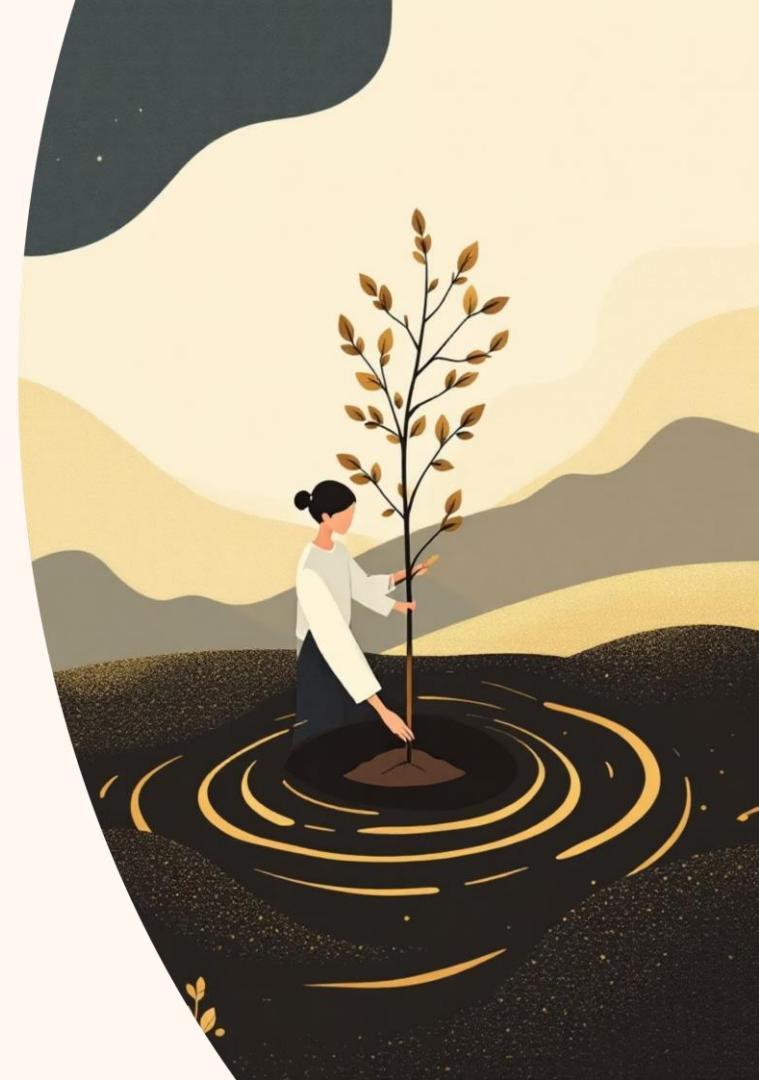
Initial Focus Areas:

Content strategy development and testing

Organic audience growth

Building community trust and credibility

Establishing consistent posting schedule



Market and Target Audience Analysis

Market Research

The real estate market in Egypt is worth around \$9–10 billion annually, with residential property making up the largest share. There's a growing trend towards modern, safe, and well-located properties, including compounds and coastal developments. This shift is influenced by urbanization, rising income among young professionals, and demand for quality living spaces.

Target Audience

Demographics : Age 25–60, male and female, urban areas (Cairo, Alexandria). We will start in Alexandria first. Middle-to-high income, capable of investing or purchasing residential or vacation properties.

Behavior : Regularly search for properties online, use digital platforms to compare offers, value convenience, trust, and transparency in real estate transactions.

Psychographics : Busy professionals, families, and investors who value quality, security, lifestyle, and long-term stability. Interested in personal experiences, testimonials, and behind-the-scenes content from brokers and developers

Competitor Analysis: (Direct Competitor)

Brand Name: Re/max Egypt

Founded: 1973 (Globally)

Service: A global real estate brokerage franchise offering residential, commercial, and administrative property sales, rentals, and purchases.

Business Model: Franchise-based. Individual owners operate “offices” under the brand. Agents earn commissions upon closing deals.

Strengths

One of the strongest global and local brands in real estate brokerage.

Large network of agents covering diverse areas and projects.

Strong professional training programs for agents



Instagram:
259k followers
2.286k postes

Facebook: 487k
Followers

Weaknesses

Very high competition among agents within the same network.

Service quality can vary significantly from one franchise office to another.

Competitor Analysis: (Direct Competitor)

Brand Name: Re/max Avalon

Overview: RE/MAX Avalon is a local branch of the global RE/MAX network, based in Alexandria, Egypt. It specializes in residential and commercial properties in Alexandria and the North Coast. They offer services such as buying, selling, renting, and property management.

Service: Residential, commercial, and property management

Business Model: Franchise-based; agents earn commission per deal



Instagram: 188
followers
898 postes

Facebook: 413k
Followers

Strengths:

Strong global and local brand recognition

Large local network of agents

Expertise in luxury real estate marketing

Weaknesses:

Service quality may vary between different agents/offices
High competition among agents within the network

Competitor Analysis: (Direct Competitor)

Brand Name: ICONIC Real Estate

Overview : Iconic Real Estate is a consultancy and brokerage firm based in Alexandria, Egypt. They specialize in residential and investment properties, offering consultancy, sales, and post-sale services.

Service: Property consultancy, residential and investment property sales

Business Model: Agency-based; agents earn commission per deal

Strengths:

Strong focus on customer-oriented consultancy

Partnerships with major developers

Expertise in investment property and post-sale services



Instagram: 86
followers
92 posts

Facebook: 11 k
Followers

Weaknesses:

Local brand without international recognition

Smaller marketing and promotional resources compared to large franchises

Competitor Analysis: (Direct Competitor)

Brand Name: ICONIC Real Estate

Overview : Easy Trade Brokerage is a local brokerage firm in Alexandria. They offer a wide range of properties, including residential, commercial, medical units, and some hospitality-related properties.

Service: Residential, commercial, and specialty property brokerage

Business Model: Agency-based; agents earn commission per deal

Strengths:

Diverse property portfolio attracting multiple client segments

Strong local presence in Alexandria

Active use of social media to build trust and visibility

Weaknesses:

Smaller scale compared to international or large local agencies

Limited number of listings compared to bigger



Instagram: 3.391 k
followers
105 postes

Facebook: 6.6 k
Followers

Competitor Analysis: (InDirect Competitor)

Brand Name: Bayut Egypt

Overview:

Bayut Egypt is a leading prop-tech real estate platform in Egypt, launched in September 2023. It connects property seekers, investors, sellers, and brokers through a user-friendly website and mobile app.

Service: Online property search, listing platform for residential and commercial real estate.

Business Model: Marketplace / portal model Bayut lists properties, attracts users, and connects them with real estate agents and developers. **Agent Training:** Runs Bayut Academy in Egypt to train real estate agents, increase their skills, and raise the quality of listings.

Strengths:

Very fast growth in Egypt: 1 million+ monthly active users within a year.

High trust: consistently 4.5-star app rating.

Strong marketing: visually-striking ad campaigns that blend design + prop-tech image

Professional development: Bayut builds agent expertise and network.

Weaknesses:

High competition from other local or international real estate platforms.

Operational costs could be high to sustain the rapid growth in listings and users.

Quality of listings depends on the agents and brokers who post — risk of inconsistency.



Facebook:
64k followers
60k likes

Instagram:
32.9k followers
291 posts

Strengths:

- Primary and most accurate source of information (official prices, availability).
- Customer trust in buying directly from the developer.
- Exclusive offers “from the source.”

Weaknesses:

- Full bias—they can only sell the developer’s projects, nothing else.

Target Audience Personas

First-Time Home Buyer

The Property Seller

The Real Estate Investor

Target Audience Personas



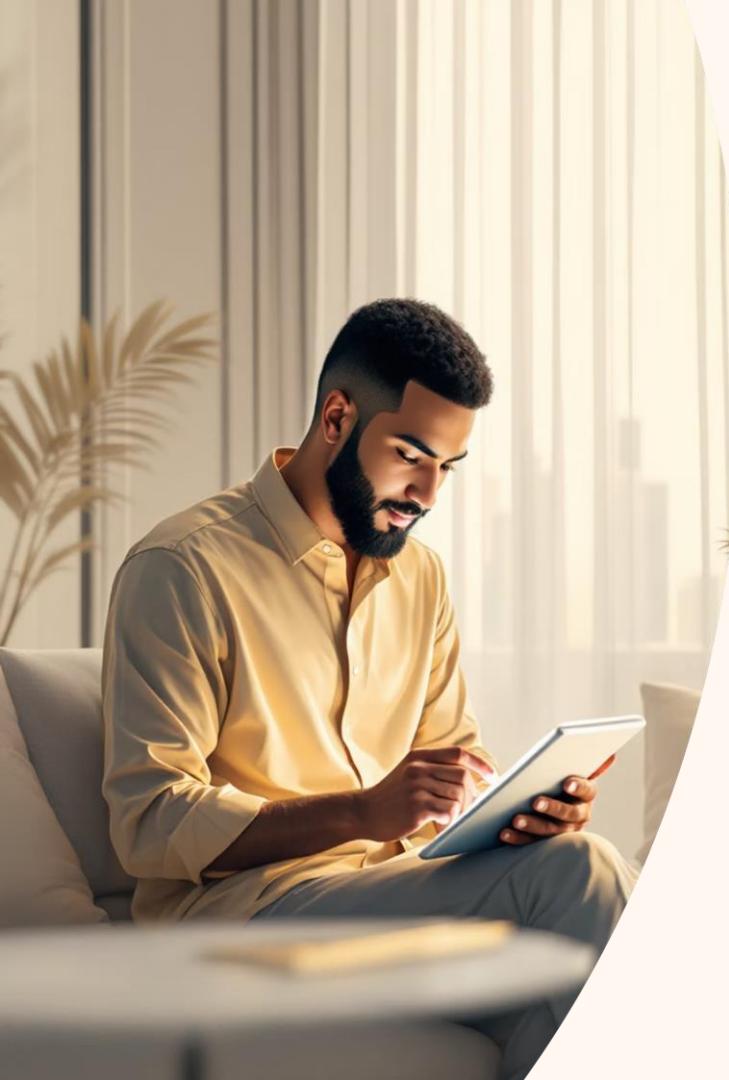
First-Time Home Buyer



The Property Seller



The Real Estate Investor



Personas :

Buyer Persona 1: Mohamed

Age: 32

Occupation: Software Engineer

Income: 25,000 EGP/month

Location: New Cairo

Goals: Wants to buy his first apartment for stability and future family.

Interests: Researches property quality, payment plans, and community services.

Challenges: Limited budget, fears making wrong investment, needs clear guidance.

Preferred Communication Channels: Facebook Groups, WhatsApp, YouTube reviews.

Buying Behavior: Compares multiple options, seeks trusted advice, decision takes 2-3 months.



Buyer Persona 2: Amira

Age: 45

Occupation: School Principal

Income Level: 18,000 EGP/month

Location: Nasr City

Interests: Follows real estate prices, wants maximum value from sale.

Goals: Wants to sell current apartment to upgrade to larger unit.

Challenges: Doesn't know true market value, fears delays and fake buyers.

Preferred Communication

Channels: Phone calls, Facebook Marketplace, personal referrals.

Buying Motivation: Looks for broker who guarantees serious buyers and fast sale process.



Buyer Persona & Social Media Content Strategy

Buyer Persona 3: Ahmed

Profile

- **Name:** Ahmed
- **Age:** 40
- **Occupation:** Business Owner
- **Income:** 50,000+ EGP/month
- **Location:** Sheikh Zayed

Key Characteristics

- **Goals:** Wants to invest in high-return properties for passive income.
- **Interests:** Studies market trends, ROI calculations, and new projects.
- **Challenges:** Needs reliable data, fears market fluctuations, wants diversified portfolio.

Preferred Communication Channels

LinkedIn, professional meetings, market reports

Buying Behavior

Makes quick decisions based on data, invests in multiple properties annually



SEO Strategy & Target Keywords

This SEO plan focuses on hyper-local and intent-based keyword targeting to attract high-quality leads searching for real estate opportunities in Alexandria and the North Coast.

Primary Keywords

Apartments for sale in

Alexandria Apartments for sale in the North

Coast Apartments for sale by installments in

Alexandria Villas for sale in Sidi Gaber Office

spaces for sale in Alexandria Apartment

prices in Alexandria 2025

Content Strategy: Real Estate Marketing

Content Strategy:

A comprehensive guide to the best residential areas
Comparison of the investment value of areas
Analysis of the price per meter in each neighborhood

Cluster 2:

Project-Based Keywords:

Chalets for sale in Sidi Abdel Rahman
Ras Al-Hekma real estate
New Alamein Towers
Townhouses for sale in the North Coast

Content Strategy:

Comparison between tourist villages
Analysis of investor trends
Guide to year-round operational villages

Cluster 3:

Transactional Keywords:

Real estate for sale in installments over years
Super lux finishing apartments
Furnished apartments for sale

Content Strategy:

Guide to receiving semi-finished apartments
Calculating the return on real estate investment

Cluster 4: (Featured Snippets)

FAQ Targeting:

What are the best areas for investment in Alexandria?

How do I calculate property tax?

Which is better: A residential unit or an administrative office?

What are the drawbacks of living on the top floor?

Implementation Timeline:

01

Month 1:

Create neighborhood guides for Alexandria

02

Month 2:

Develop project comparisons for North Coast

03

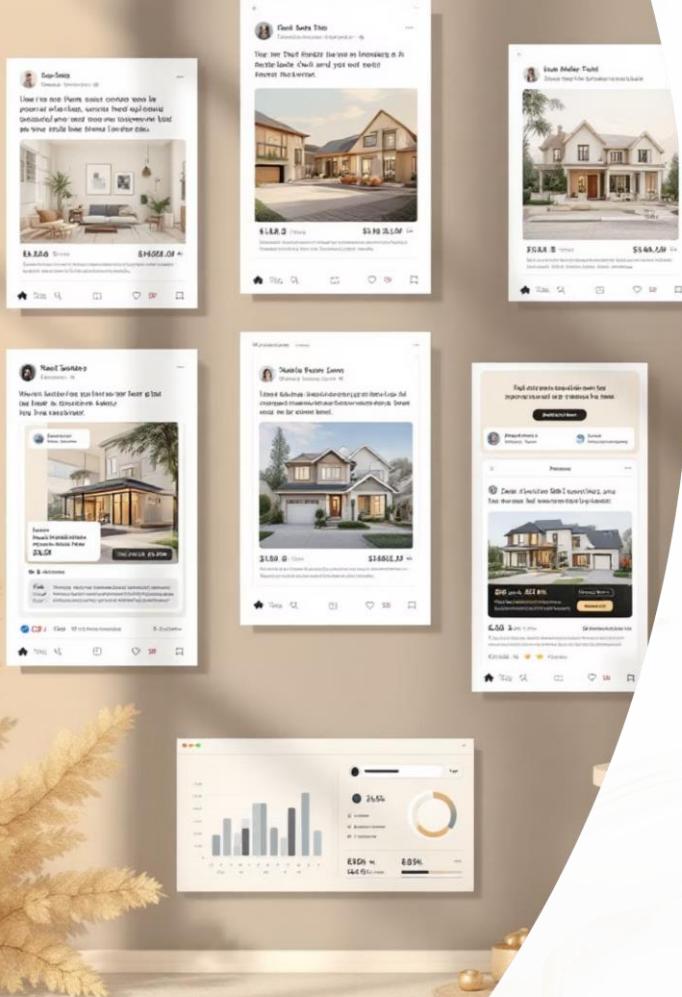
Month 3:

Publish financing and legal content

04

Month 4:

Optimize for FAQ and featured snippets Websites



Example Posts:

\[Insert Your 6 Facebook Posts Screenshots Here\] Media Buying Plan

Media Plan for Q4 (December) – Q1 (January, February)

This comprehensive media plan outlines strategies for Facebook, Instagram, and Google Ads for the high real estate season. With a total budget of **46,600 EGP**, the plan focuses on building brand authority, generating high-quality leads, and maximizing sales conversions for Infinity Real Estate.

Summary of Quarterly Budget by Month

Month	Instagram (EGP)	Facebook (EGP)	Google Ads (EGP)	Total (EGP)
December	2,000	3,000	1,000	6,000
January	8,000	12,000	4,000	24,000
February	6,000	9,000	1,600	16,600
Total	16,000	24,000	6,600	46,600



December Media Plan - Warm-up & Testing Phase

December - Brand Awareness Focus

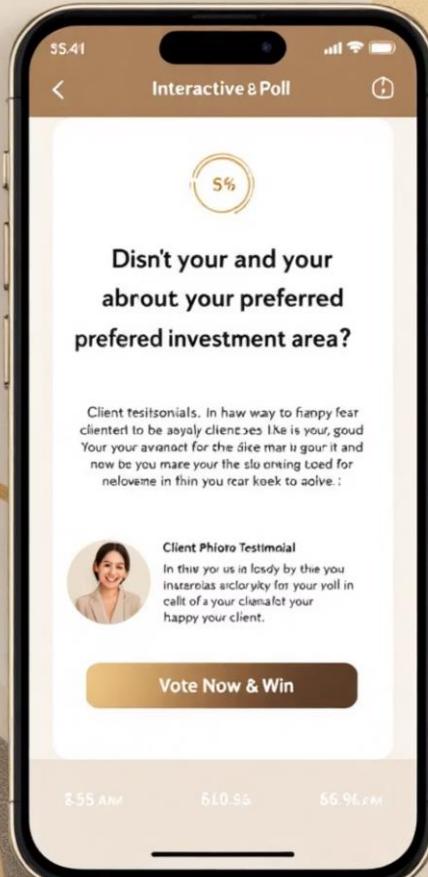
- غ **Objective:** Build brand familiarity and test audience response
- غ **Ad Type:** Video Carousel Ads
- غ **Ad Copy:** "ابدا مع Infinity Real Estate. اكتشف أفضل الفرص الاستثمارية في 2025. رحلتك العقارية بثقة."
- غ **CTA:** Explore Properties
- غ **Campaign Metrics:** Video Views, Engagement Rate, Audience Growth



January Media Plan - High-Impact Conversion Phase

January - Sales Focus

- غ **Objective:** Drive property inquiries and sales meetings
- غ **Ad Type:** Lead Generation Forms + Dynamic Retargeting
- غ **Ad Copy:** "تواصل معانا دلوقتي عشان تفاصيل العرض إقينا الفرصة اللي بتدور عليها"
- غ **CTA:** Get Free Consultation
- غ **Campaign Metrics:** Cost Per Lead, Conversion Rate, Meeting Bookings



February Media Plan - Optimization & Loyalty Phase

February - Engagement & Retention Focus

- **Objective:** Nurture existing leads and build client loyalty
- **Ad Type:** Interactive Polls + Client Testimonials
- **Ad Copy:** "شاركنا رأيك في أفضل منطقة للاستثمار واقسب استشارة عقارية مجانية."

- **CTA:** Vote Now & Win
- **Campaign Metrics:** Engagement Rate, Lead Quality, Repeat Client Rate



Platform-Specific Strategy:

Facebook/Instagram:

- **Content Mix:** 40% Property Videos, 30% Client Stories, 20% Market Insights, 10% Interactive
- **Audience Targeting:**
 - Custom Audiences (Website Visitors)
 - Lookalike Audiences (Existing Clients)
 - Interest-based (Real Estate Investment)
- **Ad Placements:** Stories, Feed, Reels

Google Ads:

- **Keywords:** "أفضل شركة تسويق العقاري آمن", "شقق للبيع في كمبوند" "عقاري"
- **Ad Extensions:** Location, Callout, Structured Snippet
- **Bidding Strategy:** Maximize Conversions



Performance Measurement:

- ⚡ **Weekly Reports:** Engagement metrics, lead volume
- ⚡ **Monthly Analysis:** Cost per acquisition, ROI calculation
- ⚡ **A/B Testing:** Ongoing ad copy and creative optimization

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إدارة صفحة

لوحة المعلومات الاحترافية

الروي

مركز الإعلانات

إنشاء إعلانات

ترويج منشور Instagram

الإعدادات

المزيد من الأدوات

يمكنك إنشاء تنشيط التجارى عبر تطبيقات Meta.

Meta Verified

مركز بيانات العملاء المحتملين

Meta Business Suite

إنشاء إعلان

Search

Infinity Real Estate

تم النشر بواسطه Mahmoud M. Abdullah ٥ نوفمبر الساعة 6:00 م .

La Vista El Patio Sola 🔥

عرض المزيد

عرض كل الصور

الصور

عرض الروي

عرض إعلان

الخصوصية · الشروط · الإعلانات · Ad Choices · ملفات تعريف الارتباط · المزيد

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Infinity Real Estate

infinityrealstate282@gmail.com

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مفتاح داخلاً بلا تقييم حتى الآن (٠ رأي)

تعديل التفاصيل إضافة محتوى مميز

عرض كل الصور الصور

إنشاء إعلان عرض الرؤى

مشاركة تعليق أعجبني

تم النشر بواسطة Mahmoud M. Abdullah ٥ نوفمبر الساعة ١:٠٠ م

ناس كثير فاكرة إن الاستثمار في العقارات محتاج ملابس [+] بس الحقيقة إنك ممكن تبدأ خطوات بسيطة...المهم تفكّر صح ١...عرض المزيد

Infinity Real Estate

تم النشر باسم Omar Tawfik ٤ نوفمبر الساعة ١٠:١٨ م

إزاي تختار الشقة الصح من أول زيارة؟ بتدور على شقة وعايز تختار الصح من أول مرة؟... عرض المزيد

Search

Infinity Real Estate

لوحة المعلومات الاحترافية

الروي

مركز الإعلانات

إنشاء إعلانات

ترويج منشور Instagram

الإعدادات

المزيد من الأدوات

يمكنك إنشاء نشاطك التجاري عبر تطبيقات Meta.

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إعلان

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Infinity Real Estate

لوجو

تم النشر بواسطة Mahmoud M. Abdullah ٦ نوفمبر الساعة ٨:٠٠ م ·

شقة للبيع، رسيل فلو مفتوح على الفيلات في The One - سموحة
مساحة ١٨٧ متر ... عرض المزيد

Infinity Real Estate

لوجو

infinityrealstate8 متابع رابط مؤكد

tiktok.com/@infinityrealstate8

مفتاح دانقاً

لا تقييم حتى الآن (٠ رأي)

تعديل التفاصيل إضافة محتوى مميز

عرض كل الصور الصور

إنشاء إعلانات Instagram ترويج منشور الإعدادات

الروي المزيد من الأدوات

يمكنك إدارة نشاطك التجاري عبر تطبيقات Meta.

Meta Verified

مركز بيانات العملاء المحتملين

Meta Business Suite

إنشاء إعلان

Search

Infinity Real Estate

شقق مميزة رسيل بكمباوند the one

مقدم تعاقد ٢,٤٠٠,٠٠٠ جنيه

بسعر أقل من السعر ٦ سنوات نفسياً

بسعر أقل من السعر الرسمى بالشركة

فقط ٤٠٦,٣٨٢ جنيه سنوي

مكان المباني

إنشاء إعلان

عرض الرؤى

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مفتوح دائمًا

بلا تقييم حتى الآن (٠ رأي)

تعديل التفاصيل

إضافة محتوى مميز

عرض كل الصور

الصور

elsewhere | 8 سنوات | تقسم إلى 3,45 مليون

اعلان إنشاء اعلان عرض الرؤى

ajaza العلمين الجديدة شاليهات فيو مباشر على حمامات السباحة

Infinity Real Estate

تم النشر بواسطة Mahmoud M. Abdullah ٧ - ٠١:٥٠ م · ٢٠٢٤

إطلالة مباشرة على حمامات السباحة - وملعب البالون والاند سكيب دلوكتي عندك فرصة تمتلك وحدة في Ajaza - Downtown Alamein متعددة الأغراض الأيقونية مباشرةً هنا غير أن الملا.. عرض المزيد

لوحة المعلومات الاحترافية

الرؤى

مركز الإعلانات

إنشاء إعلانات

ترويج منشور Instagram

الإعدادات

المزيد من الأدوات

Meta Verified

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Search

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facebook.com/profile.php?id=61580532674584

Infinity Real Estate

إدارة العناصر المميزة

لمن يرى الأشخاص هذا إلا إذا قمت بتنبيه شيء ما.

المنشورات إداره المنشورات الفلتر

طريقة عرض القائمة

عرض المزيد *Koun - Ras El Hekma*

Infinity Real Estate تم النشر بواسطة Mahmoud M. Abdullah ٦٠ ي.

smouha, Alexandria, Egypt +20 12 01921299 infinityrealestate282@gmail.com

tiktok.com/@infinityrealestate8

infinityrealestate8 · متابع رابط مؤكد

بلا تقييم حتى الآن (٠ رأى)

تعديل التفاصيل

إضافة محتوى مميز

عرض كل الصور

الصور

إنشاء إعلان

عرض الرؤى

مشاركة تعليق أعيجني

إنشاء إعلان

بحث في فيسبوك

Infinity Real Estate

لوحة المعلومات الاحترافية

الرؤى

مركز الإعلانات

إنشاء إعلانات

ترويج منشور Instagram

الإعدادات

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Meta Verified

مركز بيانات العملاء المحتملين

Meta Business Suite

إذاعة

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تم النشر بواسطة Omar Tawfik · 4 نوفمبر الساعة 10:18 م ·

إذأي تختار الشقة الصحن من أول زيارة؟
يندور على شقة وعابر تختار الصحن من أول مرة؟ ... عرض المزيد

تعديل التفاصيل

إضافة محتوى مميز

عرض كل الصور

الصور

ajaza

the one

406,382

406,382

3.45

Meta Verified

مركز بيانات العملاء المحتملين

Meta Business Suite

إعلان

Search

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بحث في فيسبوك

Infinity Real Estate

إدارة صفحة

لوحة المعلومات الاحترافية

الروي

مركز الإعلانات

إنشاء إعلانات

ترويج منشور Instagram

الإعدادات

المزيد من الأدوات

يمكنك إدارة تنشاطك التجاري عبر تطبيقات Meta.

Meta Verified

مركز بيانات العملاء المحتملين

Meta Business Suite

تعديل صورة الغلاف

تعديل لوحة المعلومات الاحترافية

+ إضافة إلى القصة

Infinity Real Estate

تسجيلات الإعجاب ٣ • المتابعون ٣

المزيد الصور المتابعون الآراء مرات الذكر حول المنشورات

يم تفكّر؟

فيديو بث مباشر

مقطع فيديو

صورة/فيديو

الخطوات التالية الموصى بها لتجهيز صفحتك للإعلان

دعوة أصدقاء للمتابعة (دقيقة واحدة تقريباً)

حقق المزيد من نتائج الإعلانات الجيدة من خلال الوصول إلى ما يزيد عن 1000 متابع.

تشغيل إعلان تسجيل إعجاب بالصفحة (٣ دقائق تقريباً)

يمكنك زيادة المتابعين ومعدل الوصول والتفاعل.

إعلان

إدارة

العناصر المميزة

Search

6:59 PM
11/15/2025

Our Website

Infinity Real Estate's official website serves as the central hub for all marketing activities, showcasing available properties, generating qualified leads, and establishing brand authority in the real estate market.

Website Link:

<https://sites.google.com/view/infinity-real-estate/home>

Website Objectives:

- Generate high-quality leads through contact forms
 - Showcase premium property portfolio
 - Establish trust through client testimonials
 - Provide valuable market insights and updates
- Analysis Report Performance Analysis Report Reporting Period:
Last 90 Days Platform: Facebook & Instagram Account Status: Growing Organic Presence

Performance Analysis Report

1. Engagement Overview

Total Engagement: 32 interactions

Recent Comments: 0

Analysis: Content attracts attention but lacks conversation triggers for deeper interaction.

1. Views Performance

Total Views: 1,070 views (last 90 days)

Growth Rate: +100% vs previous period

Analysis: Significant improvement due to better content consistency and timing.

1. Video Insights

3-Second Views: 4 1-Minute Views: 0

Analysis: Low viewer retention indicates weak video openings.

1. Content-Type Performance

Links: 62.6% Videos: 24.7% Photos: 11.3% Multi-photo: 1.4%

Analysis: Links dominate reach but underperform in engagement.

1. Audience Breakdown

Non-followers: 97.1% Followers: 2.9%

Analysis: Broad reach but very low follower engagement.

Views breakdown ⓘ

Last 28 days: Oct 24 - Nov 20 ▾

3,545 ↑ 25,221%

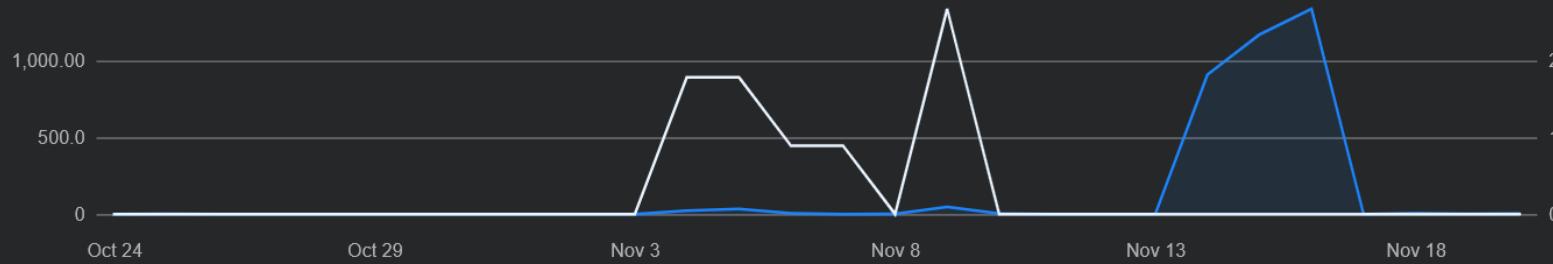
Views ⓘ

5 ↑ 100%

3-second views ⓘ

0 – 0%

1-minute views ⓘ



Publishing activity

Views by content type

Followers ● Non-followers

Photo 40.9%

Video 29.5%

Link 29.1%

Multi photo 0.5%

Views by followers vs non-followers

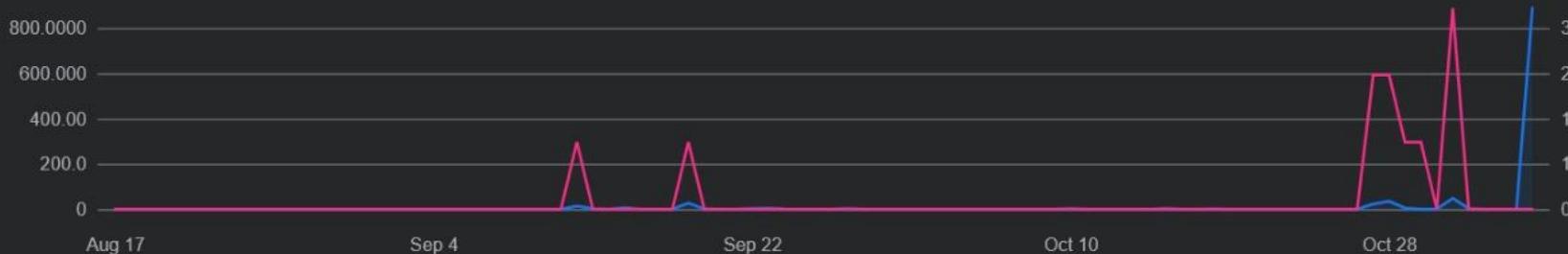


99%
Non-followers ●
1%
● Followers

1,070 Views ⓘ

+100.0% from previous 90 days

Publishing activity



4

3-second views ⓘ



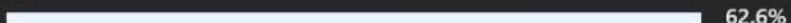
0

1-minute views ⓘ

By content type ⓘ

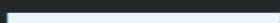
● Followers ● Non-followers

Link



62.6%

Video



24.7%

Photo



11.3%

Multi photo



1.4%

By followers vs non-followers ⓘ



97.1%
Non-followers ●
2.9%
Followers ●

Insights

Learn how your Page is performing.

Last 90 days: Aug 17 - Nov 14 ▾

See all



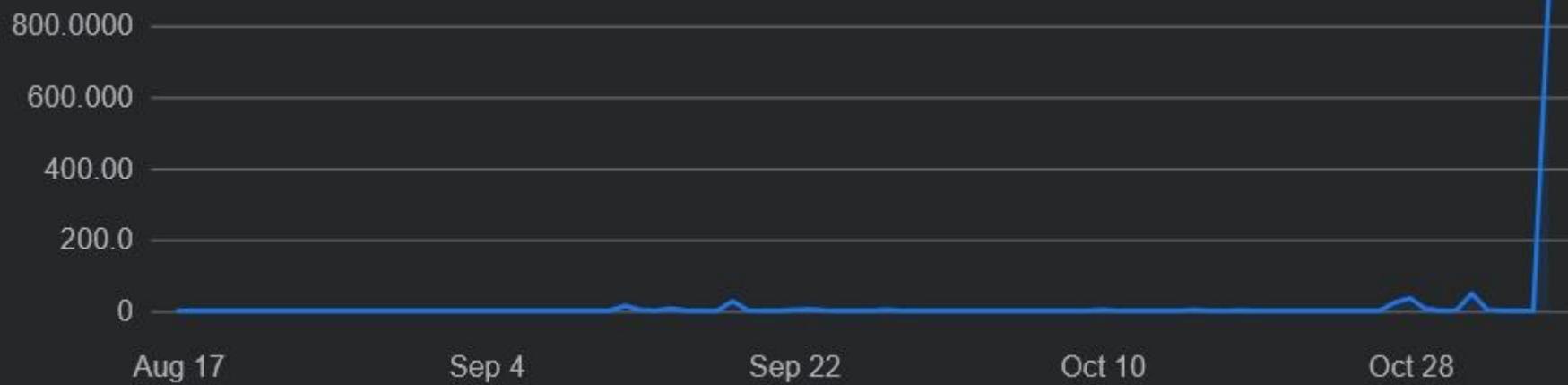
3 ↑ 100%

Interactions i



2 ↑ 100%

Total followers i



Insights

Learn how your Page is performing.

Last 90 days: Aug 17 - Nov 14 ▾

See all



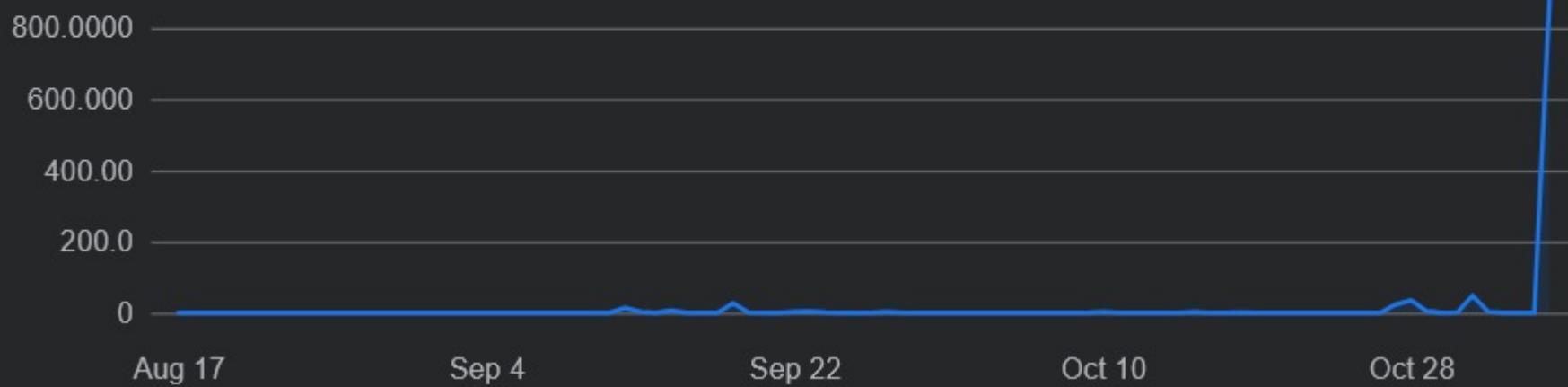
1,070 ↑ 100%

Views i



3 ↑ 100%

Interactions i



Recommendations for Growth & Optimization

1. Improve Video Content

- Start with strong hooks and questions
- Add subtitles and fast pacing
- Keep videos under 30 seconds

2. Enhance Engagement

- Use polls and interactive stories
- Post behind-the-scenes content
- Implement clear call-to-actions

4. Strengthen Visual Identity

- Consistent templates and colors
- Professional typography
- Scroll-stopping visuals

5. Optimal Posting Schedule

- Evenings: 6 PM – 10 PM
- Lunch hours: 11 AM – 1 PM

3. Optimize Content Mix

- 40% Videos - Property tours and tips
- 40% Photos - High-quality property images
- 20% Links - Market updates and blog content

Thank You

Thank you for your time and consideration.

