

# 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.

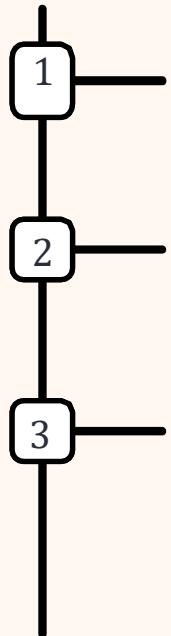
### Key Partners

- 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

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

## 2 Increase Sales

Convert 3 followers into actual clients within 3 months.

## 3 Improve Audience Engagement

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.



## 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. Surrounding her are various social media icons like Twitter, Facebook, and Instagram, along with small floating numbers such as '1.2M', '50', and '14.2M', representing follower counts or engagement metrics.

# 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

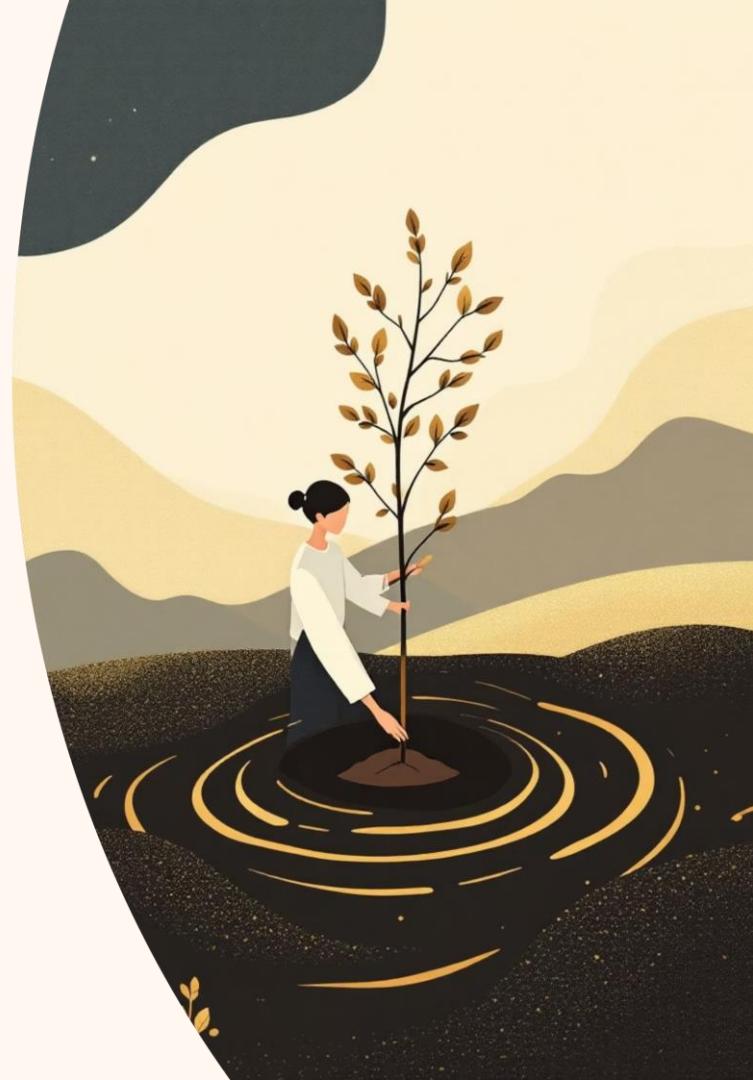
## Initial Focus Areas:

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

### 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



Instagram: 188  
followers  
898 postes

Facebook: 413k  
Followers

# 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 postes

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.



## 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



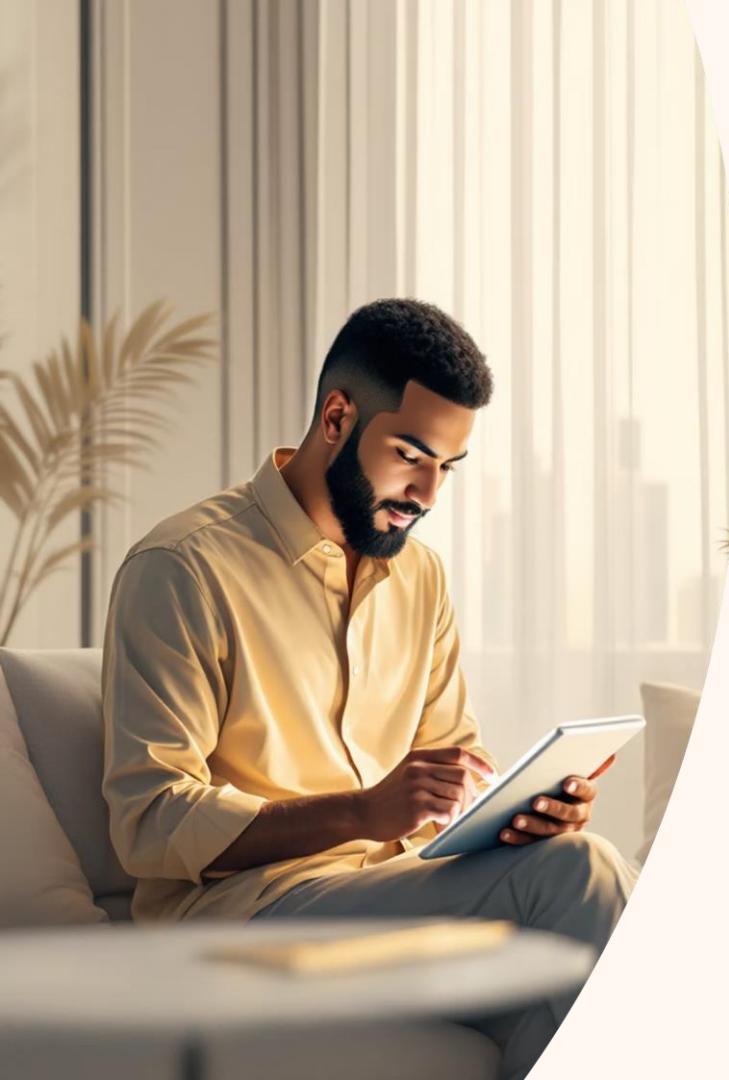
First-Time Home Buyer



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

# Digital Marketing Strategy



## Social Media Marketing

**Use Facebook, Instagram to share content like meal recipes, food photos, and short videos showing our homemade meal.**



## SEO

**Target keywords such as "أكل بيتي على مزاجك" and "أكل بيتي" to increase visibility in search results.**



## Paid Ads

**Use Google Ads to target potential customers searching for homemade meals. Advertise on our main channels Instagram and Facebook.**





# 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

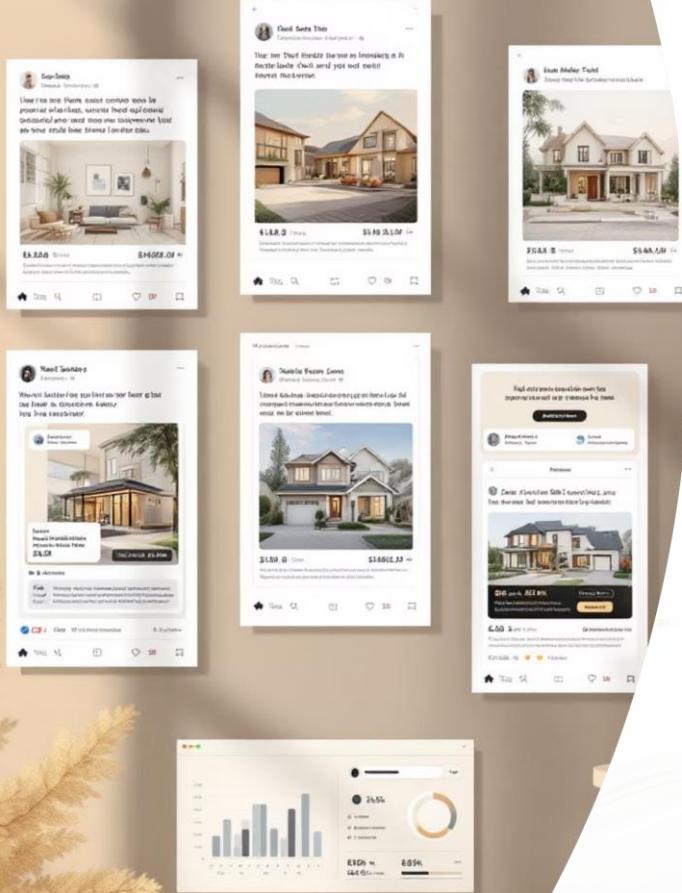
Month 3:

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
<b>Total</b>	<b>16,000</b>	<b>24,000</b>	<b>6,600</b>	<b>46,600</b>



## December Media Plan - Warm-up & Testing Phase

### December - Brand Awareness Focus

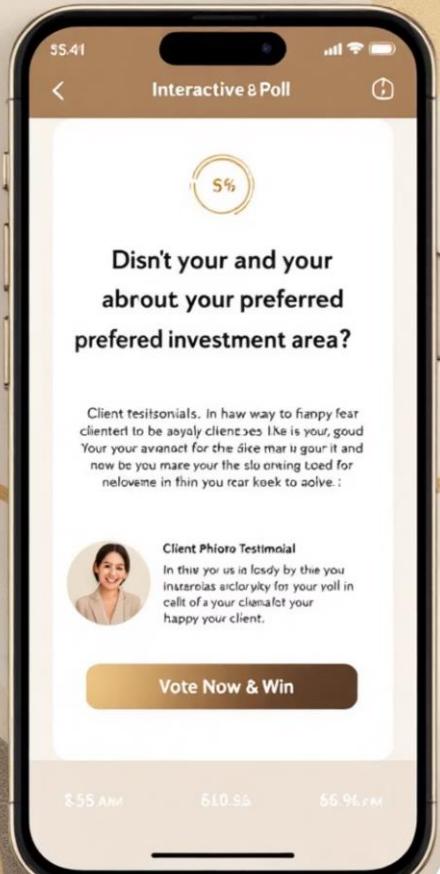
- غ **Objective:** Build brand familiarity and test audience response
- غ **Ad Type:** Video Carousel Ads
- غ **Ad Copy:** "ابدا مع Infinity Real Estate. اكتشف أفضل الفرص الاستثمارية في 2025. رحلتك العقارية بثقة."
- غ **CTA:** Explore Properties
- غ **Campaign Metrics:** Video Views, Engagement Rate,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

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

- غ **CTA:** Vote Now & Win
- غ **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: "افضل شركة تسويق", "استثمار عقاري 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



14 WhatsApp x Product.pdf x Fast Food Ad for BurgerFuel Eg x Facebook x مبادرة رواد مصر الرقمية x +

facebook.com/profile.php?id=61580532674584

بحث في فيسبوك

Infinity Real Estate

infinityrealestate282@gmail.com

infinityrealstate8 • متابع رابط موكد

tiktok.com/@infinityrealstate8 مفتوح دائمًا

بلا تقييم حتى الآن (٠ رأي)

تعديل التفاصيل إضافة محتوى مميز

عرض كل الصور الصور

ajaza

the one

Infinity Real Estate

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

ناس كثير فاكرة إن الاستثمار في العقارات محتاج ملايين 💰 بس الحقيقة إنك ممكن تبدأ بخطوات بسيطة... المهم تفكّر صح ١... عرض المزيد

إنشاء إعلان عرض الرؤى

أعجبني تعليق باسم Infinity Real Estate

تم النشر بواسطة 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

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إنشاء إعلان

إدارة صفحة

لوحة المعلومات الاحترافية

الرؤى

مركز الإعلانات

إنشاء إعلانات

ترويج منشور Instagram

الإعدادات

المزيد من الأدوات

يمكنك إنشاء نشاطك التجاري عبر تطبيقات Meta.

Meta Verified

مركز بيانات العملاء المحتملين

Meta Business Suite

7:00 PM 11/15/2025

14 WhatsApp x Product.pdf x Fast Food Ad for BurgerFuel Eg x Facebook x مبادرة رواد مصر الرقمية x +

facebook.com/profile.php?id=61580532674584

Infinity Real Estate

infinityrealestate282@gmail.com

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

Infinity Real Estate 8

متابع رابط مؤكد

tiktok.com/@infinityrealestate8

مفتاح دائرياً

لا تقييم حتى الآن (٠ رأي)

تعديل التفاصيل

إضافة محتوى مميز

عرض كل الصور

الصور

406,382 جنيه

فقط ٤٠٦,٣٨٢ جنيه سنوي

٦ سنوات

بسعر أقل من السعر الرسمي بالشركة

مقدم تعاقد ٢,٤٠٠,٠٠٠ جنيه

شقة مميزة رسيل بكمباوند the one

مكان المباني

إنشاء إعلان

عرض الرؤى

إنشاء إعلان

إنشاء إعلان

لوحة المعلومات الاحترافية

الرؤى

مركز الإعلانات

إنشاء إعلانات

ترويج منشور Instagram

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يمكنك إنشاء تنشيط التجاري عبر تطبيقات Meta.

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Infinity Real Estate

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ajaza العلمين الجديدة

شاليهات فيو مباشر على حمامات السباحة

Infinity Real Estate

تم النشر بواسطة Mahmoud M. Abdullah ٧ - ٠٧:٥٠ م ٢٠٢٣

إطلالة مباشرة على حمامات السباحة - وملعب البارد والاند سكيب دلوكتي عنك فرصة تمتلك وحدة في Ajaza - Downtown Alamein

متزوج

بلا تقييم حتى الآن (٠ رأي)

تعديل التفاصيل

إضافة محتوى مميز

عرض كل الصور

الصور

elsewhere | ٨ سنوات | تفسيط ي يصل من 3,45 مليون

إنشاء إعلان

عرض الرؤى

المزيد من الأدوات

يمكنك إداره نشاطك التجارى عبر تطبيقات Meta

Meta Verified

مركز بيانات العملاء المحتملين

Meta Business Suite

إعلان

Search

7:00 PM 11/15/2023

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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

إدارة المنشورات  الفلاتر

طريقة عرض القائمة

عرض المزيد \*Koun' - Ras El Hekma\*

smouha, Alexandria, Egypt

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infinityrealestate8 متابع رابط مؤكد

بلا تقييم حتى الآن (٠ رأي)

تعديل التفاصيل

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الصور

إنشاء إعلان

عرض الرؤى

أعجبني

تعليق

مشاركة

Infinity Real Estate

يمكنك زيادة المتابعين ومعدل الوصول والتفاعل.

مشاركة مقطع ريلز الأول الخاص بك (دقيقة تقريباً)

يمكنك الوصول إلى جماهير جديدة من خلال مقاطع الفيديو القصيرة والممحة.

نبذة مختصرة

We Listen, We Find What Fits You

تعديل السيرة الذاتية

صفحة · شركة وساطة

smouha, Alexandria, Egypt

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infinityrealestate282@gmail.com

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infinityrealestate8 متابع رابط مؤكد

مفتوح دائمًا

تعديل التفاصيل

إضافة محتوى مميز

عرض كل الصور

الصور

إعلان

إدارة صفحه

لوحة المعلومات الاحترافية

الرؤى

مركز الإعلانات

إنشاء إعلانات

ترويج منشور Instagram

الإعدادات

المزيد من الأدوات

Meta Verified

مركز بيانات العملاء المحتملين

Meta Business Suite

Search

11/15/2023 6:59 PM



13 WhatsApp x Product.pdf x Fast Food Ad for BurgerFuel Eg. x Facebook x مبادرة رواد مصر الرقمية x +

facebook.com/profile.php?id=61580532674584

بحث في فيسبوك

Infinity Real Estate

# Infinity REAL ESTATE

We Listen, We Find What Fits You.

تعديل صورة الغلاف

تعديل لوحة المعلومات الاحترافية

إضافة إلى القصة

المزيد

الصور

المتابعون

الآراء

مرات الذكر

حول

المنشورات

يم تفكّر؟

فيديو بث مباشر

مقطع فيديو

صورة/فيديو

العناصر المميزة

إدارة

الخطوات التالية الموصى بها لتجهيز صفحتك للإعلان

دعوة أصدقاء للمتابعة (دقيقة واحدة تقريرياً)

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

تشغيل إعلان تسجيل إعجاب بالصفحة (3 دقائق تقريرياً)

يمكّنك زيادة المتابعين ومعدل الوصول والتفاعل.

إعلان

لوحة المعلومات الاحترافية

الرؤى

مركز الإعلانات

إنشاء إعلانات

ترويج منشور Instagram

الإعدادات

المزيد من الأدوات

يمكنك إدارة تفاصيلك التجارية عبر تطبيقات Meta.

Meta Verified

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# 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%

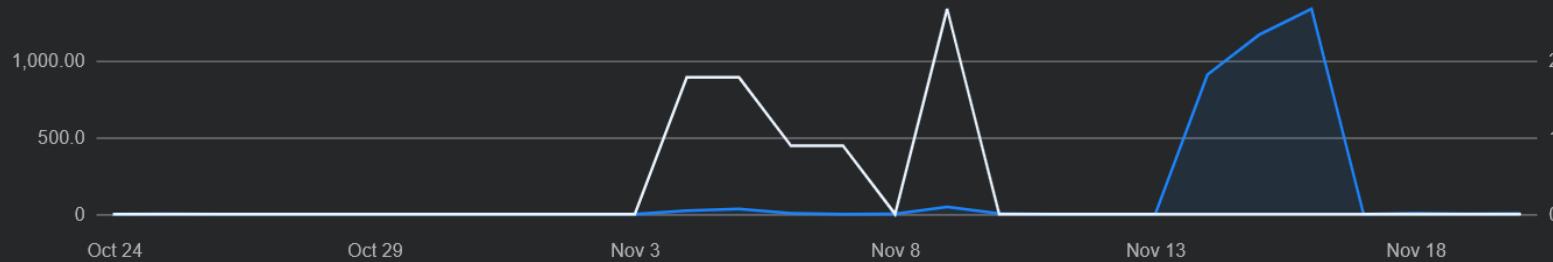
Views ⓘ

5 ↑ 100%

3-second views ⓘ

0 - 0%

1-minute views ⓘ

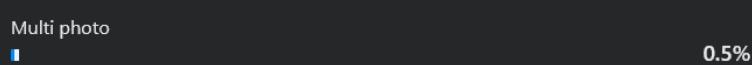
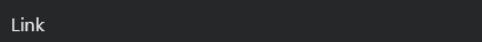
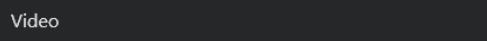


Publishing activity



### Views by content type

Followers ⓘ Non-followers ⓘ



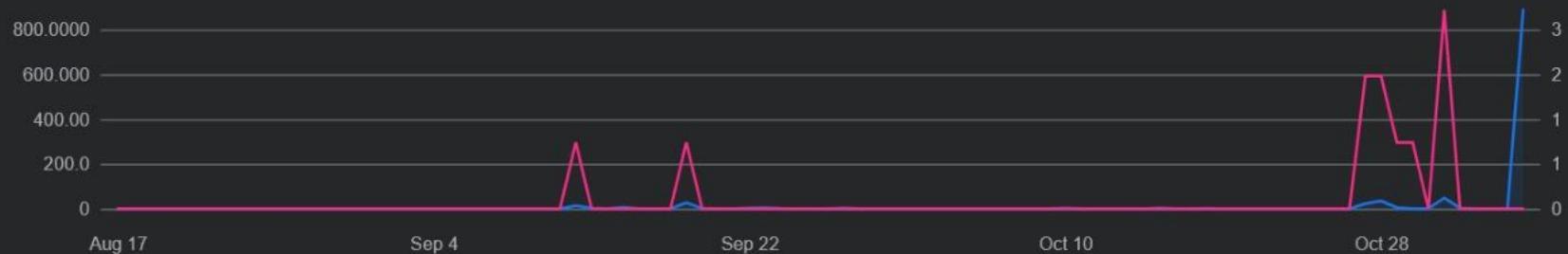
### Views by followers vs non-followers



1,070 Views ⓘ

+100.0% from previous 90 days

Publishing activity



4

3-second views ⓘ

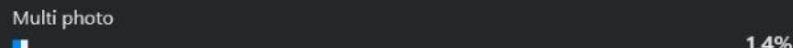


0

1-minute views ⓘ

#### By content type ⓘ

● Followers ● Non-followers



#### By followers vs non-followers ⓘ



# Insights

Learn how your Page is performing.

Last 90 days: Aug 17 - Nov 14 ▾

See all



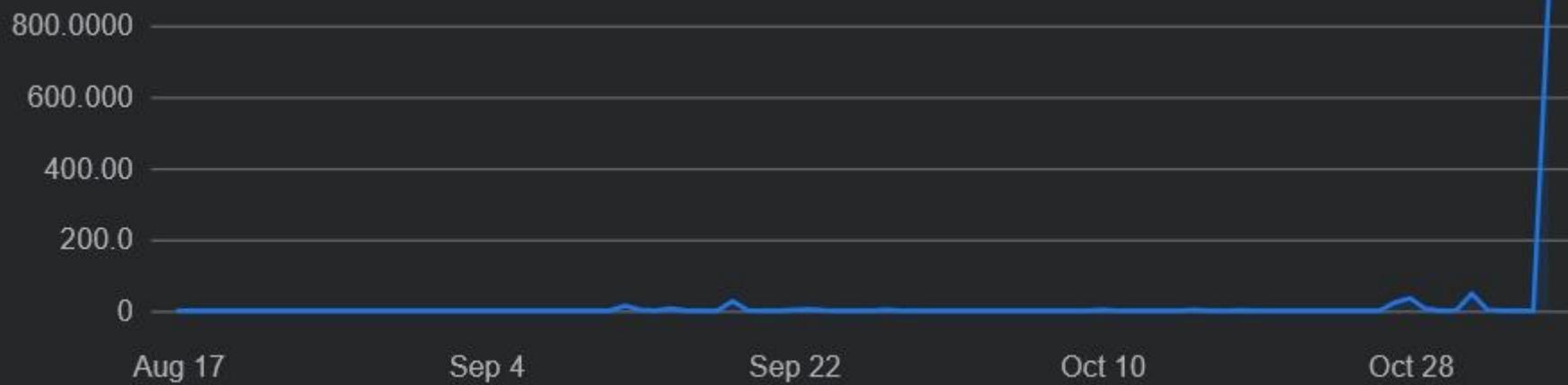
3 ↑ 100%

Interactions i



2 ↑ 100%

Total followers i



# Insights

Learn how your Page is performing.

Last 90 days: Aug 17 - Nov 14 ▾

See all



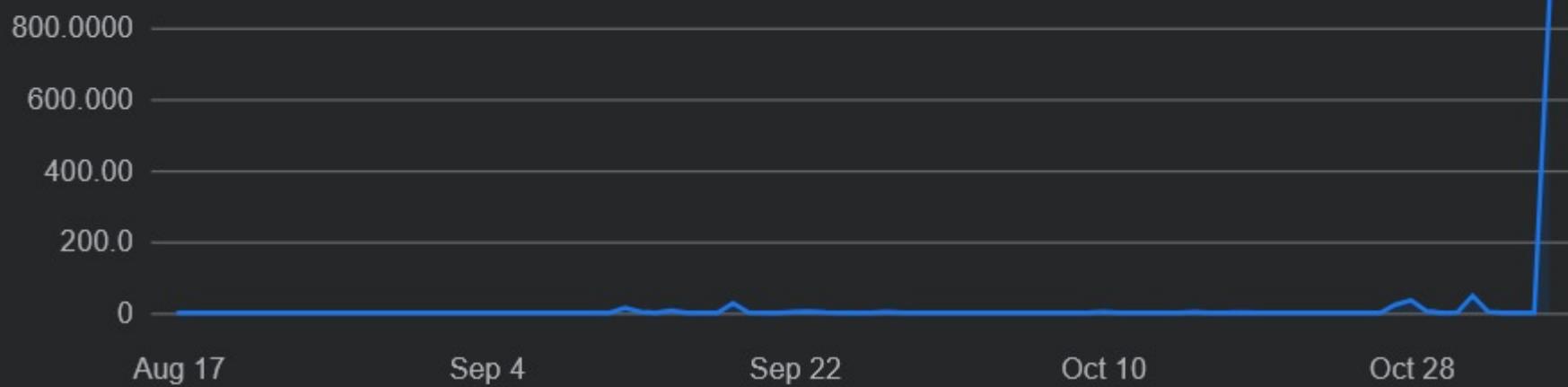
1,070 ↑ 100%

Views i



3 ↑ 100%

Interactions i



10

total fo

# 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.

