

SOCIAL MEDIA MARKETING



YOUR ALL-INCLUSIVE GUIDE
TO CREATING GREAT CONTENT



INCLUDES
4-MONTH
CONTENT
MARKETING
CALENDAR!



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WELCOME TO THE ELEVATE GUIDE TO AWESOME SOCIAL CONTENT!

QUICK QUIZ

TRUE OR FALSE: GOOD CONTENT TAKES A LOT OF TIME

FALSE! Although creating content CAN be time-consuming, it doesn't have to be.

Creating awesome content is definitely more of a "mixed bag". Some content is nothing more than capturing a moment in your life and sharing it, or taking a shot of the hottest new coffee shop in your neighborhood and giving a shout-out regarding the most delicious latte you've had. Other types of content requires more thought and effort, like a video interview with your favorite mortgage lender, writing a detailed blog post about a residential community, or editing a video tour of your latest listing.

SO...WHAT MAKES FOR AWESOME CONTENT? WE'LL SUM IT UP WITH TWO QUESTIONS:



Always keep in mind the reason that you create content in the first place is to provide value to your audience, initiate conversations, and ultimately...build and nurture your sphere to lead to business (and personal) opportunities in your life.

In this guide we have compiled the tips, tricks, & strategies from our coaches, data-backed best practices, content examples to get you started, and a full four-month calendar to help you take your online content into the stratosphere.

LET'S GET STARTED!

WHAT DO THE NUMBERS SAY?

4 OUT OF 5 US HOMEBUYERS

use an online resource at some point in their search.



Americans spend an average of **3 HOURS PER DAY** on social networks and messaging.



"Real estate professionals will have to know and master social media, and continue to improve as new social platforms are introduced, to really succeed in the next real estate revolution."



Facebook Live events are the **#1 WAY TO BOOST** engagement & followers.



ACTIVE ON SOCIAL MEDIA

90% of Millennials

78% of Gen-X

48% of Baby Boomers



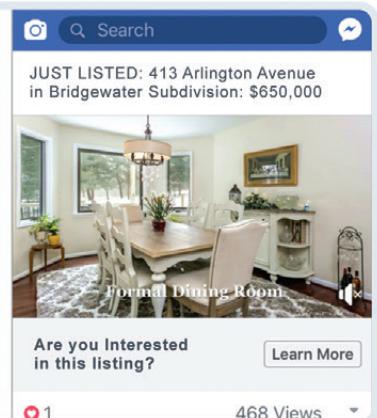
65% OF HOMEBUYERS

say they are influenced by friend's homebuying posts on Facebook or Instagram.



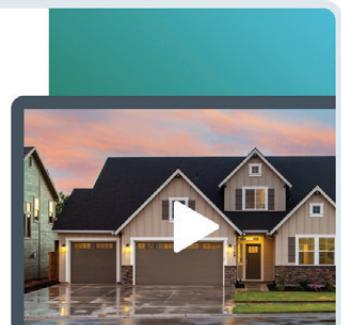
54% OF SOCIAL BROWSERS

use social media to research products.



73% OF HOMEOWNERS

say they're more likely to list with an agent offering to do listing videos.



TIPS FROM ELEVATE'S EXPERT COACHES



BE COMMUNITY-FOCUSED

Use your content to position yourself as the local expert, as well as give more of a personal feel to show your audience you are part of their community. Showcase local events, local businesses, and neighborhood news to demonstrate you are "in the know."

STEPHANIE ALPHONSO, SUCCESS COACH



DIFFERENT CHANNELS NEED DIFFERENT CONTENT

The way your audience engages with emails is different from how they engage with social posts.

Be sure to adjust your content to fit the channel.

AARON GUTEKUNST, CONTENT MARKETING MANAGER



BE CONSISTENT

Many agents understand the need to post, blog or be active on social media, but it is also important to create a schedule and be consistent.

Train your audience to look for your content.

SIERRA BEAVERS, ELEVATE SUCCESS COACH



OFFER VARIETY

There's lots of great content out there that you can share, and it does not have to all revolve around real estate. About 90% of your sphere isn't actively looking to buy / sell at the moment, so sharing content like lifestyle, home technology, or a local event will help keep everyone engaged.

MILES GREER, LEAD ACCOUNT MANAGER



KNOW YOUR AUDIENCE

Understand your market and know how to make your audience engage with you and your brand. Make sure your content resonates with the mindset, needs and interests of your audience.

JORDAN COLLINS, SOCIAL MEDIA MARKETING MANAGER



BE ORIGINAL

I recommend posting a casual video of yourself once a week. It could be while doing tasks like putting out signs, or just a quick sit-down to share some thoughts on the current market. If you don't feel camera-ready, the video could be first person, or doing a tour of a property.

KRISTA BENNETT, ELEVATE ACCOUNT MANAGER



BE ENGAGING

Great content is more than just a post, you have to actively engage with your audience on the backside of the post with timely responses, questions and more. The idea of content is to get a conversation started, so don't let the conversation stall by not paying attention to it.

ROBIN BREEDS, CUSTOMER SUPPORT MANAGER



BE YOURSELF

Nothing connects with a customer more than being personable, trustworthy, and REAL.

TYLER DEMOURA, ELEVATE SUCCESS COACH

SO WHAT ARE THE BEST DAYS & TIMES OF THE WEEK TO POST ON SOCIAL CHANNELS?

Although this will vary based on your individual audience,
here are some industry-wide stats:

**BEST DAY:**

Wednesday
11am - 2pm

WORST DAY:

Sunday

SAFE TIME:

Tuesday - Thursday
8am - 3pm

**BEST DAY:**

Wednesday & Friday
after 9am

WORST DAY:

Sunday

SAFE TIME:

Monday - Friday
8am - 4pm

**BEST DAY:**

Wed. 8am - 12pm
& Thurs. 9am - 2pm

WORST DAY:

Sunday

SAFE TIME:

Tuesday - Friday
8am - 2pm

**BEST DAY:**

Thursday & Friday
12pm - 4pm

WORST DAY:

Tuesday

SAFE TIME:

2pm - 4pm

**BEST DAY:**

Wednesday 11am
& Friday 10 - 11am

WORST DAY:

Sunday

SAFE TIME:

Monday - Friday
9am - 4pm



WHAT DOES GOOD CONTENT LOOK LIKE?

Good content has some staples, but can also be relative to your audience. What your target market is interested in can be very different from another agent's market. At the end of the day, you want content that will generate leads and support who you are both professionally and personally, so be mindful about what you are sharing. Yes, engaging content is important, but don't forget to be driving traffic to your lead capture site, or providing a call-to-action.

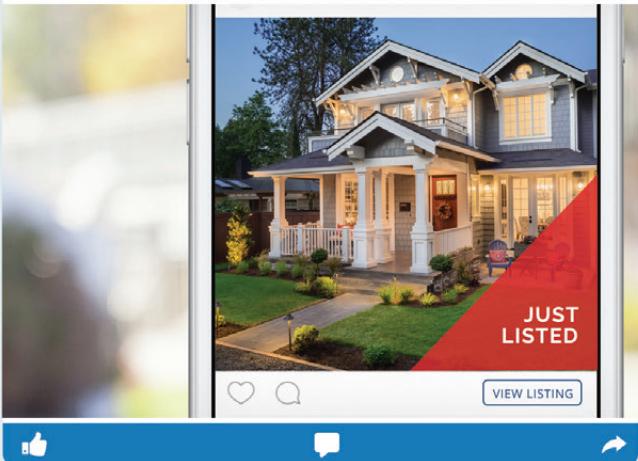
A GREAT PLACE TO START IS TO ASK YOURSELF...

"What are people asking me about on a daily basis?"

HERE ARE SOME IDEAS TO GET YOU STARTED!

NEW LISTINGS & PROPERTIES

Make it a point to stylize and elaborate on your listings through photos and captions.



INDUSTRY & MARKET NEWS

Whether it's helpful content, advice, or market reports, keep your clients informed.



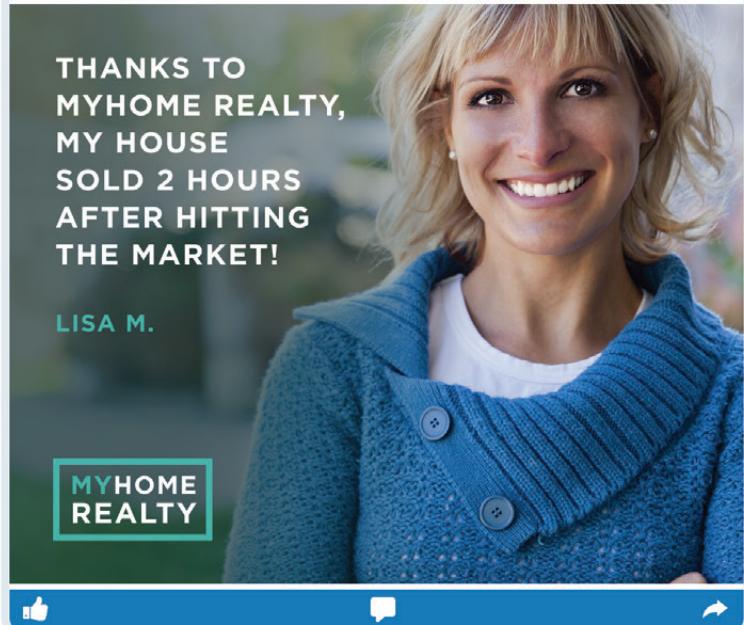
HOME IMPROVEMENT & RENOVATION TIPS

Inspire creativity for your clients (past, present & future) & educate on home maintenance & personalization.



SUCCESS STORIES & TESTIMONIALS

Highlight your success stories and share the journey of your client's experience.



LOCAL INVOLVEMENT

Volunteering or going to be out and about at a local event? Share it with your followers and encourage them to participate!



PROMOTE LOCAL BUSINESSES / PARTNERS

Team up with other businesses to promote each other. They don't have to be real estate-adjacent. Think your favorite watering hole, the best pizza in town, or a great childcare center.



LOCAL EVENTS COVERAGE

Beyond promoting a local event, if you're going to be there share pics and live stream the good times!

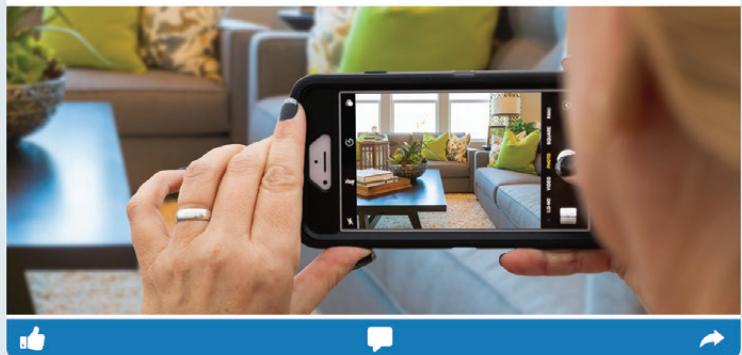


BONUS: GOOFY POSTS ARE GOOD TOO!

We understand not all agents will be on board, and that's OK! If you are, don't be afraid to let your fun flag fly with hilarious memes and posts to spread some joy to your followers! Just be sure to keep it appropriate. 😊

LIVESTREAM AN OPEN HOUSE OR VIRTUAL TOUR

In today's times, a live open house may not draw the traffic you want. Lifestreaming allows you a larger audience AND a great piece of content for you and your audience to share with others.



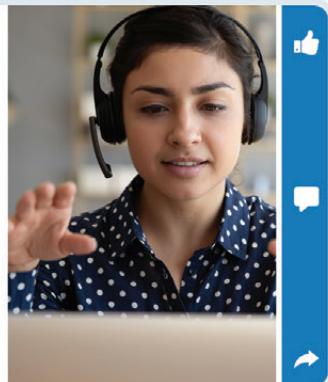
COMPANY MILESTONES

Awards, accolades, and achievements are a great way to highlight you, your team and/or your company's track record.



Q&A SESSIONS

What questions are you asked regularly by clients? Sit down for a weekly Facebook live stream where you focus on one or more, and take questions from attendees.



LET'S LOOK AT SOME QUICK BEST PRACTICES

- 👉 Blog a minimum of once per week.
- 👉 Cross-promote / cross-link social with your website and/or lead capture forms.
- 👉 Include photos and/or videos to increase click rates.

FACEBOOK



- Aim for 2 - 3 posts per week.
- Over 70% of users login 6-10x per day.
- You're not allowed to do business on personal accounts, so make sure business is originating on a Facebook Business Page (*then share on personal*).
- Optimize your listing post by linking to your lead capture site with the full listing sheet & MLS IDX search.

LINKEDIN



- Aim for 2 - 3 posts per week.
- It's like your online resume, and always pops up near the top of Google searches.
- #1 Agent to Agent referral network.
- High SEO (search engine optimization), so be sure to build out your profile to its fullest.

TWITTER



- Aim for 2 - 3 posts per week.
- Biggest group of millennials.
- Open forum with high SEO.
- Use #hashtags to help interested users find relevant content.

YOUTUBE



- 1 billion users and counting.
- Excellent platform for listing virtual tours.
- Create a library of educational Vlogs and/or client testimonials.
- Share on all of your social channels.

INSTAGRAM



- Aim for 2 - 3 posts per week.
- Keep it highly visual with photos & videos that support the content of your post.
- Great content includes day-to-day activities, virtual tours, client testimonials, and showcasing people and businesses.



FOUR-MONTH “GETTING STARTED” CONTENT CALENDAR

To help get you started, we've created a four-month content calendar full of ideas to inspire, boost engagement from your audience, and help you establish a consistent posting routine. The more you post, the more you'll see what types of content works with your audience...and what doesn't.

BE SURE TO PAY ATTENTION TO CLICKS, LIKES, AND SHARES...

and then offer more of the content that drives the most engagement.

1	MONDAY	2	TUESDAY	3	WEDNESDAY	4	THURSDAY	5	FRIDAY
	GET TO KNOW YOU FACTS		FUNNY MEME		MOTIVATIONAL QUOTE		SHARE A TIP		SHARE A SELFIE
6	SATURDAY	7	SUNDAY	8	MONDAY	9	TUESDAY	10	WEDNESDAY
	PROMOTE WEBSITE		INSPIRATIONAL POST		ASK CLIENTS FOR ADVICE		SHARE THE VALUES OF YOUR BRAND		TAKE PHOTO OF YOUR WORKPLACE
11	THURSDAY	12	FRIDAY	13	SATURDAY	14	SUNDAY	15	MONDAY
	PROMOTE WEBSITE		MIRROR SELFIE		BEHIND THE SCENES OF YOUR WORK		ONE THING YOU CAN'T LIVE WITHOUT		INDUSTRY TIPS
16	TUESDAY	17	WEDNESDAY	18	THURSDAY	19	FRIDAY	20	SATURDAY
	SHOW OFF YOUR CLIENTS		SOMETHING IN YOUR OFFICE THAT MOTIVATES YOU		OFFER A FREEBIE		TALK ABOUT YOUR FAVORITE STYLE HOME		THROWBACK PHOTO #FLASHBACK
21	SUNDAY	22	MONDAY	23	TUESDAY	24	WEDNESDAY	25	THURSDAY
	TALK ABOUT YOUR FAVORITE BUSINESS RESOURCE		A RECENT PURCHASE YOU MADE THAT YOU LOVE		WHERE ARE YOU FROM?		MOTIVATIONAL POST		HOW DO YOU GET READY FOR THE DAY?
26	FRIDAY	27	SATURDAY	28	SUNDAY	29	MONDAY	30	TUESDAY
	HOW DO YOU WRAP UP YOUR WEEK?		WHAT ARE YOU WORKING ON?		SHARE A LIFE HACK		Q & A LIVE		THANK FOLLOWERS FOR THEIR SUPPORT

1	MONDAY	2	TUESDAY	3	WEDNESDAY	4	THURSDAY	5	FRIDAY
	WHAT DID YOU DO BEFORE REAL ESTATE?		PROMOTE ANOTHER SOCIAL CHANNEL		REINTRODUCE YOURSELF		PROMOTE YOUR NEWSLETTER & BUSINESS		SHARE YOUR FAVORITE ACCESSORY
6	SATURDAY	7	SUNDAY	8	MONDAY	9	TUESDAY	10	WEDNESDAY
	INSPIRING STORY		PROMOTE YOURSELF		SHARE YOUR GOALS FOR THE WEEK		PHOTOGRAPH WORKSPACE		A PERSON THAT INSPIRES YOU
11	THURSDAY	12	FRIDAY	13	SATURDAY	14	SUNDAY	15	MONDAY
	SHOW OFF SOME PERSONAL STYLE		OUTFIT OF THE DAY		SHARE A BRUNCH PHOTO		TUTORIAL OF BEING AN AGENT		YOUR BREAKFAST
16	TUESDAY	17	WEDNESDAY	18	THURSDAY	19	FRIDAY	20	SATURDAY
	WHAT'S IN A REAL ESTATE AGENT'S BAG? OR CAR?		WEDNESDAY WORDS OF WISDOM		SHOW AN ALTERNATIVE WORKSPACE		SIGNIFICANT OTHER		DETAILS OF A SHOPPING TRIP
21	SUNDAY	22	MONDAY	23	TUESDAY	24	WEDNESDAY	25	THURSDAY
	HOW TO TAKE A GOOD PROPERTY PHOTO?		BIGGEST HURDLES YOU'VE HAD TO OVERCOME		Q & A LIVE		SHARE A FUN FACT ABOUT YOU		INSPIRING QUOTE
26	FRIDAY	27	SATURDAY	28	SUNDAY	29	MONDAY	30	TUESDAY
	TALK ABOUT YOUR FAVORITE BUSINESS RESOURCES		SHARE YOUR FAVORITE PLACE		SHARE A MEMORY #FLASHBACK		DISPLAY A NICE OUTFIT		SHARE A BOOMERANG OR VIDEO

1	MONDAY	2	TUESDAY	3	WEDNESDAY	4	THURSDAY	5	FRIDAY
PROMOTE EMAIL LIST	INTRODUCE YOUR PETS OR KIDS	FAVORITE BOOK	CROSS PROMOTE YOUR SOCIAL PLATFORMS	SHARE YOUR FAVORITE LOCAL BUSINESS					
SHARE SOMETHING GREAT THAT HAPPENED LATELY	FAVORITE PODCAST OR RADIO STATION	TELL THE STORY BEHIND YOUR BRAND/ LOGO	SHOUTOUT YOUR FAVORITE INFLUENCER	SHARE A SERVICE					
MIRROR SELFIE	SHARE HOW YOU STAY ORGANIZED	SHARE A TIME YOU WERE PUSHED OUT OF YOUR COMFORT ZONE	SHARE A FUN FACT ABOUT YOU	MONDAY MOTIVATION					
5 FUN FACTS	SHARE WEEKEND PLANS	SHARE A BUSINESS LESSON LEARNED	ASK AN OPINION	QUICK TIP					
PROMOTE AN EXCLUSIVE OFFER FOR YOUR FOLLOWERS	INSPIRATIONAL QUOTE	ASK FOLLOWERS A QUESTION	RECREATIONAL PHOTO	SHARE A PAST SUCCESS STORY					
PHOTO OF YOUR FAVORITE HOME	SNAPSHOT OF YOUR DAILY ROUTINE	PROMOTE UPCOMING LISTING	Q & A LIVE	FAMILY TIME					

1	MONDAY	2	TUESDAY	3	WEDNESDAY	4	THURSDAY	5	FRIDAY
	SHOW OFF YOUR BRAND		A FAVORITE PLACE IN YOUR HOME		HOW DID YOU COME UP WITH YOUR BUSINESS NAME?		RECOMMEND A BUSINESS		BEST & WORST ADVICE YOU'VE EVER GIVEN
6	SATURDAY	7	SUNDAY	8	MONDAY	9	TUESDAY	10	WEDNESDAY
	TAKING CARE OF PHYSICAL & EMOTIONAL HEALTH		RECOMMEND SOMETHING TO YOUR FOLLOWERS		YOUR GOALS		REPOST A CUSTOMER & THEIR NEW HOME		POST A PIC OF YOU & YOUR BEST FRIEND
11	THURSDAY	12	FRIDAY	13	SATURDAY	14	SUNDAY	15	MONDAY
	WHAT INSPIRES YOU?		QUALITY TIME WITH PETS OR KIDS		BEHIND THE SCENES AT WORK		ASK AN OPINION		SHARE A HELPFUL TIP
16	TUESDAY	17	WEDNESDAY	18	THURSDAY	19	FRIDAY	20	SATURDAY
	SOMETHING THAT YOU RECENTLY SPLURGED ON		SHOUTOUT A LOCAL BUSINESS		SHARE A BUSINESS TIP		SHARE A STAGING TIP		SHARE A LIFE HACK
21	SUNDAY	22	MONDAY	23	TUESDAY	24	WEDNESDAY	25	THURSDAY
	WHAT DOES YOUR SUNDAY LOOK LIKE?		CROSS POST ON OTHER SOCIAL MEDIA		SHOW OFF WHAT YOU DO WELL		MOTIVATIONAL QUOTE		BEHIND THE SCENES OF YOUR WORK DAY
26	FRIDAY	27	SATURDAY	28	SUNDAY	29	MONDAY	30	TUESDAY
	HOME SELLING TIP		ASK FOLLOWERS A QUESTION		SUNDAY FUN DAY		MEMORABLE WORK MOMENT		INTRODUCE SOMEONE TO YOUR FOLLOWERS

1	MONDAY	2	TUESDAY	3	WEDNESDAY	4	THURSDAY	5	FRIDAY
	SHOW A PROJECT YOU'RE WORKING ON		STYLE TIPS		TALK ABOUT SOMETHING YOU'VE ALWAYS WANTED TO TRY		#THROWBACK THURSDAY		MORTGAGE LOAN TIP
6	SATURDAY	7	SUNDAY	8	MONDAY	9	TUESDAY	10	WEDNESDAY
	YOUR FAVORITE OUTFIT		LUNCH PHOTO		CHALLENGE YOUR FOLLOWERS WITH A GOAL THIS WEEK		TUESDAY TRANSFORM LOUNGING ATTIRE /FANCY		WHAT KIND OF BUSINESS DO YOU SPECIALIZE IN
11	THURSDAY	12	FRIDAY	13	SATURDAY	14	SUNDAY	15	MONDAY
	THURSDAY THOUGHTS		ENJOY YOUR WEEKEND POST		SATURDAY SELFIE		BOOMERANG		RECAP YOUR WEEKEND
16	TUESDAY	17	WEDNESDAY	18	THURSDAY	19	FRIDAY	20	SATURDAY
	TUESDAY TIPS		#HUMPDAY		ASK AN OPINION		THANK YOUR FOLLOWERS FOR THEIR SUPPORT		SHARE A HELPFUL TIP

STILL STRUGGLING WITH YOUR SOCIAL MEDIA?

No worries...Elevate is here to help with everything from automated content schedules to full-service solutions through 3sixtyfive.agency, our full service creative and digital marketing agency.

CONNECT WITH US TODAY...



FREE GAP ANALYSIS FOR BROKERAGES

Request your FREE Gap Analysis with the Elevate Brokerage Development Team to see how you can provide comprehensive, competitive marketing tools and technology for your agents.

BOSS.TRYELEVATE.COM

FREE SOCIAL MEDIA REVIEW FOR AGENTS

Schedule your one-on-one walk-through with an Elevate Success Coach. We'll look at all of your current social media marketing and offer tips, tricks and suggestions for improvement.



TRYELEVATE.COM/SOCIALMEDIAREVIEW



FREE DAILY MARKETING TIPS IN YOU INBOX

Receive daily marketing tips direct to your inbox from the marketing masterminds at 3sixtyfive.agency, our full service creative and digital marketing agency.

3SIXTYFIVE.AGENCY

"Online lead generation sucked...until I found elevate. Now I'm making more money than ever before!"

LARRY M.

"I closed a \$600K transaction in my first month of Elevate Lead Generation."

DENIS P.

"My pipeline has never had so many great leads. I've doubled my pending transactions."

MARK L.