Social Media Management Framework for Courtland Realtors Ltd

# 1. Goals & Objectives

- Increase visibility of listings  
- Drive inquiries to WhatsApp/phone/email  
- Build credibility & trust  
- Showcase company culture and client testimonials  
- Attract potential tenants, buyers, and investors

# 2. Content Strategy

Create content under these 5 core categories:

|  |  |
| --- | --- |
| Category | Content Ideas |
| 🏠 Property Listings | Photos, videos, price, location, features |
| 👷‍♂️ Behind the Scenes | Team at work, meetings, showing houses |
| 🧠 Real Estate Tips | Renting tips, buying advice, FAQs |
| 🙌 Client Wins | Testimonials, keys handover, happy clients |
| 🏢 Company Branding | Office life, celebrations, partnerships |

✅ Use Canva or CapCut for designing posts and reels

✅ Use a consistent template and logo

# 3. Posting Schedule (Example)

Keep it sustainable — 3-5 posts per week:

|  |  |  |
| --- | --- | --- |
| Day | Platform | Post Type |
| Monday | Instagram & Facebook | New property post |
| Tuesday | WhatsApp Status | Teaser of listing |
| Wednesday | Facebook | Real estate tip or testimonial |
| Thursday | Instagram Reels | Video tour of a unit |
| Friday | LinkedIn (Optional) | Business highlight / brand story |
| Weekend | WhatsApp Status | Urgent deals or open house reminders |

# 4. Content Creation Workflow

Weekly Routine:

|  |  |
| --- | --- |
| Day | Task |
| Monday | Gather media from agents, take house photos/videos |
| Tuesday | Design posts, captions, schedule using Meta Business Suite |
| Wednesday | Post manually if urgent, respond to DMs/comments |
| Friday | Analyze post performance, plan next week |

📂 Create folders: To Post, Posted, Raw Media

# 5. Tools & Tech Stack

|  |  |
| --- | --- |
| Purpose | Tools |
| Scheduling & Posting | Meta Business Suite, Buffer, Later |
| Design | Canva, CapCut |
| Analytics | Instagram/Facebook Insights |
| Communication | WhatsApp Business, Google Drive |
| CRM (Optional) | Google Sheets |

# 6. Engagement Strategy

- Reply to DMs within the same day  
- Save common questions & answers in notes  
- Use stickers, polls, and Q&A on Instagram Stories  
- Share client success stories (before/after)

# 7. Monthly Reporting

Create a simple monthly report with:  
- Number of posts  
- Follower growth  
- Most engaging post  
- Leads generated (calls, WhatsApp inquiries)  
- Lessons learned & what to improve

# 8. IT Support Tasks (Bonus)

- Back up client and property data weekly  
- Maintain digital folder organization  
- Support printer, internet, and computer issues  
- Keep WhatsApp Business backups & chat labels organized

# 9. Brand Consistency Guidelines

- Use the same logo, tone, and color scheme  
- Caption tone: Warm, professional, trustworthy  
- Always include contact info (phone, WhatsApp, website)

# 10. Growth Hacks

- Collaborate with influencers or agents  
- Ask happy clients to record 15-sec testimonials  
- Post “Coming Soon” and “Just Listed” to create urgency  
- Join Facebook housing groups to share posts