

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:

**DOES THIS
PROVIDE VALUE?**

(information, interest,
local, relatable)

**DOES THIS ENGAGE
MY AUDIENCE?**

(shares, clicks,
comments, likes, etc.)

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.



ACTIVE ON SOCIAL MEDIA

90% of Millennials

78% of Gen-X

48% of Baby Boomers



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



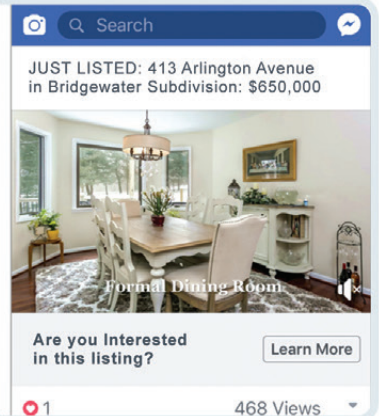
65% OF HOMEBUYERS

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



54% OF SOCIAL BROWERS

use social media to
research products.



"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.



73% OF HOMEOWNERS

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



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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.

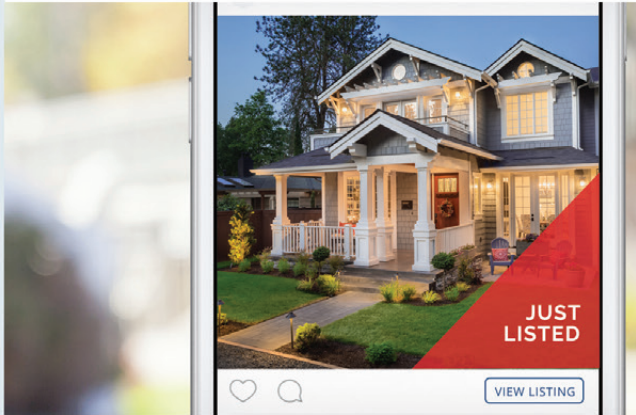
A GREAT PLACE TO START IS TO ASK YOURSELF...

"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.



SUCCESS STORIES & TESTIMONIALS

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



INDUSTRY & MARKET NEWS

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



LOCAL INVOLVEMENT

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



HOME IMPROVEMENT & RENOVATION TIPS

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



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.



LIVESTREAM AN OPEN HOUSE OR VIRTUAL TOUR

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



LOCAL EVENTS COVERAGE

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



COMPANY MILESTONES

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

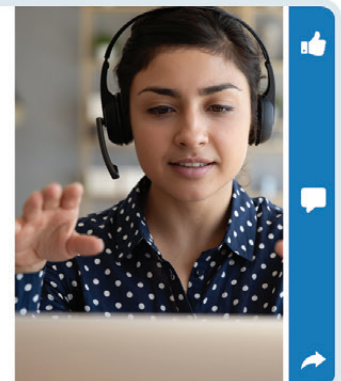


BONUS: GOOFY POSTS ARE GOOD TOO!

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. 😊

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

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

1 MONDAY PROMOTE EMAIL LIST	2 TUESDAY INTRODUCE YOUR PETS OR KIDS	3 WEDNESDAY FAVORITE BOOK	4 THURSDAY CROSS PROMOTE YOUR SOCIAL PLATFORMS	5 FRIDAY SHARE YOUR FAVORITE LOCAL BUSINESS
6 SATURDAY SHARE SOMETHING GREAT THAT HAPPENED LATELY	7 SUNDAY FAVORITE PODCAST OR RADIO STATION	8 MONDAY TELL THE STORY BEHIND YOUR BRAND/ LOGO	9 TUESDAY SHOUTOUT YOUR FAVORITE INFLUENCER	10 WEDNESDAY SHARE A SERVICE
11 THURSDAY MIRROR SELFIE	12 FRIDAY SHARE HOW YOU STAY ORGANIZED	13 SATURDAY SHARE A TIME YOU WERE PUSHED OUT OF YOUR COMFORT ZONE	14 SUNDAY SHARE A FUN FACT ABOUT YOU	15 MONDAY MONDAY MOTIVATION
16 TUESDAY 5 FUN FACTS	17 WEDNESDAY SHARE WEEKEND PLANS	18 THURSDAY SHARE A BUSINESS LESSON LEARNED	19 FRIDAY ASK AN OPINION	20 SATURDAY QUICK TIP
21 SUNDAY PROMOTE AN EXCLUSIVE OFFER FOR YOUR FOLLOWERS	22 MONDAY INSPIRATIONAL QUOTE	23 TUESDAY ASK FOLLOWERS A QUESTION	24 WEDNESDAY RECREATIONAL PHOTO	25 THURSDAY SHARE A PAST SUCCESS STORY
26 FRIDAY PHOTO OF YOUR FAVORITE HOME	27 SATURDAY SNAPSHOT OF YOUR DAILY ROUTINE	28 SUNDAY PROMOTE UPCOMING LISTING	29 MONDAY Q & A LIVE	30 TUESDAY 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 FUNDAY	MEMORABLE WORK MOMENT	INTRODUCE SOMEONE TO YOUR FOLLOWERS

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