

# Popular Properties

## Marketing Plan



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### I. Goals and Target Audience

#### **Goal 1: Help potential clients find you**

*Boost social media awareness for the areas/people you want to target. Not every post has to “go viral”, focus on creating content that is appealing to your ideal client (see end of section I)*

- Every client is different, but see if you notice any patterns in current and previous clients within their wants, needs, fears (assuming they are close to your “ideal client”)
- With your account being a business account, you’re able to monitor the posts you’re creating such as accounts reached, follower change, and shares to see current and potential audience

#### **Goal 2: Turning leads into sales**

*To increase conversions using social media, you have to additionally show them why they should trust you, and what you have to offer. There are thousands of agents in the Boston area...so why should they choose you?*

- Generate leads by showcasing property photos/videos for hot properties – show off unique properties that you think would fit your ideal clientele you’re showing off to on Instagram
- Give updates about what’s going on in the Framingham, Natick, Ashland areas
  - o New developments (transportation lines, schools, apartment complexes, restaurants), walkable areas,

- o Partner with local businesses/events – you showcase events to your followers/network and help out in exchange for them shouting out your services at event/ on social medias
  - Make sure your partnership really benefits both sides - you will likely need to do more for them than you will receive to really get their attention
  - Random ideas: Partner with a moving company (discounts/referrals for each others clients), partner with local florist (complimentary bouquet for buyers who close on a home)

***Identify your ideal client persona based on previous clients, social media engagement, and desired future trajectory of personal brand***

- One thing I always found useful in creating an effective marketing plan is creating an avatar (or persona) for the people we are looking to target
  - o These personas consist of:
    - **Demographics** - age, income, occupation, location
    - **Psychographics** - values, lifestyle, needs
    - **Behaviors** - how they interact with agents and when they are looking to buy/sell/rent
    - **Social channels** – where they get their information from (social media, email marketing, local events)
  - o Example of persona
    - **The Suburban Family Upgrader**
    - Demographics:
      - Age: 30-45
      - Income: Middle to upper-middle class
      - Family size: 2-3 children
      - Occupation: Professionals (doctors, lawyers, engineers, etc.)
      - Location: Currently residing in a smaller home in Framingham or Natick, considering upgrading to a larger home in the same area or a nearby suburb with better schools.
    - Psychographics:
      - Values: Family-oriented, focused on education and community involvement.
      - Lifestyle: Busy professionals balancing career and family life.
      - Needs: More space for a growing family, better school district, larger backyard, home office.



- Pain Points: Difficulty finding a home that meets their needs within their budget, concerns about the housing market, stress of selling their current home.
  - Goals: To find a larger, family-friendly home in a desirable neighborhood within their budget.
- Behaviors:
  - Agent interaction: Seeks advice and expertise from a knowledgeable real estate agent.
  - Timeline: Plans to buy within the next 1-2 years.
- Marketing Channels:
  - Active users on Instagram and Facebook
  - Frequently check their emails for new properties in their area
  - Attend local charity events, involved in student PTO,

o The information and avatar above could be completely different to who you would like to target I just made it up as an example, but doing little dumb things like this help to really understand who you're going after
 

- A lot of this information can be found just by using data websites like the Census and Data USA

o Putting a face and lifestyle to your ideal clients helps you to better understand what they value in an agent, as well as how to effectively target them on social media and in person

o **Understanding who you are really looking for is arguably the most important thing you should do**

- I know that you are just looking for sales of any kind, but if you're able to get a niche in your areas by specifically targeting them the sales will find you

## II. Current Marketing Efforts

- a. Account Overview
  - i. 276 Followers
  - ii. 4 posts, 4 reels (over span of 18 months)
  - iii. Isa F-Banks (what name do clients know you by?)
  - iv. Try to keep post content focused on just real estate for the sake of professionalism (archive posts - but posting family/food stuff on story is good to show that you are still human)
  - v. Add in link to your popular properties website to bio if you have one
  - vi. I would also add your phone number to your bio for people to reach out to
    1. I know it may get frustrating if people start calling/texting you all day, but people are slowly moving away from email because it sucks lol

- b. Follower growth and Content performance
  - i. Rental showcases performed well on account (could continue to do this quickly 5 minutes before a showing?)
    - 1. Brighton Post was light and inviting, which I think helped in boosting its view count
- c. Engagement Analysis
  - i. Average like to view ratio for 4 reels Is 3.54% (one like for every 3-4 views)
  - ii. Run through engagement data for active months (9/22 – 11/22, 2/24 – 5/24) on Instagram business account if possible
  - iii. Because you don't have a ton of content posted, I would not stress your current likes, views, and overall engagement

### III. Content Strategy Improvement

- a. Create a few content pillars that is catered to your target audience and goals
  - i. New listings in your areas
    - 1. *Showcase a few of the better property photos with the first slide (these can be made pretty easily using Canva)*
    - 2. *You'll be able to show off your top properties, which will hopefully drive leads to these properties*
      - a. *One thing to note: this is a similar style to posting ads on the Facebook, so you will likely get messages sent to you for properties if buyer interest is high*
    - 3. *List the price, beds, number of bathrooms, square footage, other unique features, address, and your contact info in the caption*
    - 4. *You also can post when you close a property, this way, people know that you are reliable and that people actually do buy from you*
  - ii. Local community guide
    - 1. *I already talked about this in section I, but show off the neighborhoods new developments, and work with local businesses to help them help you*
    - 2. *Even if you don't partner with them, you can still showcase good spots in the area*
  - iii. Real Estate Tips
    - 1. *These will help to increase your credibility and show off your knowledge as a realtor*
    - 2. *This could be things like 5 first time buyer tips, 7 mortgage secrets, 6 tips for increasing your home's value*
      - a. *Leverage using hooks to grab attention – “the 6 home buyer secrets” with a smaller subtext saying “every first time buyer needs to know”*
      - b. *Using hooks like these helps to grab the attention of people on social media*

- i. *Briana's first pinned post is a good example of an effective way to showcase tips/expertise*
  - iv. **Organic content**
    - 1. *This is where you truly have free reigns to create your own content using humor, inspiration, informative methods*
    - 2. *People buy from people they like, so these posts are a way for you to show off how personable you are while tying it back into real estate or life in general*
    - 3. *For this, I think you can go wherever you would like and its your chance to show your personality*
      - a. **Humor**
        - i. *Real Estate memes about ownership, selling, behind the scenes moments, debunk myths*
        - ii. *Try out different methods and see what people cling onto, don't be afraid to step out of your comfort zone either*
      - b. **Informative**
        - i. *Neighborhood spotlights, financial advice made easy, hidden gems*
      - c. **Inspirational**
        - i. *Home ownership inspiration, overcoming challenges in your life (past, present, future), motivational quotes, community involvement/impact (likely in the future)*
    - 4. *Have fun here, find ways to entertain, humor, and inform people in ways that they look forward to seeing*

- b. You can also tailor your content to buyers, sellers, and renters depending on which types of people you prefer to work with best. Again, this does not mean you have to just pick one group but make sure what you're doing and posting aligns with the goals you have for your properties/business

### c. **Content Calendar**

- i. Creating a content calendar helps you to stay on track with your social media posting (This is not necessary at all, just more for organization)
- ii. Calendars help to create a plan for posting frequency as well as what types of content you want to post
- iii. Example

	MON	TUE	WED	THU	FRI
WEEK 1	HOME BUYER TIP	FUNNY HOLIDAY I.E. HUG YOUR CAT DAY	MARKET REPORT FOR MY CITY / NEIGHBORHOOD	THIS OR THAT (HOME DECOR)	OPEN HOUSES THIS WEEKEND (SEND TO YOUR WEBSITE)
WEEK 2	DAY IN THE LIFE OF A REALTOR <small>SHARE PIC FROM HOUSETHUNTING THIS WEEKEND</small>	FEATURE LOCAL BUSINESS	LISTING PROMOTE OPEN HOUSE OR NEW LISTING	JUST LISTED HOMES <small>(SEND TO YOUR WEBSITE)</small>	FRI-YAY SHARE A FUN PIC OR POSITIVE QUOTE
WEEK 3	HOME SELLER TIP	EVENTS THINGS TO DO WITH DAD THIS WEEKEND	JUST REDUCED HOMES <small>(SEND TO YOUR WEBSITE)</small>	LOCAL WHERE'S YOUR FAVORITE BRUNCH, PLAYGROUND, ETC	HOLIDAY FATHER'S DAY POST
WEEK 4	QUOTE MONDAY MOTIVATIONAL QUOTE	HOME BUYER TIP	MARKET REPORT FOR MY CITY / NEIGHBORHOOD	OPEN HOUSES <small>THIS WEEKEND (SEND TO YOUR WEBSITE)</small>	FEATURE LOCAL BUSINESS

- iv. This example is from Google (so no I'm not saying you need to post 5 days a week) and it just maps out what you plan to post on certain days/weeks. With this, you're able to stay on top of your social media
- d. One last note on content to think about is if any of your content that you previously posted led to a sale. If that is your biggest goal in using social media, I would make sure your content is focused on building up your name/reputation and showcasing your properties

## IV. Engagement and Community Building

- a. Captions are a small, but important tool to help with your content
  - i. Create captions that encourage people to start conversations with you, ask questions, and to look further into you and your properties
  - ii. Again, add your contact information at the end and look into relevant hashtags based on what style of post you are creating (check link)
- b. Use story posts for quick bits of information, lifestyle things (just what you're doing in your every day life – does not have to be about real estate at all), and to show off property tours
  - i. You can also use the highlights feature for Instagram stories to save past story posts into categories
- c. Try to respond to comments and messages quickly to build a positive rapport with clients even if they don't work out
  - i. If a client doesn't work out via Instagram, they will be more likely to contact you again if they had a positive and swift experience with the conversation

- d. Ensure that when you make posts/reels that you check out the post insights to see if your content is getting seen by many people, and also if it is leading to any potential sales (not every post will lead to a sale directly via Instagram, but if it gets people talking about it they will be more likely to contact you in the future and refer properties to their friends/family)