



## CREATE A CONTENT CALENDAR

By the 15th of each month, plot out your content calendar for the following month, including platform, topic, length, and type.

## 80/20 RULE

80% of your content should be personal, authentic, relatable, engaging, and NON-REAL ESTATE related. This builds trust, virtual relationships, and attraction. 20% should be value-added real estate centric.

## TIME-BLOCK CONTENT CREATION

Set aside one entire day (or a couple half-days) to focus strictly on content creation, graphic design, editing videos, and scheduling posts.

OR dedicate 30 minutes per day to do a post.

## SCRIPTS

1. Bait with Captivating Hook
2. Give Value | Engage Conversationally
3. Add Hashtags
4. Call-to-Action (CTA) | Poll | Question
5. Point to Lead Funnel (Link in Comments/Bio)
6. Like, Comment, Share
7. Tag Colleagues/Clients

## RESOURCES

- Fiverr (Outsourcing Editing)
- iMovie (iPhone Editing)
- Platform Editing
- Canva
- Adobe Express

## GO VIRAL (LOTS OF VIEWS/ENGAGEMENT)

- One hour after posting, LIKE your own post
- Check comments 3x per day & respond
- Comment on other Influencers/High Response Posts
- Delete/Block negative comments



## SOCIAL MEDIA

# Mastery



DEMOGRAPHIC	Broad Adult Audience 25-54 yrs old	Younger Adult Audience Females 18-34	Broad Younger Adult Audience Males 18-34	Younger Adult Audience 16-30
BEST TIME TO POST	Weekdays 9 AM - 3 PM Weds	Weekdays 11 AM - 1 PM Weds	Weekdays 12 - 4 PM Thur/Fri	Evenings & Late Night 7-11 PM
TYPE	Visual Content Videos Articles	Concise & Engaging Stories & Reels	Value-Added Content Educational	Short-Form Edutainment
LENGTH	40-80 Char for Captions Longer for Stories	up 125 Characters	7-15 Minutes	15-60 Seconds
REAL ESTATE TARGET	First-Time Buyers Sellers Mature/Aging	Sellers Buyers Luxury	Sellers Buyers Investors Second Homes	First-Time Buyers Upsizing