

THE POWER OF SOCIAL MEDIA

Boosted Posts Yield More Exposure Online

700 million minutes are spent on Facebook each month. Here at The Jessica McCreary Real Estate Team, we utilize social media marketing to your advantage to promote your listing and sell your home.



WE PROMOTE YOUR LISTING THROUGH THE FOLLOWING AVENUES:

- **Neighborhood Spotlight** - Highlights areas of interest near your neighborhood and in your community. Appears on the blog, optimized Facebook post, and Pinterest.
- **Facebook Listing Campaign** - Professional photos, video slideshow, optimized post, & targeted ad place for the property
- **Open House Event** (if applicable) - Optimized & boosted event created on the Facebook Business Page.
- **Analytics** - Marketing department utilizes their knowledge and expertise to analyze the data to determine number of people reached and best target audiences to boost posts to.
- **Listing Flyer** – info-graphic flyer about the home in relation to other areas of interest, this flyer will appear on our Pinterest page
- **Other Social Media Outlets** - In addition to Facebook, we post your listing videos to Instagram & LinkedIn.

NEIGHBORHOOD SPOTLIGHT:

Our marketing department will craft a neighborhood spotlight blog post as a way to promote your neighborhood. It creates an exposure opportunity for the new property listing, and is promoted through social media via a Facebook post, and will appear on our Pinterest page as well.



FACEBOOK LISTING CAMPAIGN:

- **Professional Photos** - Photographer takes photos of the home at no cost to the seller.
- **Video Slideshow** - A visually appealing compilation of the professional grade photos is created and offers ease of viewing for prospective buyers.
- **Targeted Ad** - A hyper-focused listing ad that will only be *boosted to individuals that fit the profile of a likely buyer for that particular area and home.
**Listing Broker pays for these boosted posts.*
- **Optimized Post** - Facebook has several complex algorithms to filter content that is shown to viewers. Our marketing department possesses helpful knowledge on this subject, which will maximize the number of viewers. So consumers aren't just seeing the listing on HAR.com.

OPEN HOUSE EVENT

We create an event for Facebook, to generate interest for the listing, and to promote any open houses we host. This event is then boosted to a targeted audience to draw more foot traffic to the event over the weekend.

