

# SOCIAL MEDIA ACTION PLAN

FOR THE WEEK OF May 22, 2023

**NEW** THIS WEEK

## MANTRA OF THE WEEK

"You have to always be ready, always be alive, and always be willing to move in a new direction."

— Kevin Spacey



## DAILY PROSPECTING CHECKLIST

- I engaged socially with other Instagram accounts, FB Business Pages and Groups on behalf of my biz
- I posted a reel to IG +FB
- I posted 1-2 feed post
- I posted 3-5 story slides to IG + FB
- I responded to comments & messages
- I am using searchable keywords in my captions and bio eg. 'Your City' Real Estate
- I am using a strong CTA



1. Help your followers enrich their real estate knowledge on 05/23 by sharing the term of the month: Bridge Loan!
2. Share tips about 6 ways to improve a rental property without spending too much on 05/24.
3. No one likes to overpay for a property! Be the expert and share how your followers can avoid paying too much for a property on 05/26.
4. Sold a lot of homes recently? Share a reel about tips for moving into a new home on 05/27!
5. Have you tried using video stories with music? Now is definitely the time! Check it out on your PorchLyte dashboard by going to Instagram > Stories.

### DID YOU KNOW?

What Happens When Another Agent **Copies Your Real Estate Marketing?**

The best way to avoid another agent copying your real estate marketing is to focus on **creating unique and creative marketing strategies that are hard to replicate.**

This could involve utilizing new technologies, creating custom content, or leveraging local market insights.

Additionally, focusing on **relationships** and providing exceptional customer service can also help to **differentiate your business from the competition.**