

SOCIAL MEDIA ACTION PLAN

FOR THE WEEK OF JANUARY 22, 2024

NEW THIS WEEK

MANTRA OF THE WEEK

"Good business leaders create a vision, articulate the vision, passionately own the vision, and relentlessly drive it to completion."

-Jack Welch



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. Educating your audience is SO important! This week educate them on the 3 benefits of a pre-listing inspection for both buyers and sellers.
2. You don't know what you don't know right? Well, make sure your audience does! Give them the 5 factors to consider for long-term investment value.
3. Speak to your buyers this week and give them the top 3 non negotiables when searching for a home.
4. Everyone loves a trend! Tell your audience what the Must-Have Home Features are: 5 priorities to focus on before exploring extra perks.
5. Encourage your competition! What are the 4 tips for a successful Open House?.

DID YOU KNOW?

According to Google, 40% of Gen Z uses IG and TikTok as search engines. So what does this mean? YOUR IDEAL AUDIENCE is on your social platforms.

Social Media SEO is SO IMPORTANT. If you don't ALREADY have your keywords and keyphrases researched so that you can sprinkle them in your captions and bio - you are behind.

Prepare your platforms for the users that are