

SOCIAL MEDIA ACTION PLAN

FOR THE WEEK OF MARCH 27, 2023

NEW THIS WEEK

MANTRA OF THE WEEK

“When you live for a strong purpose, then hard work isn’t an option. It’s a necessity.”

— Steve Pavlina



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) Don't be fooled this April fools! Break real estate myths by sharing some hard facts on 04/01.

2) Monthly maintenance is a must, don't you think so? Share an April maintenance to-do list on 04/03.

3) Spring is definitely here! Share some easy and affordable home hacks that your followers can do on 04/04!

4) Create an Instagram Reel using a trending sound or template on 04/05. Don't forget to use relevant hashtags!

5) Recently closed great deals? Don't forget to share them on your story on 04/06!

6) Have you checked out Lumi yet? This is your personal real estate Ai assistant exclusive for PorchLyte members! Head over to the tab on the left that says Lumi Ai Prompts and take it for a spin today!

DID YOU KNOW?

We recently announced the launch of Lumi Ai – our latest cutting-edge tool that introduces AI directly into the PorchLyte membership. With Lumi Ai, you can take your real estate business to the next level and achieve outstanding results.

Create engaging listing descriptions, write compelling social media posts, and provide value to potential clients through email drip campaigns. Plus, you can repurpose PorchLyte marketing content to save time and resources and so much more!

Say goodbye to outdated marketing strategies and hello to the future of real estate marketing with Lumi Ai!