

CONTENT

PorchLyte
Membership

CALENDAR





Connecting on social media is key.

As a real estate agent you know that the backbone of this business is built on relationships.

But did you know that 77% of realtors actively use social media for real estate in some way, shape or form and that 47% of real estate businesses note that social media results in the highest quality leads versus other sources.

99% of millennials (and 90% of baby boomers) begin their home search online (as opposed to in-person referrals)

Translation? Social media is an absolute goldmine for real estate businesses.

Of course, that's assuming you have a concrete social strategy and aren't just winging it.

Whether you're just getting started or want to figure out how to gain more leads from social media, we've got you covered.

Xo Tracy

A photograph of a silver laptop resting on a light-colored, textured fabric surface, possibly a couch or bed. A white, chunky-knit blanket is draped over the laptop and the surface. The background is softly blurred, showing more of the same fabric and a hint of a window or light source.

HOW TO CREATE A CONTENT CALENDAR FOR SOCIAL MEDIA

One of the things I hear the most from agents is the desire for more time. I totally get it. I've always said "If there were only 30 hours in a day..."

But unfortunately that is just not our reality. So let's focus about how we can make the most of what we do have.

I have found that when I plan for success, I'm successful. Sounds easy enough but planning is the first step to accomplish exactly what you have set out to do.

Let's break this down into bite sized chunks so you can create an effective content calendar for social media to start bringing in leads.

STEP

01 BRAINSTORM 30-40 TOPICS THAT YOUR AUDIENCE WILL WANT TO HEAR ABOUT



****DO NOT FALL INTO THE TRAP OF CREATING CONTENT THAT YOU WANT.**

Your followers have followed you for a reason. They are looking for answers. The more that you can give them, the more apt that you will be the one they call when the time is right.

To help you get the ideas flowing, brainstorm topics such as: staging tips, showcase a local business, best dog parks, top home repairs and so on. Try to come up with ideas that your ideal niche would be looking for.

BUYERS

EVENTS

STAGING

MORTGAGE

SELLERS

LOCAL

STEP 02

ORGANIZE INTO
CATEGORIES



STEP 03

FILL IN YOUR CALENDAR WITH YOUR TOPICS

*Important - 80% of the time you want to post content that your audience wants to hear about. The remaining 20% can be about you and your business.



STEP

04

CREATE POSTS WITH PHOTOS AND CAPTIONS

Using tools like [Canva](#) or grabbing one of our handy done-for-you posts inside the PorchLyte membership will make it a breeze.



STEP

05

PRE-SCHEDULE YOUR POST TO FREE UP YOUR TIME

We recommend that you use schedulers native to your social media platform. Facebook's Creator Studio is a great way to schedule on both Facebook and Instagram and is native to both of those platforms.

You can also use other scheduling tools such as Later, Loomly, Planable, AgoraPulse and so many more.



hope this helped you plan your social media posts with ease :)

Still feeling overwhelmed on where to start with social media marketing for your real estate business? Want more?

I would love to invite you into our PorchLyte membership for real estate agents like yourself so that you can learn how to build a powerhouse business online.

Every month, our members receive 90+ customizable templates and captions so you never have to think of what to post about again, a social media action plan to learn how to prospect on social media with ease, a lead magnet to draw your leads in effortlessly and live group coaching with me.

But I am just scratching the surface. There is so much more inside waiting for you.

Click the button below to learn more.

LEARN MORE

We would love to see you on the inside!

Xo Tracy