

Real Estate Marketing Playbook

A Comprehensive Guide by Optymizer

Agent Social Media Template Pack

Real Estate Marketing for Buyer & Seller Leads

■ Facebook & Instagram Content Calendar (30-Day Plan)

Week 1: Listing Showcase

- **Monday:** New listing carousel (4-6 photos)
- **Wednesday:** Virtual tour video (60 seconds)
- **Friday:** "Just Sold" before/after renovation
- **Weekend:** Open house promotion (boost \$20)

Week 2: Neighborhood Expert

- **Monday:** "Market Update" - sales trends in target area
- **Wednesday:** Local business spotlight (coffee shop, restaurant)
- **Friday:** School district ranking post
- **Weekend:** Community event coverage

Week 3: Educational Content

- **Monday:** First-time homebuyer tips (carousel)
- **Wednesday:** "What's your home worth?" appraisal CTA
- **Friday:** Mortgage rate update (partner with lender)
- **Weekend:** Client testimonial video

Week 4: Behind-the-Scenes

- **Monday:** Day-in-the-life agent video
- **Wednesday:** Staging before/after
- **Friday:** "This Week's Showings" recap

- **Weekend:** Personal story (builds connection)

■ Visual Content Templates (Copy-Paste Captions)

New Listing Post

■ JUST LISTED in [Neighborhood]!

■ [Bedrooms] bed, [Bathrooms] bath

■ [Square Feet] sq ft

■ \$[Price]

■ [Address]

Features you'll love:

■ [Feature 1]

■ [Feature 2]

■ [Feature 3]

■ Schedule your showing: [Link]

#[City]RealEstate #[Neighborhood]Homes #NewListing

Just Sold Post

■ SOLD in [X] days!

Another happy family found their dream home in [Neighborhood]!

Thinking of selling? I'd love to help you get results like this.

■ Call/text: [Phone]

■ Email: [Email]

#JustSold #[City]Realtor #HomesSoldFast

Market Update

■ [Month] Market Update for [City]:

■ Median home price: \$[Amount] ([+/-]% from last month)

■ Days on market: [X] days

■ Inventory: [X] homes available

What does this mean for you?

[1-2 sentence analysis]

Thinking of buying or selling? Let's chat!

#RealEstateMarket #[City]Homes

■ Lead Generation Campaigns

Seller Leads (Facebook Ads)

- [] *****"What's Your Home Worth?"**** free appraisal landing page
- [] ****Target:**** Homeowners in target zip codes, 35-65 years old
- [] ****Budget:**** \$10-20/day
- [] ****Lead magnet:**** Neighborhood sales report (past 6 months)
- [] ****Follow-up:**** Call within 15 minutes, send CMA within 24 hours

Buyer Leads (Instagram Ads)

- [] *****"New Listings Delivered Weekly"***** email signup
- [] ****Target:**** Renters, 25-45 years old, household income \$75K+
- [] ****Creative:**** Video montage of recent listings
- [] ****Lead magnet:**** First-time homebuyer guide
- [] ****Follow-up:**** Add to email drip, text new listings weekly

■ Email Drip Sequences (Automated Nurture)

Seller Sequence (7 emails over 30 days)

1. **Day 0:** "Thanks for requesting your home value" + CMA
2. **Day 3:** "3 ways to increase your home value before selling"
3. **Day 7:** "How we sold [Address] for \$X over asking"
4. **Day 14:** "What sellers are saying" (testimonials)
5. **Day 21:** "Current market conditions" (urgency/scarcity)
6. **Day 28:** "Ready to sell? Book your consultation"
7. **Day 30:** "Here's what happens next" (process walkthrough)

Buyer Sequence (10 emails over 60 days)

1. **Day 0:** "Welcome! Here's your buyer guide"
2. **Day 3:** "How much home can you afford?" (mortgage calculator)
3. **Day 7:** "Top 5 neighborhoods for your budget"
4. **Day 14:** "New listing alert: [Property]"
5. **Day 21:** "Mistakes first-time buyers make (and how to avoid them)"
6. **Day 28:** "This weekend's open houses"
7. **Day 35:** "Client success story" (recent buyer)
8. **Day 45:** "Mortgage pre-approval: Here's how"
9. **Day 55:** "Your dream home checklist"
10. **Day 60:** "Ready to start looking? Let's talk"

Website Optimization (Lead Capture)

Homepage Must-Haves

- [] **IDX property search** (MLS integration)
- [] **"Get Your Home Value"** CTA above fold
- [] **Saved search alerts** (email opt-in)
- [] **Testimonial carousel** (social proof)

- [] **Neighborhood guides** (SEO + lead magnets)

Landing Pages

- [] **Seller landing page:** Free home valuation
- [] **Buyer landing page:** New listing alerts
- [] **First-time buyer:** Complete guide download
- [] **Luxury homes:** High-end property showcase

Metrics That Matter

Track Monthly

- **Cost per lead** (target: \$15-40)
- **Social media engagement rate** (goal: 3%+)
- **Email open rate** (aim: 25%+)
- **Listing-to-sale conversion** (industry avg: 70%)

Quick Wins (Implement This Week)

1. **Post 3 listing showcases** to Instagram
2. **Run \$10/day "Home Value"** Facebook ad
3. **Set up email automation** for new leads
4. **Film 60-second neighborhood tour** video
5. **Create Google My Business post** for new listing

This template pack is used by 76+ top-producing agents.

Ready to 10x your lead flow?

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