

THE LEVERAGE FORMULA

BONUS ARTICLE

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Social Media Post Ideas



SOCIAL MEDIA ENGAGEMENT POST IDEAS:

1. Share a photo of a recently sold property and congratulate the new homeowners
2. Share a photo of a recently listed property
3. Provide updates on market conditions and trends, such as changes in home prices or the number of homes for sale.
4. Share tips and advice for buying or selling a home, such as the importance of getting a home inspection or negotiating closing costs.
5. Highlight the features and amenities of a new listing, such as a beautiful backyard or a spacious kitchen. This can be broken down by room as separate post.
6. Share testimonials and reviews from satisfied clients, highlighting their experiences and the positive results they achieved.
7. Share informative articles or blog posts on topics that are relevant to your audience, such as the benefits of homeownership or the steps involved in the home buying process.
8. Offer promotions or discounts on services, such as a free home evaluation or a reduced commission rate for buyers who mention your social media post.
9. Share photos and videos of yourself and your team at work, showcasing your expertise and the services you offer.
10. Participate in relevant online discussions and answer questions from potential clients, providing valuable information and building trust and credibility. Be the expert in your neighborhood Group.
11. Show your personality and humanize your brand by sharing personal stories and experiences, such as your favorite local spots or what you love about your community.
12. Share loan programs available for buyers
13. VIDEO, VIDEO, VIDEO, VIDEO!
14. Did I mention VIDEO!
15. Be authentic, consistent and responsive

