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REAL ESTATE
KELLER WILLIAMS CRYSTAL COAST

Hot Takes

five content lessons that could change *everything*

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well, who are we?

- Born in 2015.
- Served 2,700+ families since inception.
- Marketing focused, prospecting enhanced.



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MCKRE Gives

Charitable arm.



Carteret Curated

@carteret.curated



Vendor Guide

mckrevendorguide.com

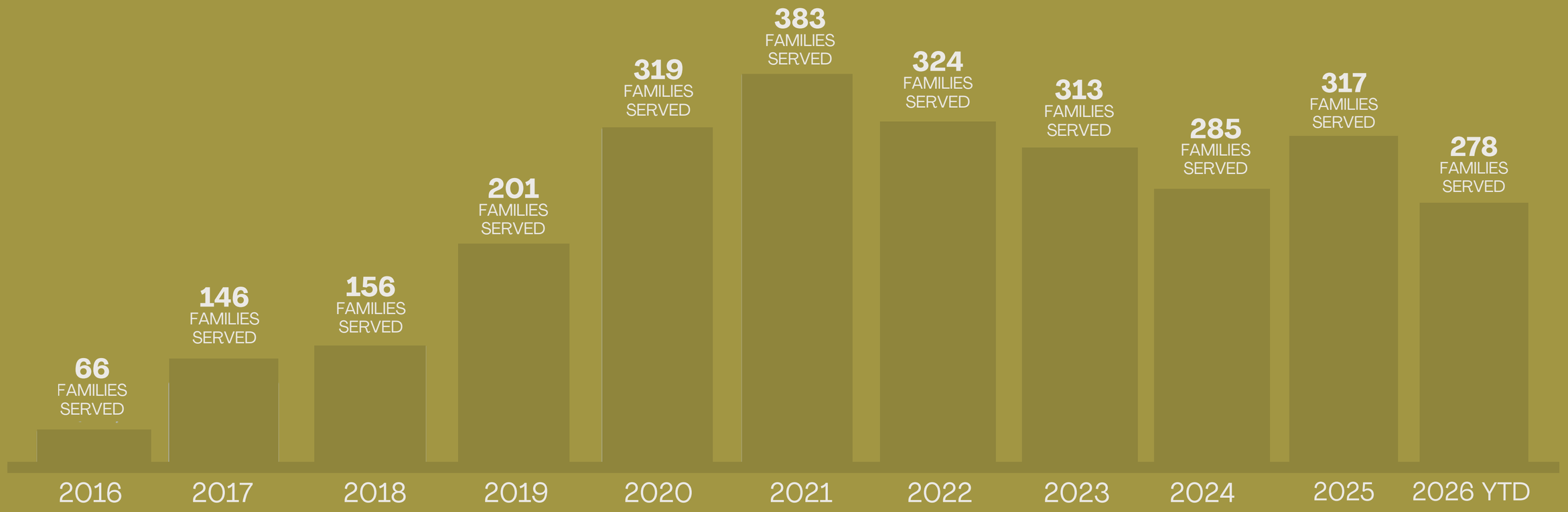


MC & Meg

@mcandmeg

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our proven *results*



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THE CONTENT PROBLEM

What are your biggest *frustrations* when it comes to creating a piece of marketing?

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THE CONTENT PROBLEM

"I'm posting, but nothing is happening."

"My content feels all over the place."

"I don't know what to post."

"I don't have time to create content."

"I'm inconsistent."

"I overthink everything."

"I don't want to sound salesy."

"I don't know my business' voice."

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“I’m posting, but nothing is happening.”

“My content feels all over the place.”

“I don’t know what to post.”

“I’m not *creative* enough.”

“I don’t have time to create content.”

“I’m inconsistent.”

“I overthink everything.”

“I don’t know who I’m talking to.”



Hot Takes

Hot Take 1: Clear messaging comes first.

Hot Take 2: Consistency beats creativity.

Hot Take 3: Collaboration expands your reach.

Hot Take 4: Every post needs a next step.

Hot Take 5: Tracking guides you along the way.



Hot Takes

Clarity

Consistency

Collaboration

Action

Tracking


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Hot Take 1:
Clear messaging comes first.
You need to know who you are, whom you serve, and what you want people to remember.

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HOT TAKE #1

Your marketing is not about *you*.



You are
not the hero.

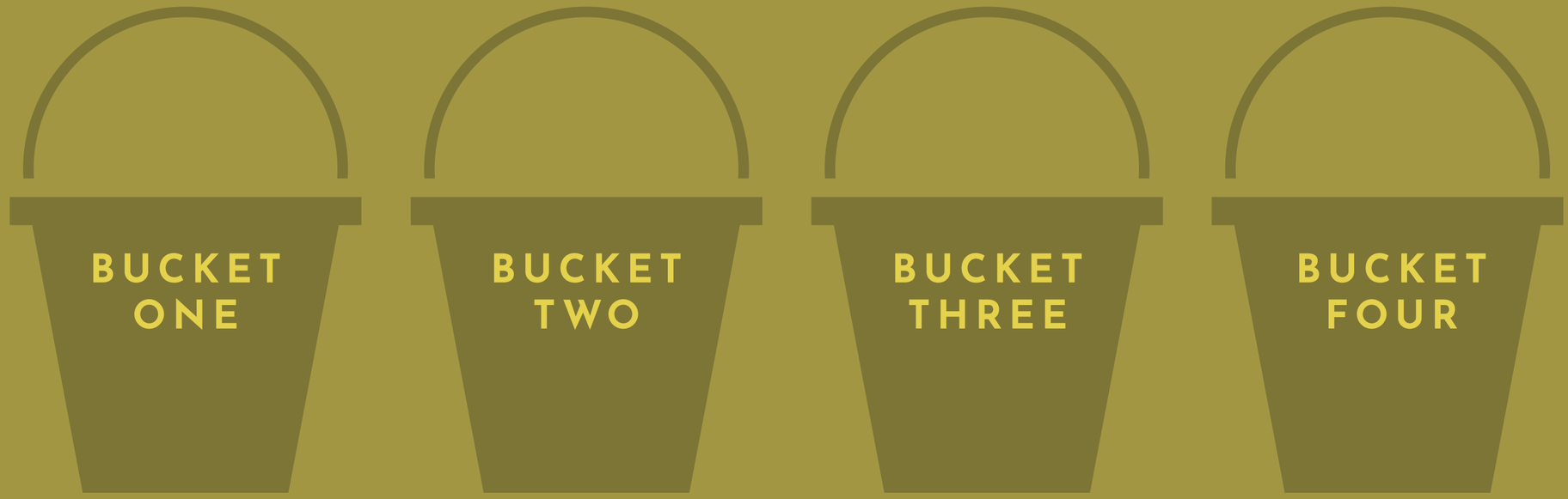


You are the *guide*.
Your client/customer
is the hero.

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HOT TAKE #1

oh *hello*, content buckets!



Content buckets: categories/themes that help organize what you post on social media. Think of them like folders you can pull ideas from when planning content.

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HOT TAKE #1

oh *hello*, content buckets!



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Lauren's Boutique Buckets:

Clothing/Accessory Spotlight • Feel-Good Quotes • Events/Sales • Team

Veneer Technologies Buckets:

Process/Products • Giving Back/Community • Team

Southern Bank Buckets:

Why Southern Bank? • Testimonials • In the Community • Team

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NOW, HOW DO YOU SHARE WHO YOU ARE WITHOUT ALWAYS TALKING ABOUT YOURSELF?

- What is it that you want to convey about you or your business, understanding that this is your chance to curate a professional persona?

- What's different about what you do versus what others in your industry do?

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HOT TAKE #1

intelligent

enjoy each other

approachable

genuine care for our clients

deeply rooted in our community

innovative strategies to get homes sold

we invest in getting better

MCKRE

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HOT TAKE #1

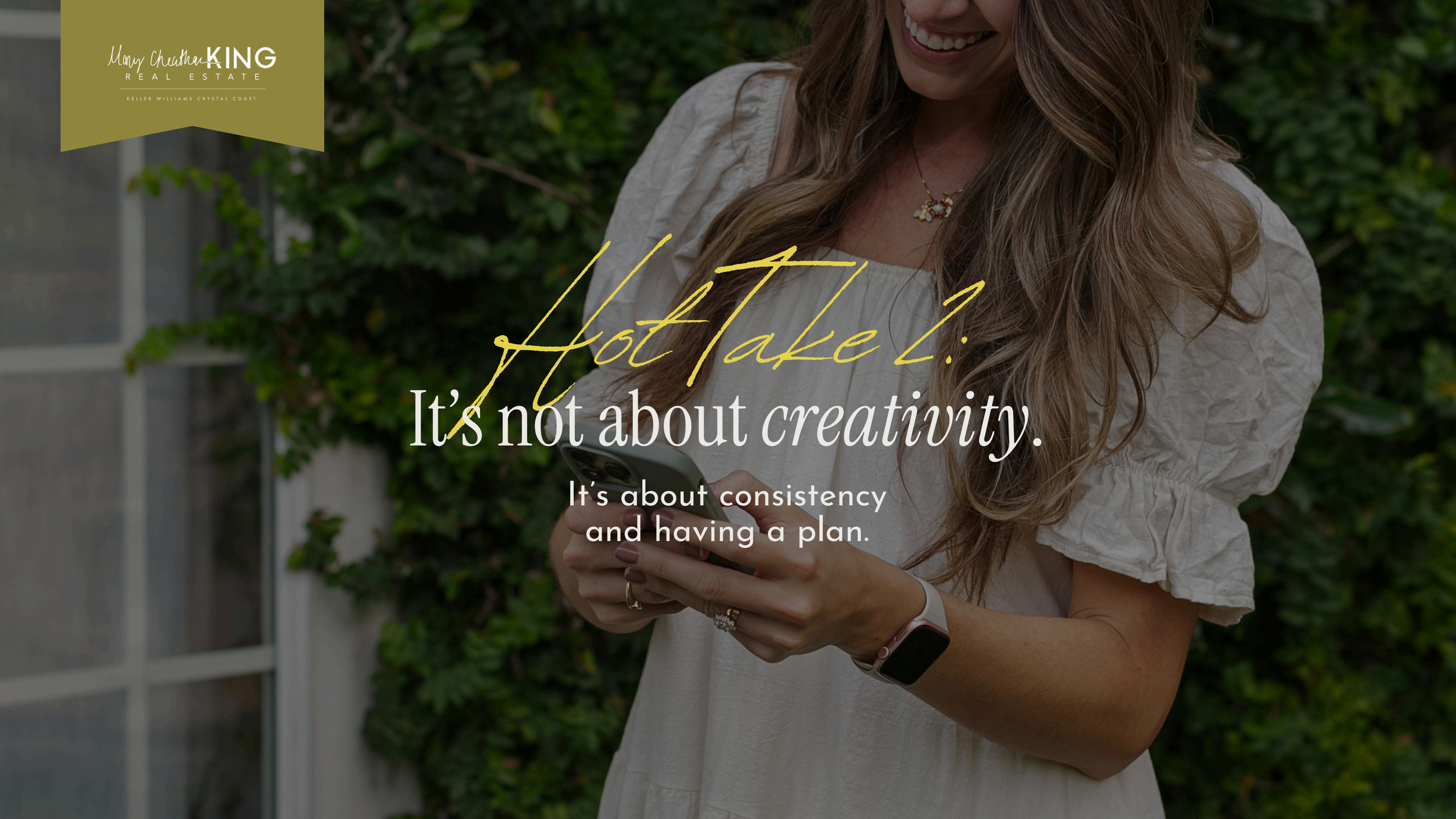
Activity

Brain dump words or phrases that describe how you want people to perceive you or your business.

PRO TIP: Imagine you were reading the most thoughtful review ever about your business. What are some phrases that the reviewer would use?

HOT TAKE #1 RECAP

- You're the guide, not the hero.
- Content buckets = file folders.
- When someone consumes your content, what do you want them to walk away understanding about your business? Make your messaging as clear as possible.


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Hot Take 2:
It's not about creativity.
It's about consistency
and having a plan.

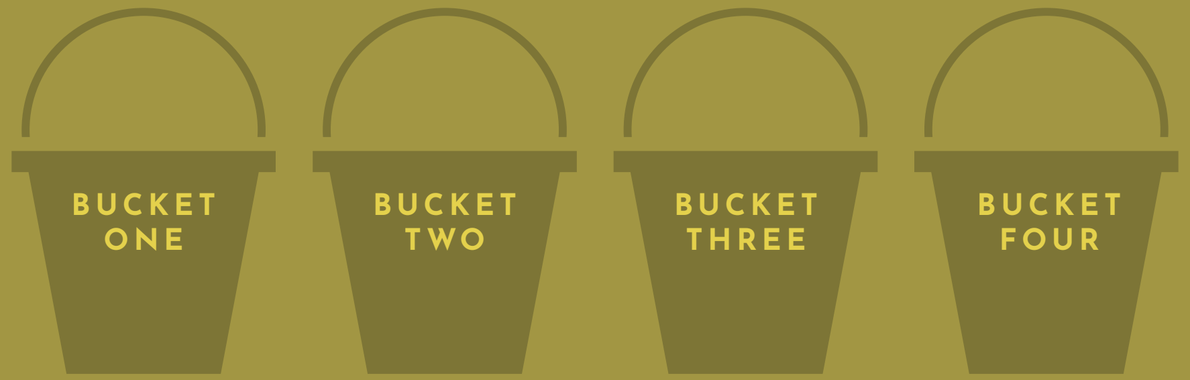
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HOT TAKE #2

Consistent marketing is associated with revenue increases of up to 33%.

Creativity might make someone stop, but consistency makes them remember you.

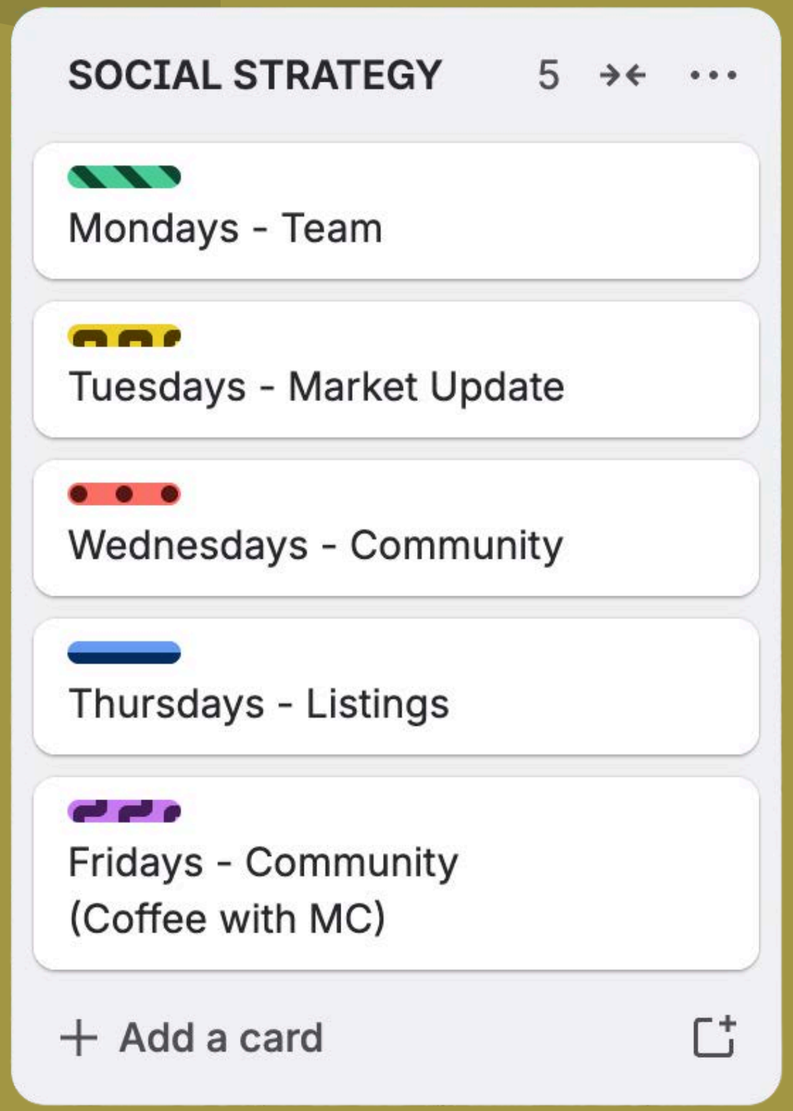
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Use your buckets from Hot Take #1 to create a consistent social strategy.

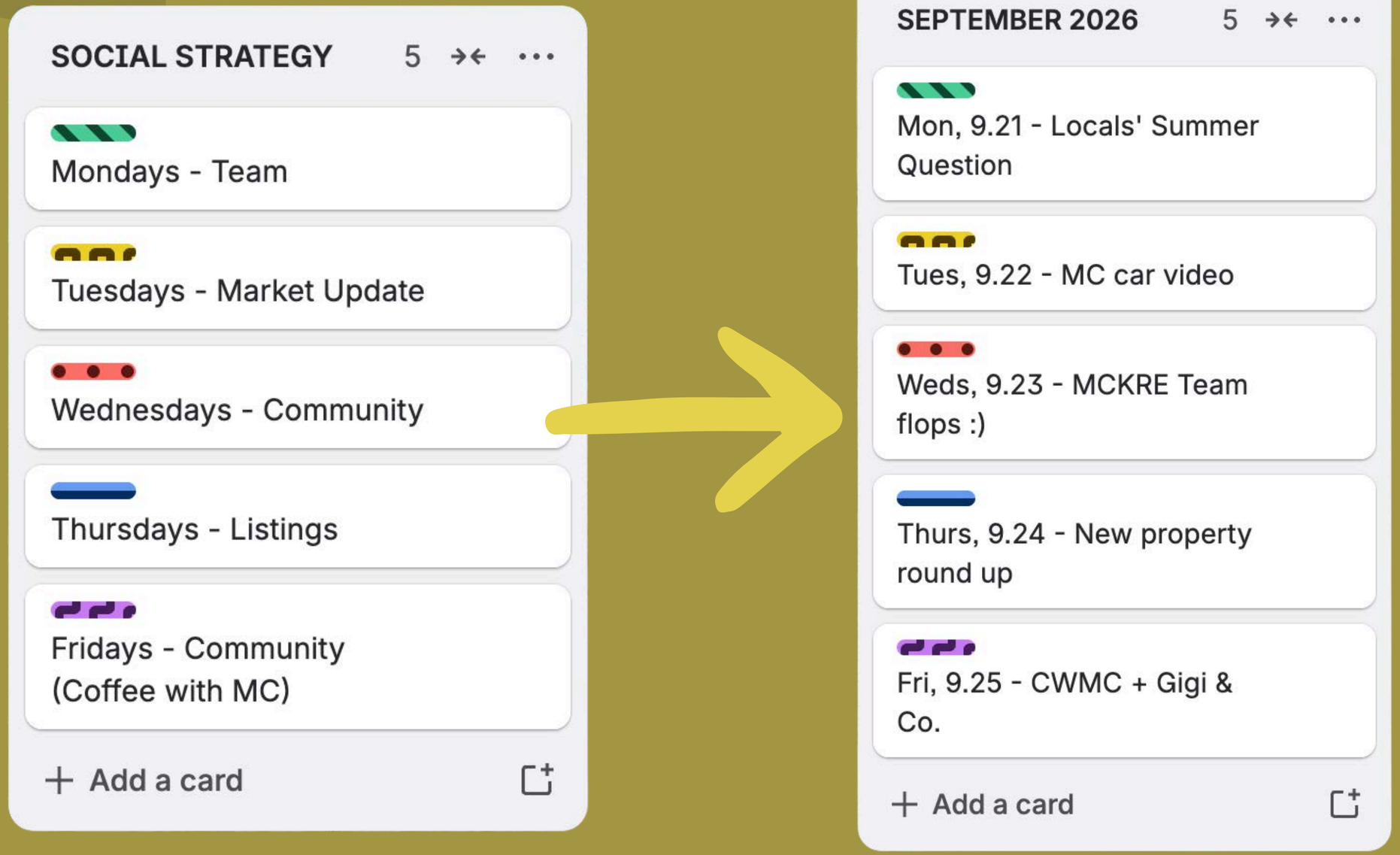
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HOT TAKE #2



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HOT TAKE #2



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HOT TAKE #2

Mon, 9.21 - Locals' Summer Question

Mary Cheatham King Real Estate's Post

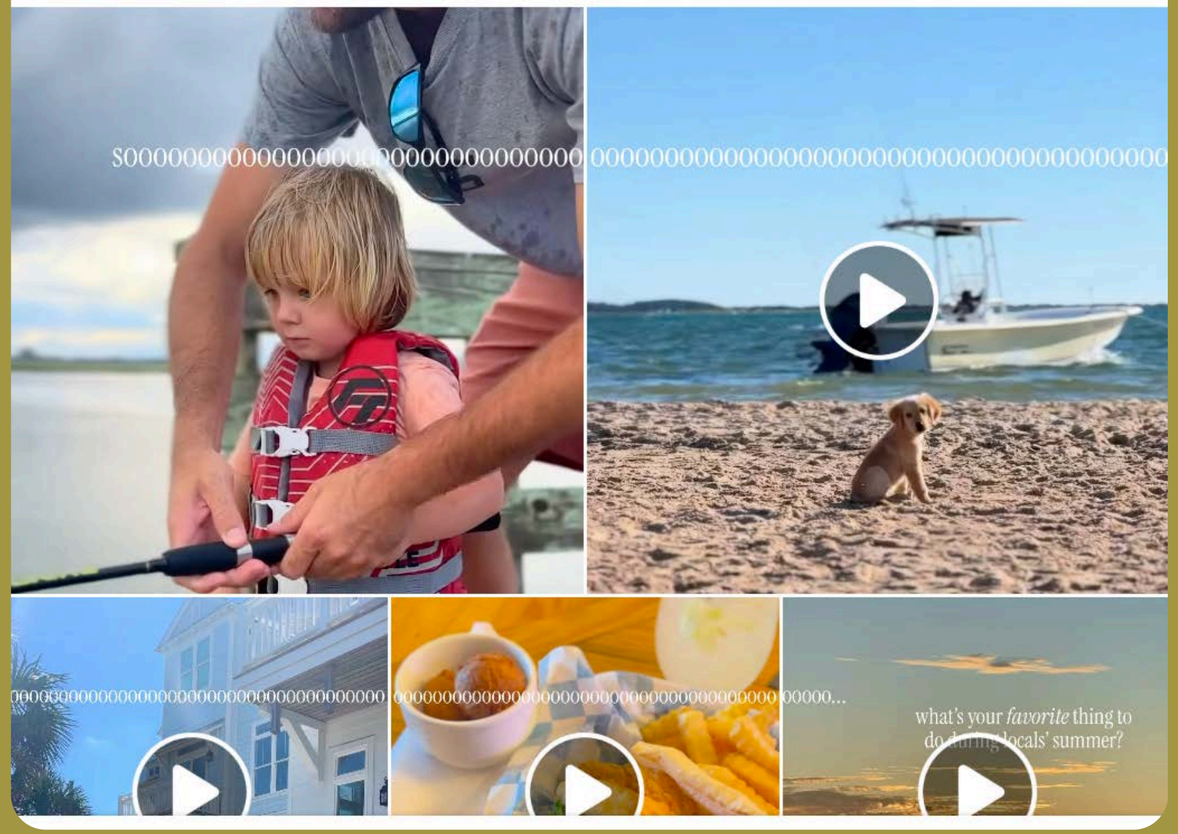
Mary Cheatham King Real Estate
September 21 at 6:00 PM · 🎵 Summer Somewhere · The Poison Oaks ·

Locals' summer has officially entered the chat!

Less traffic, perfect weather, and arguably the best time of year on the Crystal Coast. We want to know...what's on your must-do list for September & October?

Drop your favorite local spots, activities, traditions – all of it!👇

#KWCC



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HOT TAKE #2

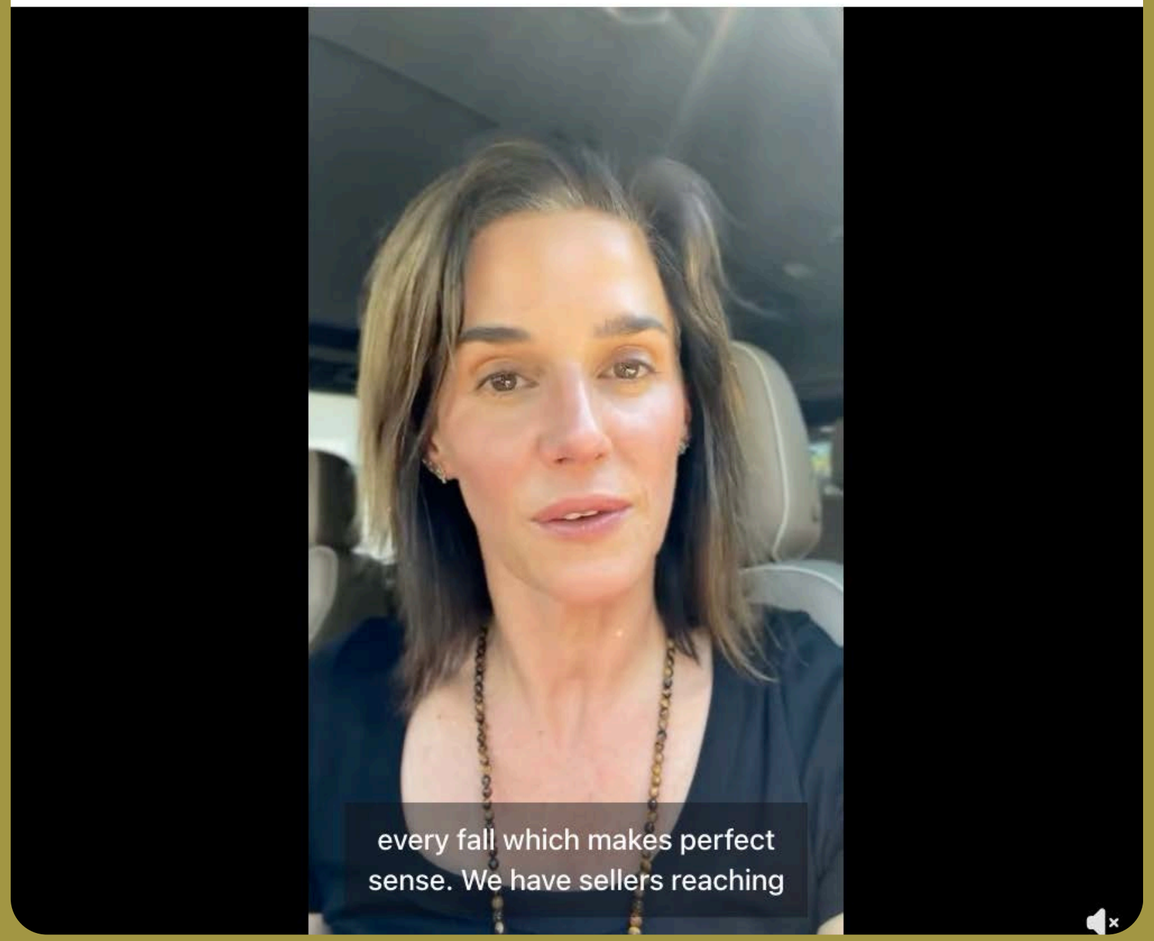
Tues, 9.22 - MC car video

Mary Cheatham King Real Estate
September 2 at 4:14 PM ·

Have you missed the market to sell your home this year? In under 90 seconds, MC shares what the data says about fall on the Crystal Coast and why now might just be the perfect time to move forward.

What other questions do you have? Tell us in the comments and we will answer them in our next market update!

#kwcc **See less**



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HOT TAKE #2

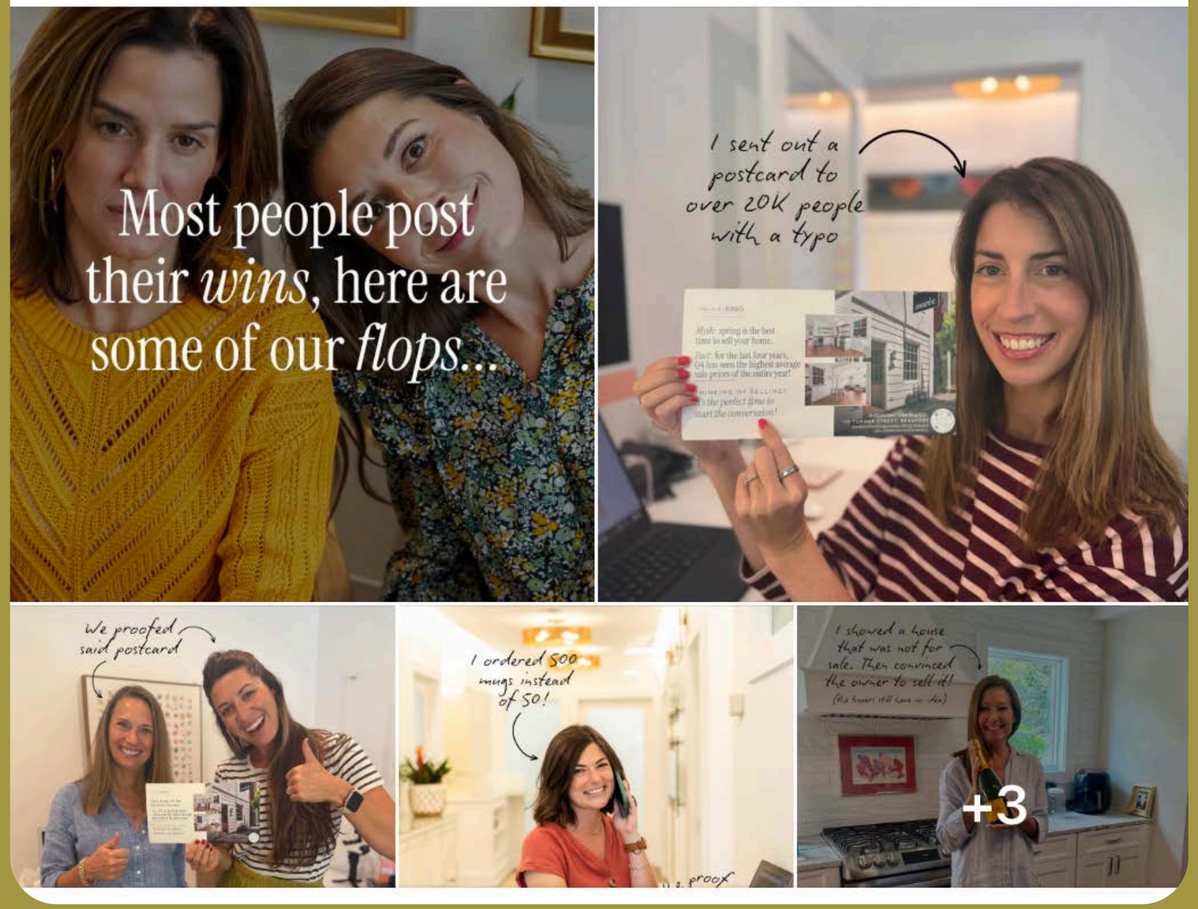
Weds, 9.23 - MCKRE Team flops :)

Mary Cheatham King Real Estate's Post

Mary Cheatham King Real Estate
September 17 at 3:00 PM ·

And there are plenty more where these came from! We mess up, we fix it, we laugh about it, we move on. The most important part? We create systems so that it doesn't happen again. And in case you needed proof that we don't use AI for our marketing materials, this is it. OOPS!

#kwcc



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HOT TAKE #2

Thurs, 9.24 - New property round up

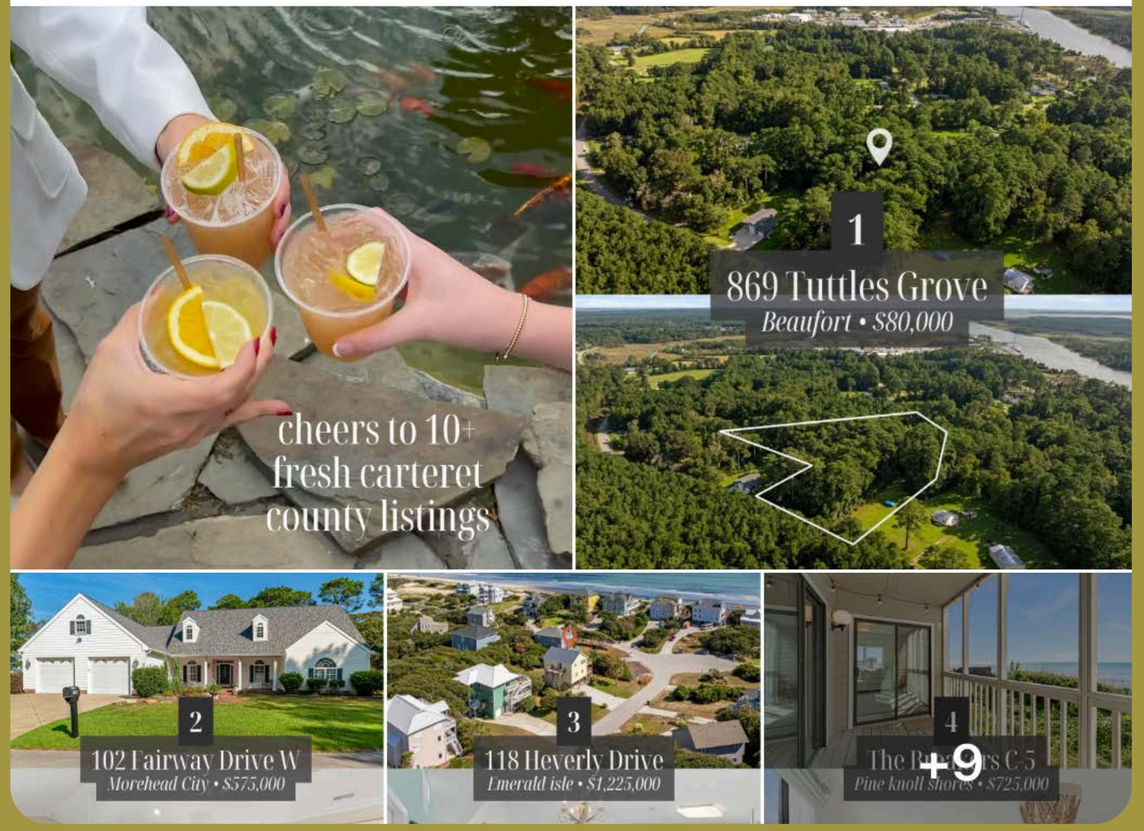
Mary Cheatham King Real Estate's Post

Mary Cheatham King Real Estate
6 days ago · Way To Go · LAVLO ·

Cheers to a fresh round of listings! We've got 10+ new properties that just hit the market across the Crystal Coast – and there might just be one worth raising YOUR glass to. 👀

See them all at https://www.marycheathamking.com/new-listings

#KWCC



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HOT TAKE #2

Fri, 9.25 - CWMC + Gigi & Co.

Mary Cheatham King Real Estate
5 days ago ·

COFFEE WITH MC + GIGI & CO • EPISODE 301

Your closet might be worth more than you think, y'all! We took a field trip downtown to visit with Ashley Strother and the girls at Gigi & Co. to talk all things consignment – from how you can make money on the upscale women's an kids' clothing you're no longer wearing to what's trending for fall.

Consider this your sign to clean out your closet and perhaps to make room for a few new fall finds while you're at it 🙂

#KWCC **See less**



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HOT TAKE #2

Activity

Make your content commitment.
Choose a realistic posting frequency and assign content buckets to specific days. Then, fill in your commitment statement.

HOT TAKE #2 RECAP

- You don’t have to rely on creativity when you’re clear about the buckets of your messaging and you make a plan.
- Your plan only works when execution becomes nonnegotiable.

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Hot Take 3:

Collaboration expands your *reach*.

Collaborations introduce **your** business to another business' audience that already trusts them.



HOT TAKE #3

Why create content about other businesses?

- Builds relationships, referrals and collaborations.
- Positions you as a helpful community resource (and keeps you valuable even if they're not a customer at the moment).
- Humanizes your brand.
- Keeps you visible without always being a salesperson.

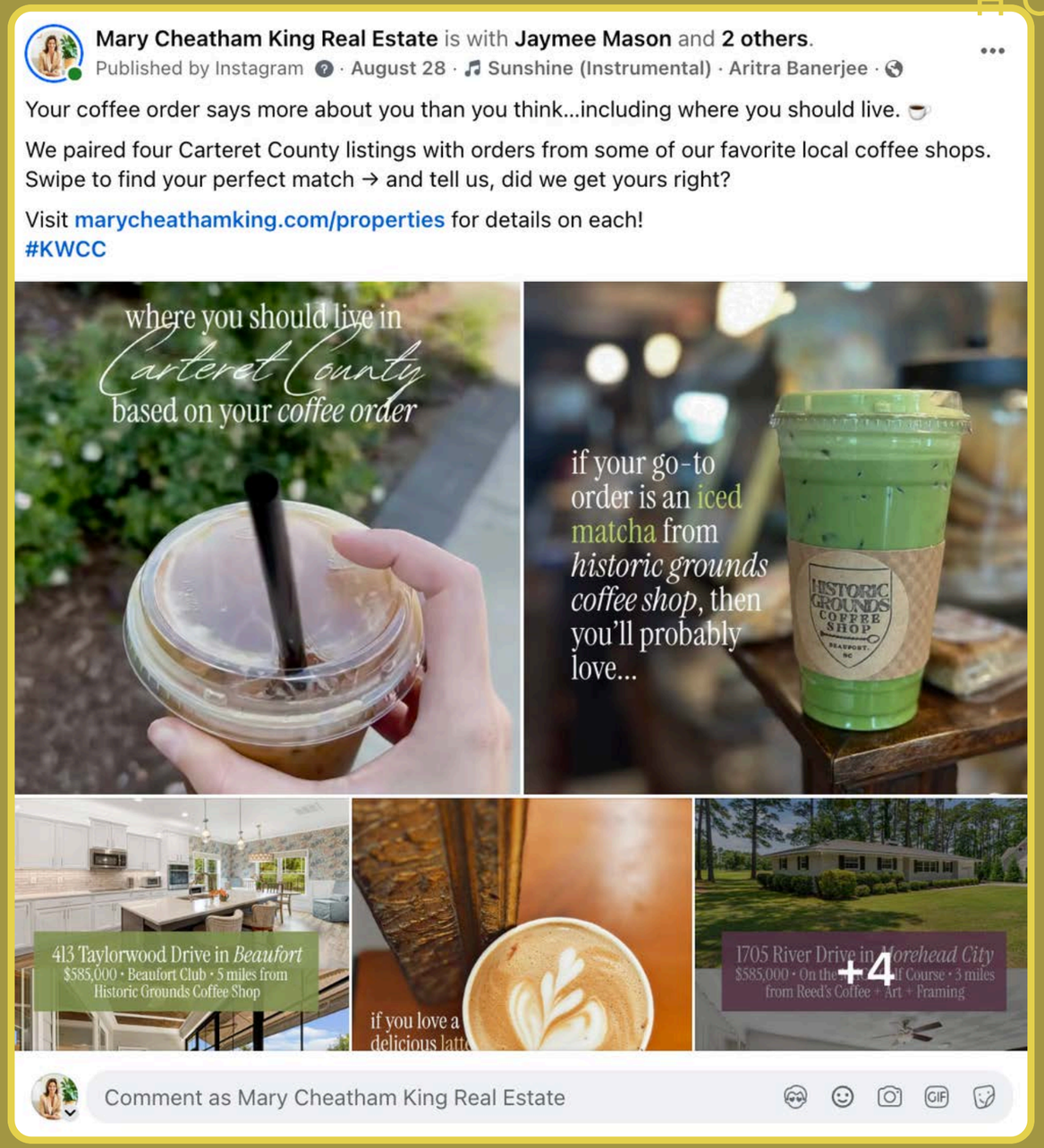
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HOT TAKE #3

Collaboration
in practice



Collaboration in practice



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HOT TAKE #3

Collaboration in practice

@triworksstudios



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HOT TAKE #3

Collaboration in practice

@buythebeachrealty



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Collaboration in practice



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HOT TAKE #3



Activity

Make a list of local businesses that would be a natural fit for a marketing collaboration with your business.

HOT TAKE #3 RECAP

- BE A COMMUNITY RESOURCE!
- You don’t have to only post about content within your industry.
- Shining a light on others humanizes your brand.

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Yes, Sea.



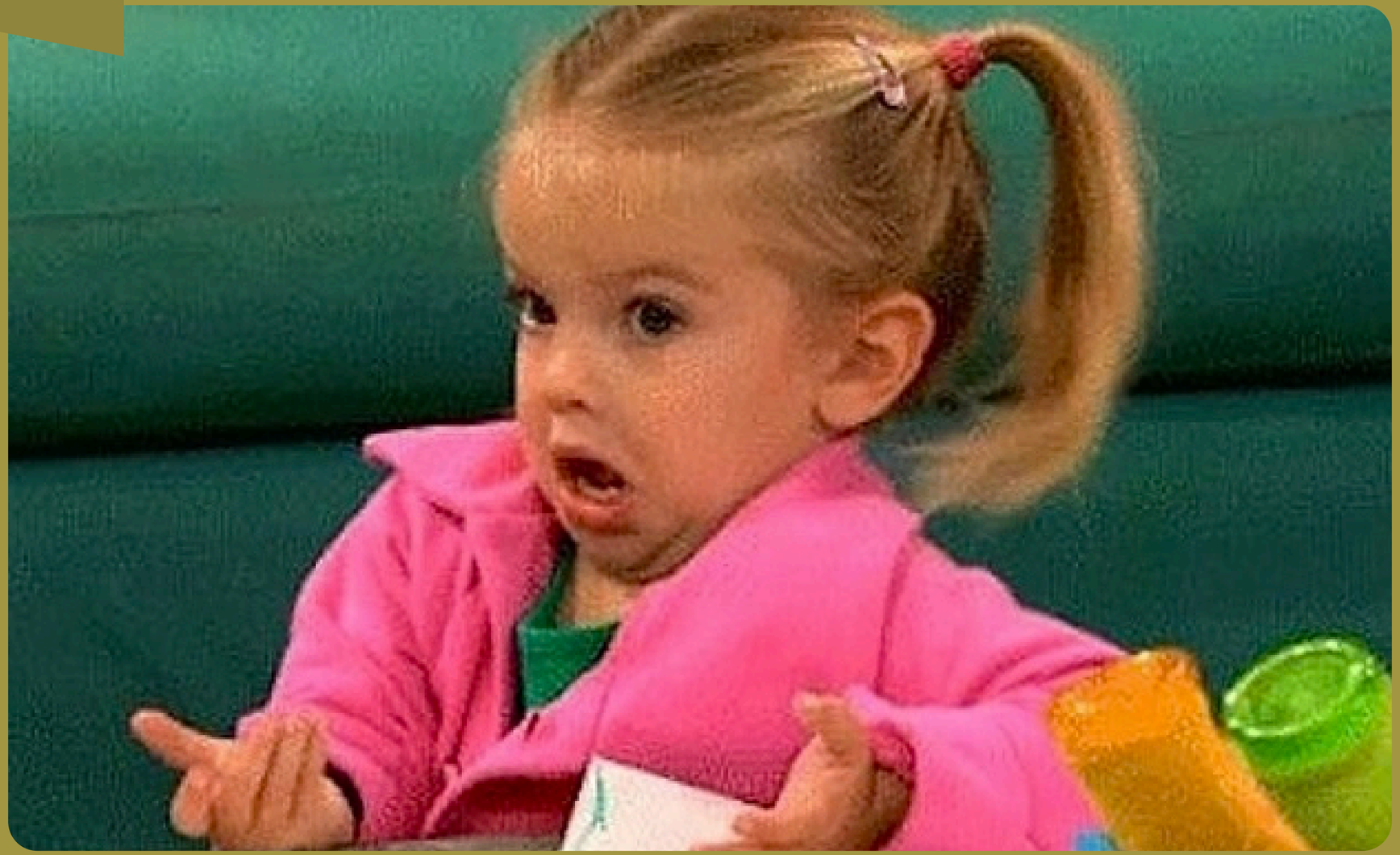
Hot Take 4:

Every (!) post needs a next step.

What's a call-to-action and why does the simplest request often work best?

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HOT TAKE #4



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HOT TAKE #4

with *a cta*

Crystal Coast Women In Business
September 7 at 12:11 PM ·

We're delighted to introduce our Keynote Speaker, Mayor Sharon Harker!

Across public service, healthcare, and business, Mayor Sharon Harker believes that community grows when people are seen, invited in, and given a place at the table. We're incredibly excited for her keynote session, "Pull Up a Chair: Building the Communities That Build Us".

We're less than a month away from the 6th Annual Crystal Coast Women In Business Conference, and we can't wait to see you there!

Purchase your tickets today: https://info.crystalcoasted.com/2026-women-in-business...
See less





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with *a cta*

HOT TAKE #4

Sanborn Orthodontics
5 days ago ·

Meet the Sanborn Orthodontics Team!

You know our smiles, but how well do you know us? 😉

Get to know our team a little better, from our favorite lunch, wake-up times, bedtimes, music, and dream vacations!

Which team member do you have the most in common with?

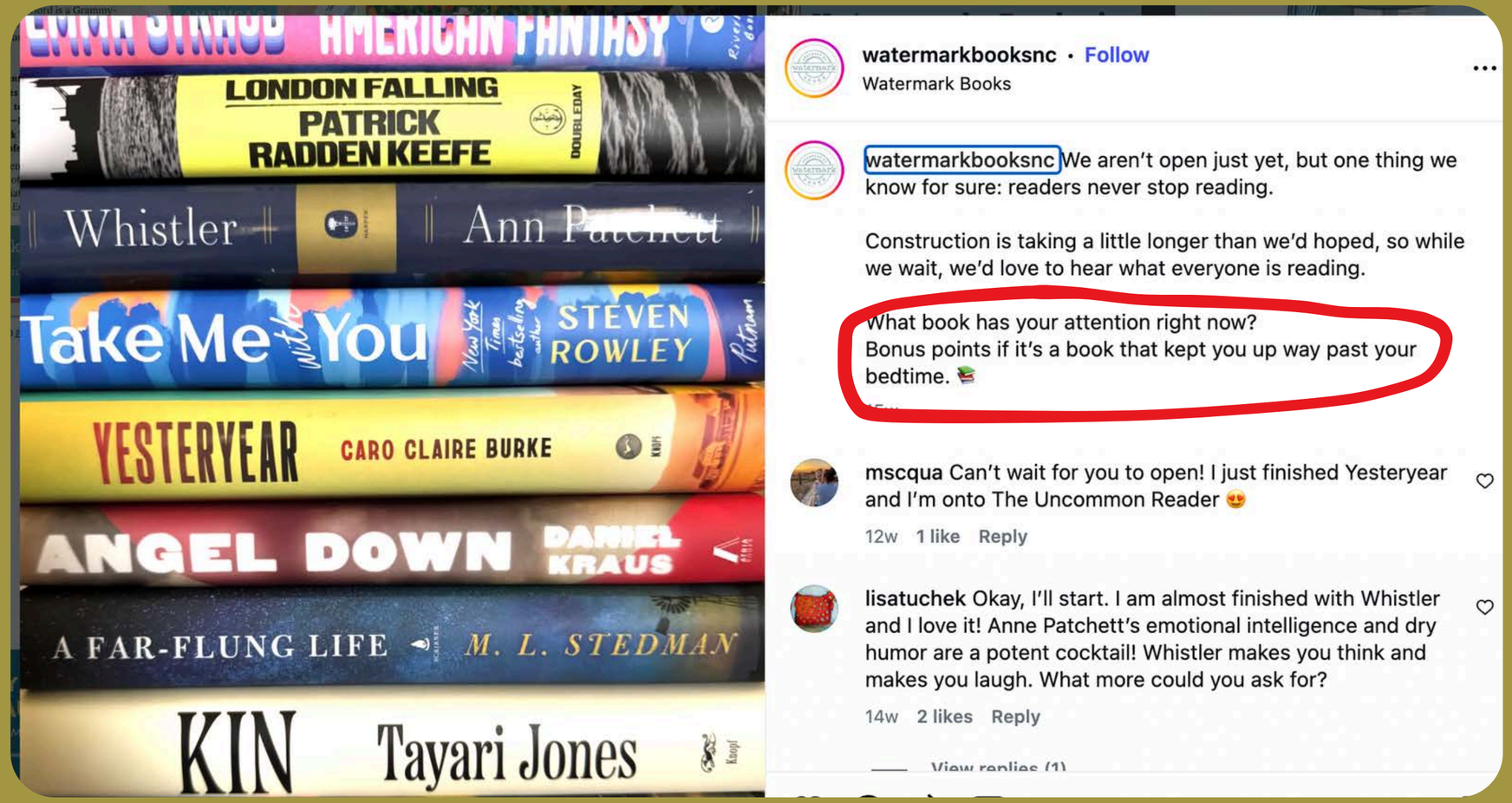
#SanbornOrthodontics #MeetTheTeam #OrthodonticFamily #GetToKnowUs #BehindTheSmiles #OurTeam #LocalOrthodontist **See less**



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HOT TAKE #4

with *a cta*



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HOT TAKE #4

with *a cta*

Ann Street Inn is in **Beaufort, NC**.
September 7 at 6:24 PM ·

Come check out our stoop. Snag a picture and post it! Thanks to my awesome helpers!
#Annstreetstoop



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Save, share, comment, send a message, book, subscribe, visit, reply



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HOT TAKE #4

Yes, Sea.

Activity

Write or circle five calls to action that fit your content buckets and business goals.



HOT TAKE #4 RECAP

- You must tell people what you want them to do on every single piece of marketing (even if you don't think you have to).


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Hot Take 5:
Tracking guides you along the way.
Track what your audience responds to, then
create more content based on those signals.

Videos you post on Facebook are now Reels
Your insights for reels and previously posted videos are now combined under Reels. About this change

HOT TAKE #5

All views | Reels | Posts | Stories

245,901 ↑ 1%
Views

11,206
3-secon

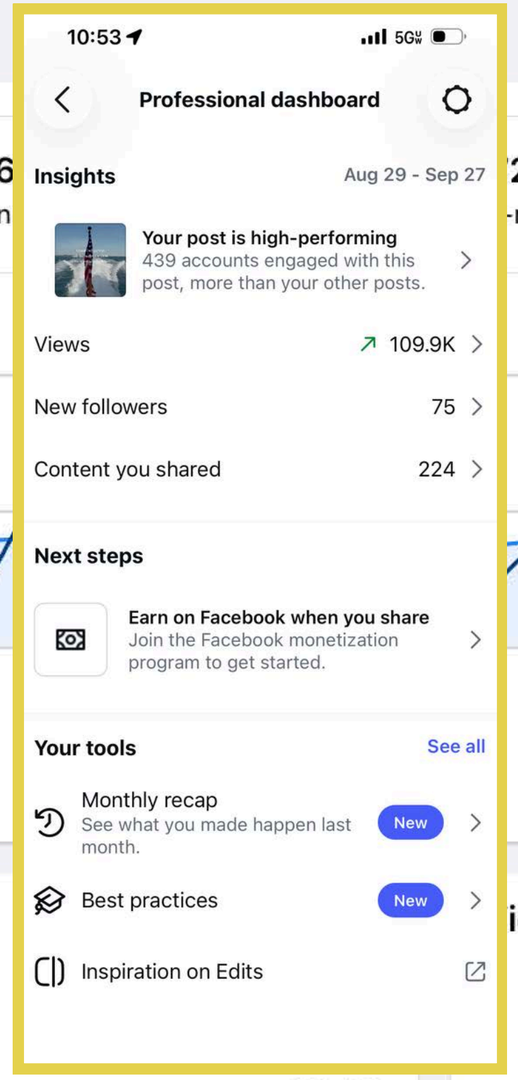
20,000
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Aug 31
Sep 5

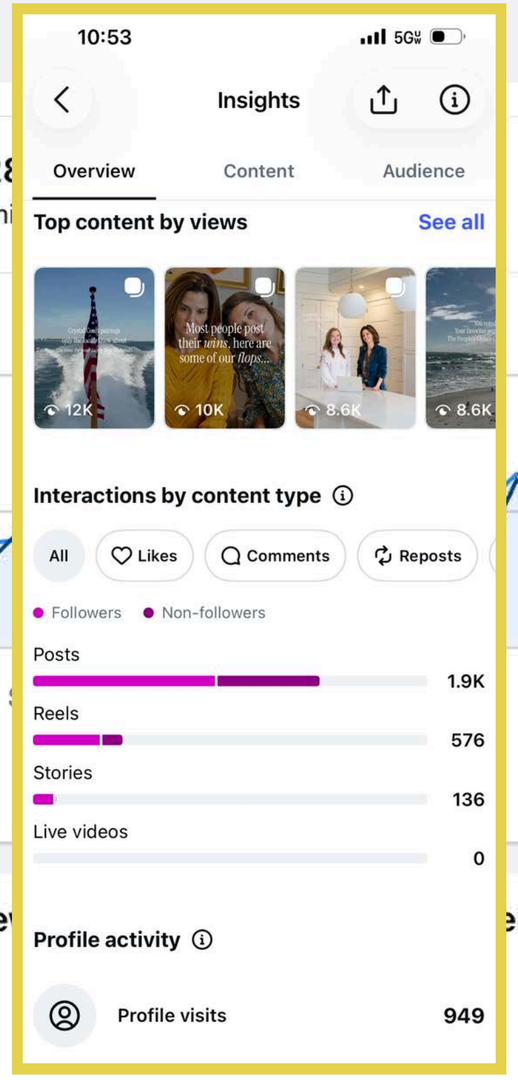
Views by content type

Followers Non-followers

Link 63.4%

Reel 10.1%







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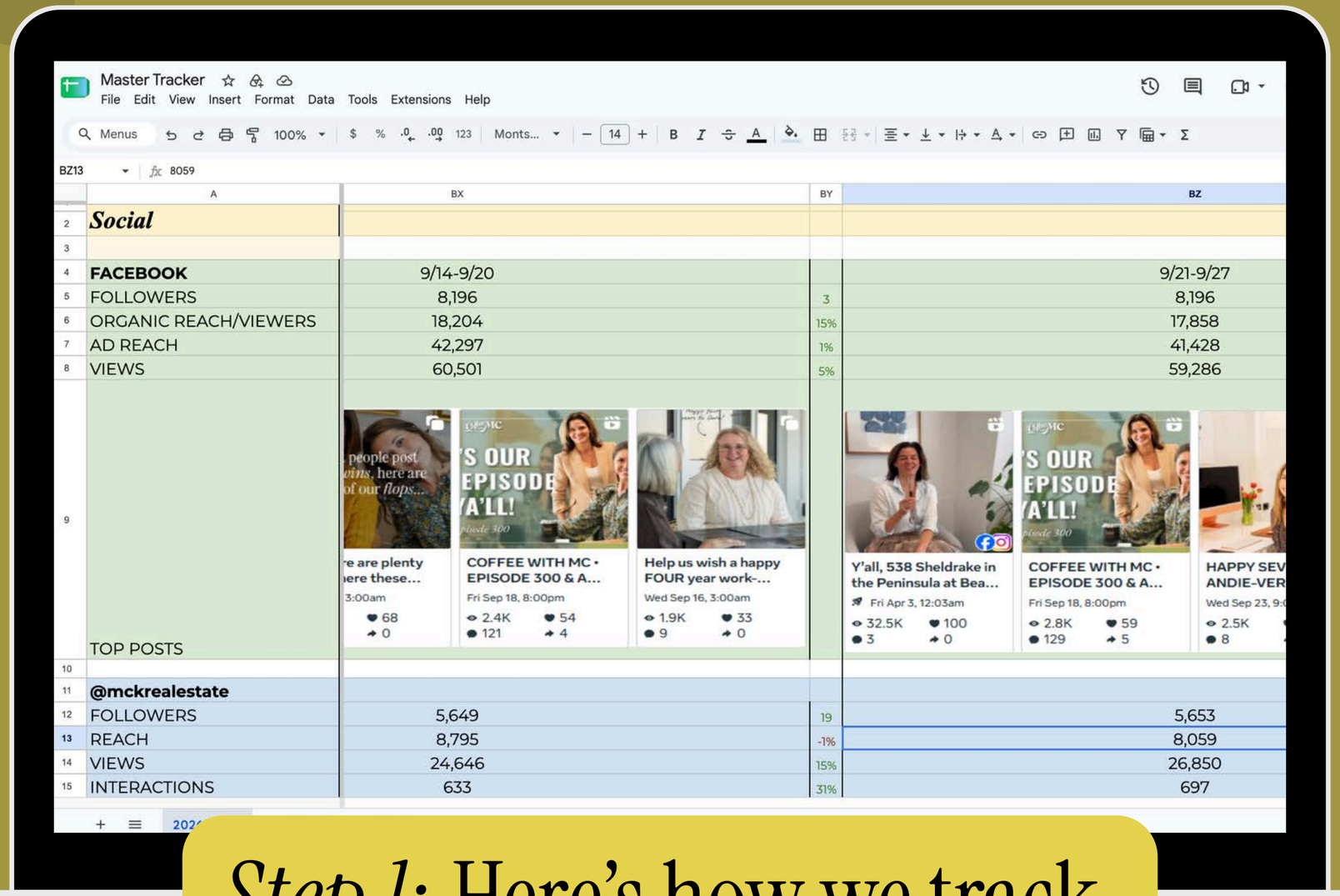
HOT TAKE #5





“What gets *measured* gets managed.”

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Step 1: Here's how we track.

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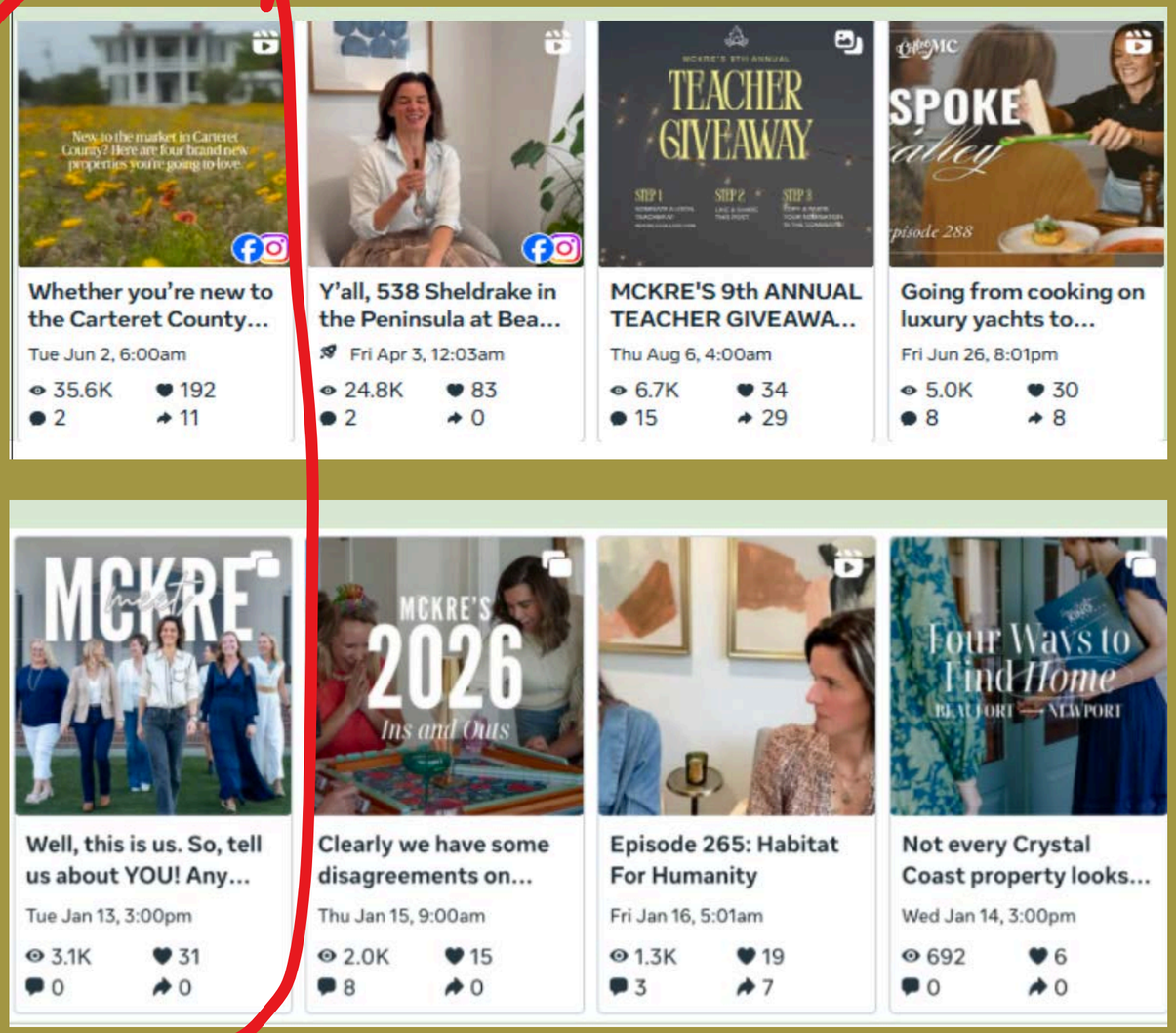
FACEBOOK	7/27-8/2	
FOLLOWERS	8,136	26
ORGANIC REACH/VIEWERS	32,636	-1%
AD REACH	30,909	8%
VIEWS	63,545	3%

FACEBOOK	8/3-8/9	
FOLLOWERS	8,157	21
ORGANIC REACH/VIEWERS	29,121	-12%
AD REACH	37,730	18%
VIEWS	66,851	5%

Step 2: Here's what we look at.

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HOT TAKE #5



Step 2: Here's what we look at.

Step 3: Here's what we do with it.

Three takeaways:

1. What performed well
2. What could improve
3. One specific action to take next week

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HOT TAKE #5

Resource

Scan the QR code in your workbook for your own marketing tracker template.



HOT TAKE #5 RECAP

- Don’t post off of *vibes* only.
- You don’t know if what you’re doing is working or not if you don’t look at the numbers.
- Let the numbers inform your next decision.

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Having a clear message, delivering it consistently, learning from feedback, giving your audience a clear action to take, and expanding your reach through collaboration will help you make the greatest impact.

Strategy will always be the reason your marketing works.



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questions?