

Indiana Sky Pics



Social Media Content Pack for Your Next 5 Listings

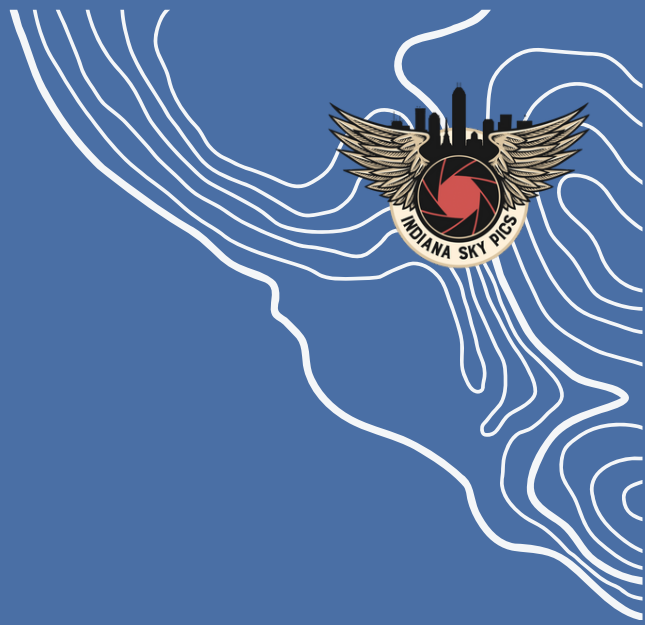


@inskypics_llc



Why Social Media Matters

In today's real estate market, **visibility is critical**. Social media amplifies your listings beyond MLS exposure, reaching personal and extended networks. This not only enhances your brand as a listing expert but also provides sellers with visible proof of active marketing efforts.



The 4 Essential Social Media Posts



01 Just Listed

Announce new properties to attract attention



02 Behind the Scenes

Showcase preparation for effective marketing efforts



03 Neighborhood Spotlight

Promote lifestyle that enhances community appeal



04 Just Sold / Under Contract

Promote lifestyle that enhances community appeal



5 Plug-and-Play Post Templates



Use these as scripts. Swap in your details and media.

Just Listed Template



This template provides a streamlined approach to announcing new listings. Utilise captivating visuals and an engaging caption script to attract potential buyers, showcasing the property's key features and inviting interest through social media platforms effectively.



Best media: Front exterior photo, main living area, or a short reel

Caption template:

“Just listed in [City/Neighborhood].”

Behind the Scenes Template



Showcasing the preparation and professionalism behind your listings is vital. Capture the essence of your marketing strategy, whether through staging, photography sessions, or community engagement. This transparency builds trust and highlights your commitment to delivering exceptional service for your clients.



Best media: A reel or photo from your Indiana Sky Pics shoot, staging, or prep

Caption template:

“Behind the scenes getting [Street/Neighborhood] ready to hit the market.”

Feature Highlight



This template showcases a **standout feature** of your property, drawing attention to its unique selling points. Use captivating visuals paired with compelling narratives to inspire potential buyers and emphasize the benefits that set your listing apart in the market.



Best media: One strong photo or short clip of a standout feature

Caption template:

“Every home has a hero feature. For [Street/Neighborhood], it’s the [kitchen / backyard / primary suite / finished basement].”

Neighborhood Spotlight



Highlighting the vibrant lifestyle and **community amenities** is essential for engaging potential buyers. Use captivating visuals of local parks, restaurants, and attractions to showcase the neighborhood's charm, making it appealing for potential residents to envision their new life here.



Best media: Drone shot, exterior, or nearby park/amenity photo

Caption template:

“Buying a home isn’t just about the house—it’s about the neighborhood.”



Under Contract / Just Sold

This section provides a **detailed template** for announcing your properties that are under contract or just sold. Highlight the successful outcomes of your listings, build social proof, and encourage new leads with compelling visuals and engaging narratives.



Best media: Front exterior photo, sold rider, or quick video of you in front of the home

Caption template:

“[Under contract / Just sold] in [Days on market] days in [Neighborhood].”

Weekly Posting Plan

For one listing, over 1–2 weeks:



Day 1

Just Listed post goes live.

Day 3-4

Feature Highlight shared with audience.

Day 5-6

Neighborhood Spotlight highlights local amenities.

Day 7

Under Contract status announced online.

After closing

Just Sold recap shared with followers.

Need Social-Ready Media?

Our photo, video, and 3D packages are built to give you:

- Scroll-stopping listing photos
- Ready-to-post reels and clips
- Drone and 3D content that stands out on social



You can contact us through these:



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