

MARKETING & BRANDING

LIDDICOAT CRE



PRESENTED BY
LUCIFASO

MISSION

At Liddicoat CRE, our mission is to provide a community-driven, client-focused approach to commercial real estate sales and leasing throughout California's Central Valley. We proudly serve investors, businesses, and property owners by offering a welcoming, personable experience built on trust, transparency, and deep local knowledge. Our goal is to create long-term success for our clients through strong relationships, tailored solutions, and a commitment to helping our communities thrive, one property at a time.

TABLE OF CONTENTS

SOCIAL MEDIA CAMPAIGNS

- History
- Behind the Scenes
- Community Highlights
- Educate

PROPERTY MARKETING

HASHTAGS

BUDGET

SCHEDULE

HISTORY

Liddicoat Legacy: Learn the history of Liddicoat CRE, build trust, and show that this company is not just working in the community, but is a part of it.

- Timeline of notable successes
- Central Valley history and how it has an impression on Liddicoat CRE



BEHIND THE SCENES

Builds trust, personality, and local connection

Adds transparency and authenticity to the company

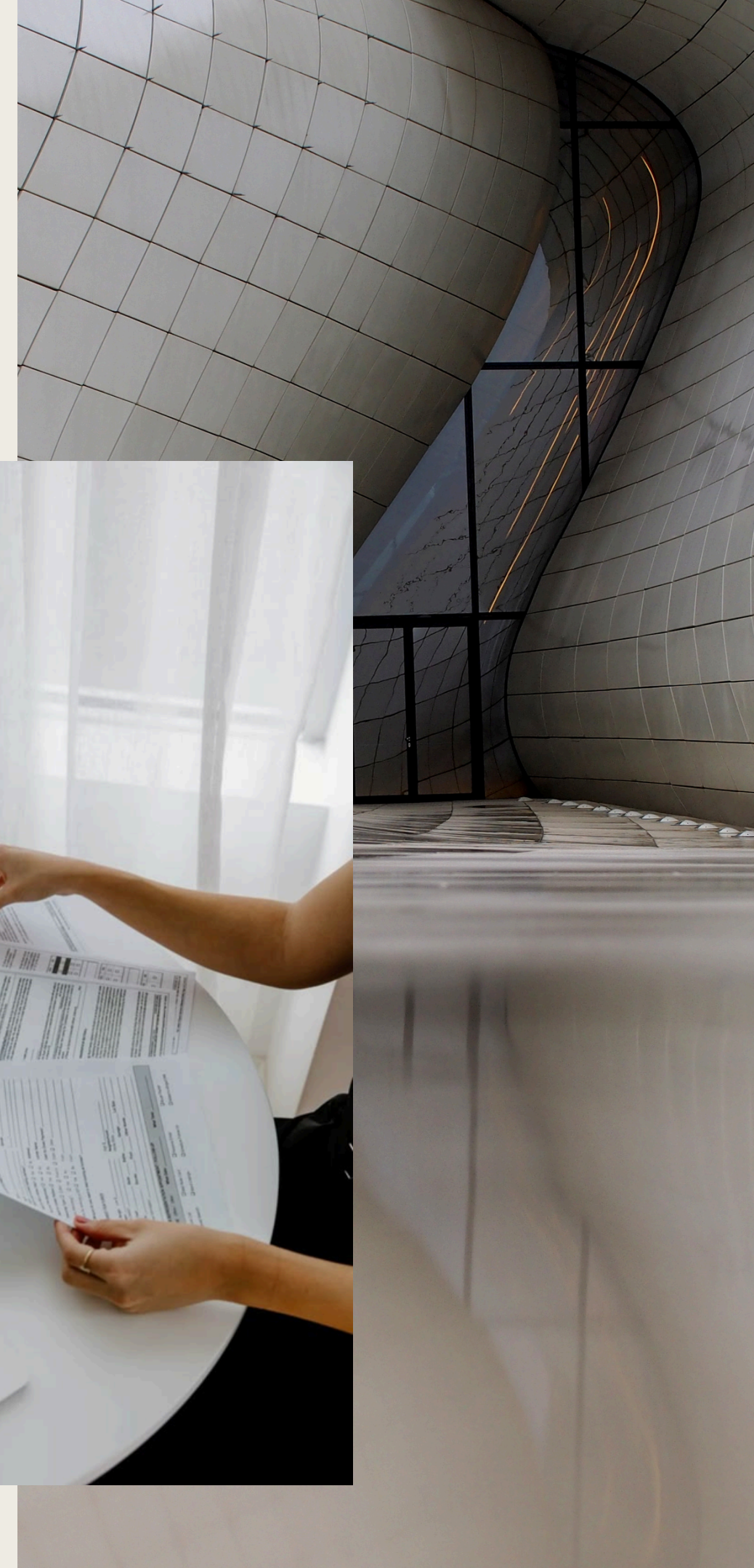
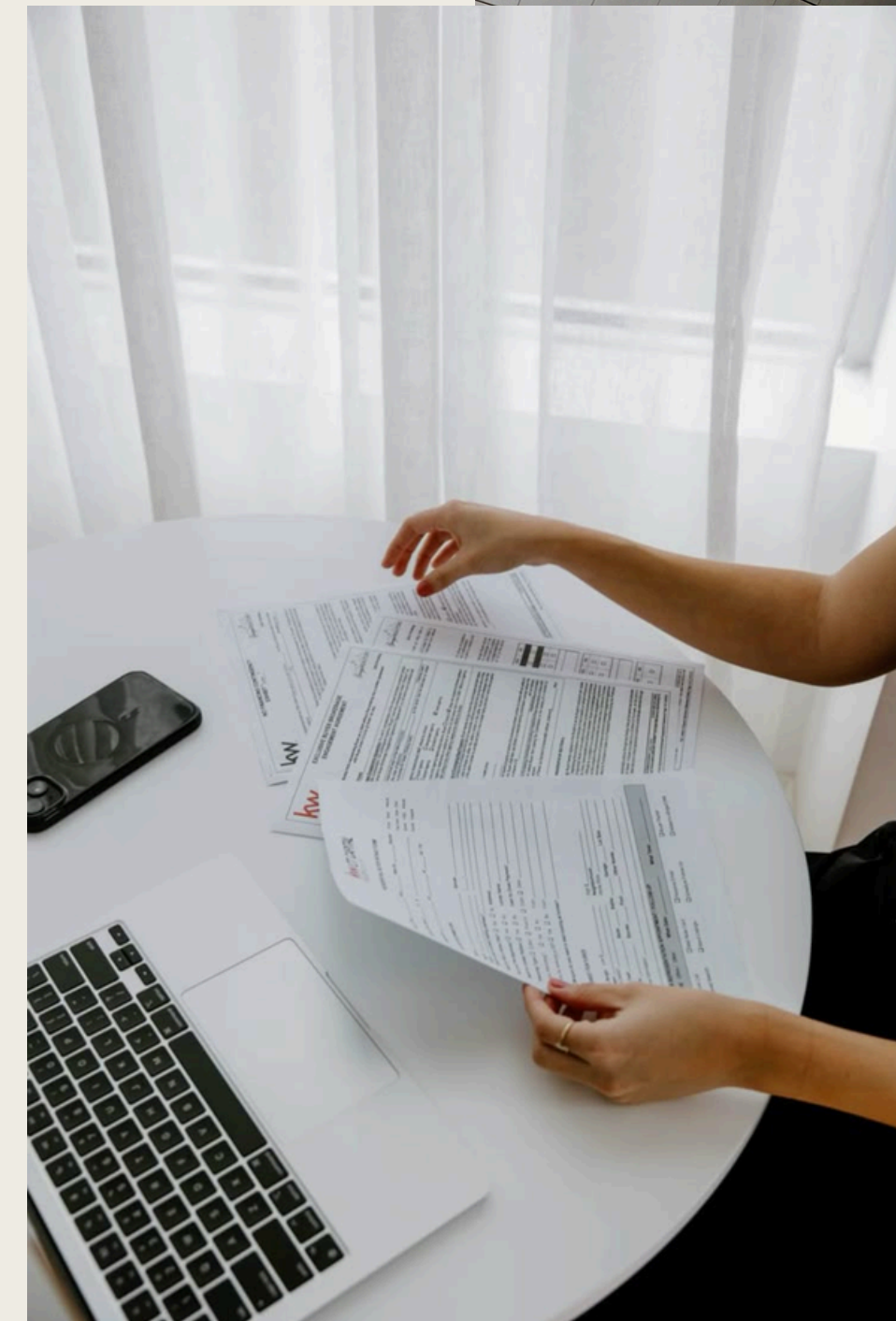
Day in the Life of a commercial real estate broker

- This is currently a large trend that receives a lot of interaction
- Builds relatability and adds personality to a business, connect to the audience

Humor TikToks/Reels- use Tony, Vilarino, and Jodi as highlight employees

Team Member Highlights

- Spotlights-Introducing each team member and what they bring to the table
- Team Member Tips- each member give their best tip about the commercial real estate world- whether it's what to know before purchasing or to those who want to be involved in this line of work



COMMUNITY HIGHLIGHTS

Help tenants and investors feel more confident about entering a market with Liddicoat CRE

- Telling the success story of a business and how a Liddicoat-brokered location supported its growth
- **Promoting events**
- Promoting real estate's role in supporting local development, job creation, or beautification efforts
- Demonstrating how a property's location enhances tenant visibility and lifestyle
- **Showcasing the team at community events, and engagement of community**



EDUCATE

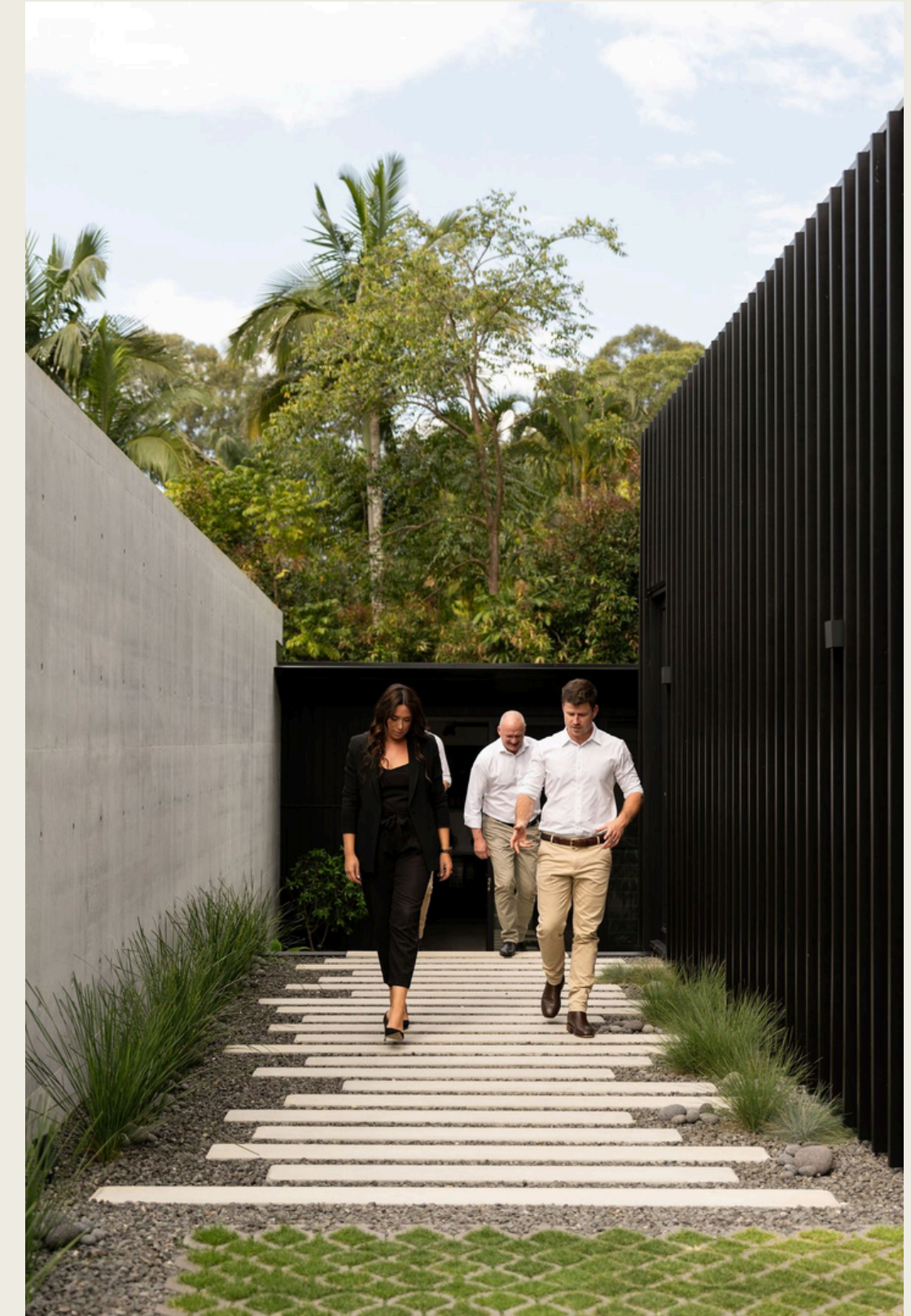
Commercial real estate explained: clarify the world of commercial real estate for first timers, business owners, or even curious locals

- Video/skit explaining the basics of commercial real estate- tiktok/reel
- What to know before investing/leasing- instagram/facebook post
 - Appeal to both small and large business owners
- The benefits of owning commercial real estate in the Central Valley/what to look for in commercial real estate as a buyer- tiktok/real
- Meet the Team: spotlights and background on each member, why they joined/enjoy being apart of the team- instagram post



PROPERTY MARKETING

- High-quality photos, use compelling but clear language, lots of detail
- Video Walk-throughs; sped up slightly
- For Instagram/Facebook: just listed properties with details; coming soon posts
- For TikTok/Reels: walk-through tours



HASHTAGS

Hashtags: always use #commercialrealestate, #creinvesting, #centralvalleyrealestate, #centralvalleycre, and/or #liddicoatlistings

Depending on the post, other hashtags should be used as well.

Examples:

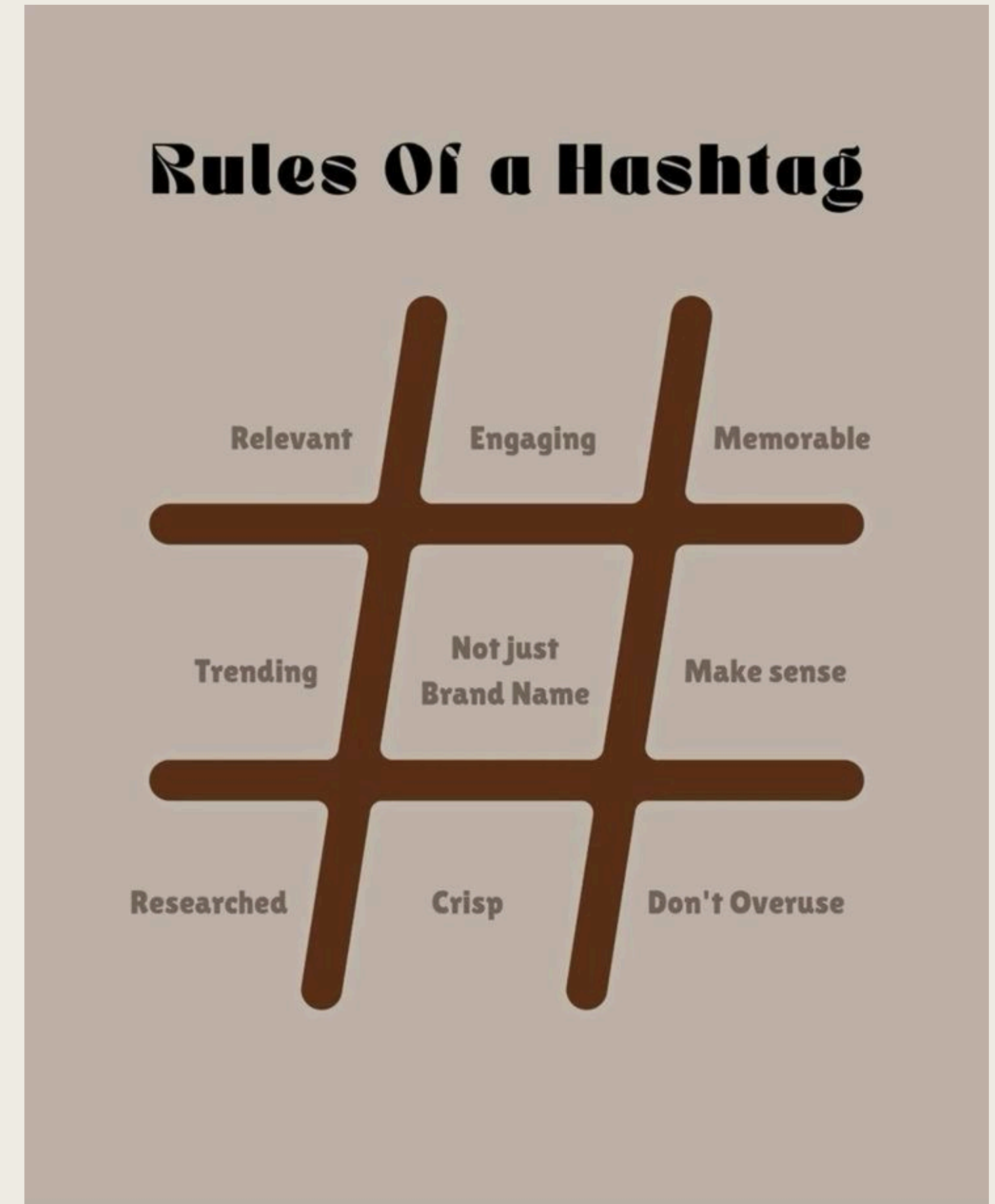
For community highlights: #communitydriven, #centralvalleystrong, #smallbusinessspotlight

For behind the scenes: #behindthelisting, #tourtuesday, #featurefriday, #dayinthelife

For Tik Tok: ALWAYS use the #FYP, #fyp, #foryoupage

For Instagram: use lowercase hashtags, gets more attention

Always include hashtags that relate to the post



BUDGET

Canva pro subscription: \$12.99/month

Paid ads/boosting posts depend on how long the post will be boosted for.

example:

\$15/day for 10 days = \$150

- Reach: ~5,000–15,000 people locally
- Clicks: ~100–300 (if ad is well-targeted and visual)
- suggested cost: ~\$300

Boosting posts:

- 1-2 property listings
- 1 community highlight
- 1-2 team member highlights

Swag/Merch = ~ \$350 depending on the type

Overall budget: around \$650

2025 September

Instagram/Facebook

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 Team member Tips: Danny	2 Property Listing	3 Behind the Scenes	4 Property Listing	5 Community Highlight	6
7	8 Team member Tips: Jodi	9 Property Listing	10 Behind the Scenes	11 Property Listing	12 Community Highlight	13
14	15 Team member Tips: Tony	16 Property Listing	17 Behind the Scenes	18 Property Listing	19 Community Highlight	20
21	22 Team member Tips: Michael	23 Property Listing	24 Behind the Scenes	25 Property Listing	26 Community Highlight	27
28	29 Team member Tips: Lorie	30 Property Listing				