

Target Audience:

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- Real Estate Investors in Atlanta, Georgia (both experienced and beginners)
- Rehab Buyers in Atlanta, Georgia
- Potential sellers of investment properties in Atlanta, Georgia

Social Media Platforms:

- **Primary:** Focus on building a presence on Instagram and Facebook, as these platforms are well-suited for showcasing properties visually. Consider running targeted ads on these platforms to reach your ideal audience.
- Secondary: Maintain a presence on LinkedIn to connect with other real estate professionals and potential investors.

Content Strategy:

- Informative & Educational:
 - Share valuable tips for real estate investors and rehab buyers in Atlanta (e.g., tips for finding undervalued properties, navigating the Atlanta market, financing options).
 - Highlight success stories of past clients who have found profitable flips through Company A.
 - Partner with local real estate experts to host live Q&A sessions on social media.
- Engaging & Visually Appealing:
 - Showcase properties available through Company A with high-quality photos and videos (use professional photography or high-quality phone cameras with good lighting).
 - Create "Before & After" visuals of successful flips completed by your clients.
 - Utilize Instagram Stories and Facebook Reels to share behind-the-scenes glimpses of the property acquisition process.
- Promotional:
 - Announce new property listings with clear calls to action (e.g., "Contact us today for a showing!").
 - \circ $\,$ Offer exclusive deals or discounts to social media followers.
 - Run contests or giveaways to generate engagement (e.g., "Tag a friend who's looking to invest in Atlanta real estate for a chance to win a free consultation").



Posting Schedule:

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- **Consistency is key!** Aim to post at least 2-3 times per week on both Instagram and Facebook.
- **Utilize analytics tools:** Track which content performs best with your audience and adjust your strategy accordingly.
- Schedule posts in advance: Use social media management tools to schedule your posts in advance, ensuring a consistent presence.

Additional Tips:

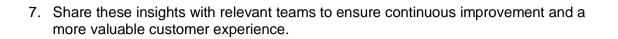
- **Run social media ads:** Utilize targeted advertising options on both Instagram and Facebook to reach your ideal audience in the Atlanta area.
- Engage with your followers: Respond to comments and messages promptly, and participate in relevant conversations on social media.
- Utilize relevant hashtags: Include location-specific hashtags (e.g., #AtlantaRealEstate #AtlantaInvestor) and industry-specific hashtags (e.g., #FixerUpper #FlippingHouses) to increase reach.
- **Cross-promote your social media channels:** Encourage followers on one platform to follow you on another.
- **Track your results:** Monitor your social media analytics to measure the success of your efforts and make data-driven adjustments to your strategy.

By implementing this social media plan, the real estate company can build brand awareness, attract potential clients, and establish itself as a trusted resource for real estate investors and rehab buyers in the Atlanta market.

I can work with cross-functional teams to deliver value to clients at Oyster through

- Collaboration and Communication Leverage Oyster's emphasis on asynchronous communication to collaborate with teams across various departments despite time zone differences. I am very flexible and I make myself available for any important/urgent question.
- 2. Utilize tools like Asana, Jira, Notion, and Slack to share information, updates, and customer feedback efficiently.
- 3. Participate in ongoing discussions within "Oyster Public HQ" to understand other teams' perspectives and challenges.
- 4. Actively seek and incorporate cross-functional insights to address customer needs effectively.
- 5. Collaborate with teams to relay customer feedback and advocate for features that enhance value delivery.
- 6. Analyze customer data to identify trends and insights relevant to product development and service improvement.





1. Adaptability and Time Management:

- Thrive in an asynchronous work environment with flexible scheduling.
- Manage your workload effectively to meet deadlines and deliver excellent service despite potential time zone differences.

2. Strong Communication Skills:

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- Communicate clearly and concisely in writing and verbally, both with clients and colleagues.
- Actively listen and understand customer needs to provide effective solutions.

3. Self-Motivation and Initiative:

- Proactively address customer concerns and take ownership of your work.
- Stay up-to-date on Oyster's product offerings and industry trends through ongoing learning.

4. Collaboration and Empathy:

- Work effectively with team members from diverse backgrounds and cultures.
- Build strong relationships with customers and colleagues through a positive and empathetic approach.



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