

Social Media Plan for a Real Estate (Sample)

Target Audience:

- 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!").
 - 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:

- **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

1. 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.



7. Share these insights with relevant teams to ensure continuous improvement and a more valuable customer experience.

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:

- 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.



+254710959224



+254103475209



lucythepm@gmail.com



: 317-10300