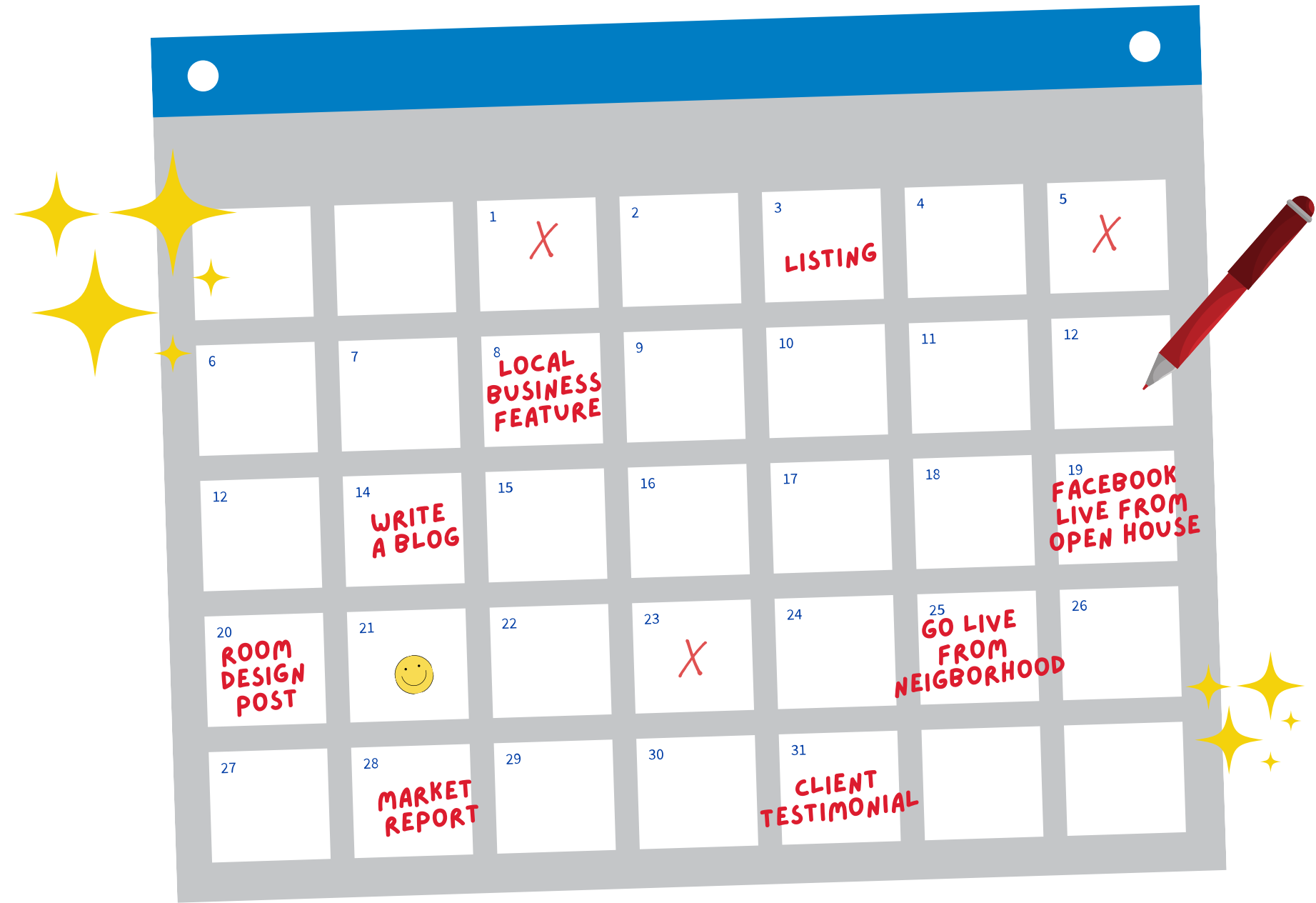


Marketing Course



**SOCIAL MEDIA
PLANAPALOOZA
TUESDAY, APRIL 20 @ 10AM**

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RE/MAX Towncenter
Site Data

Try searching for "acquisition overview"

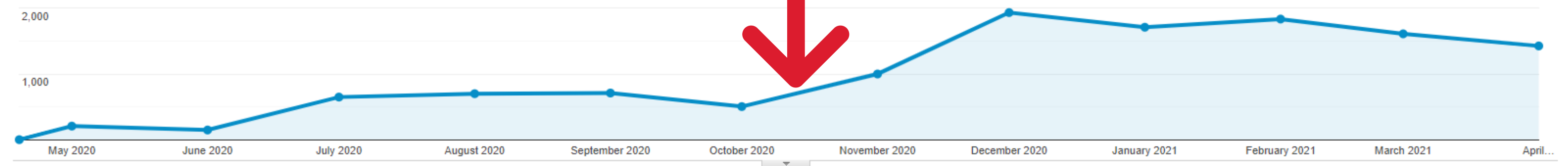
🔔 1 🏠 ? ⋮ RE/MAX

Explorer Navigation Summary

Pageviews VS. Select a metric

Day Week Month 📈 🗲

● Pageviews



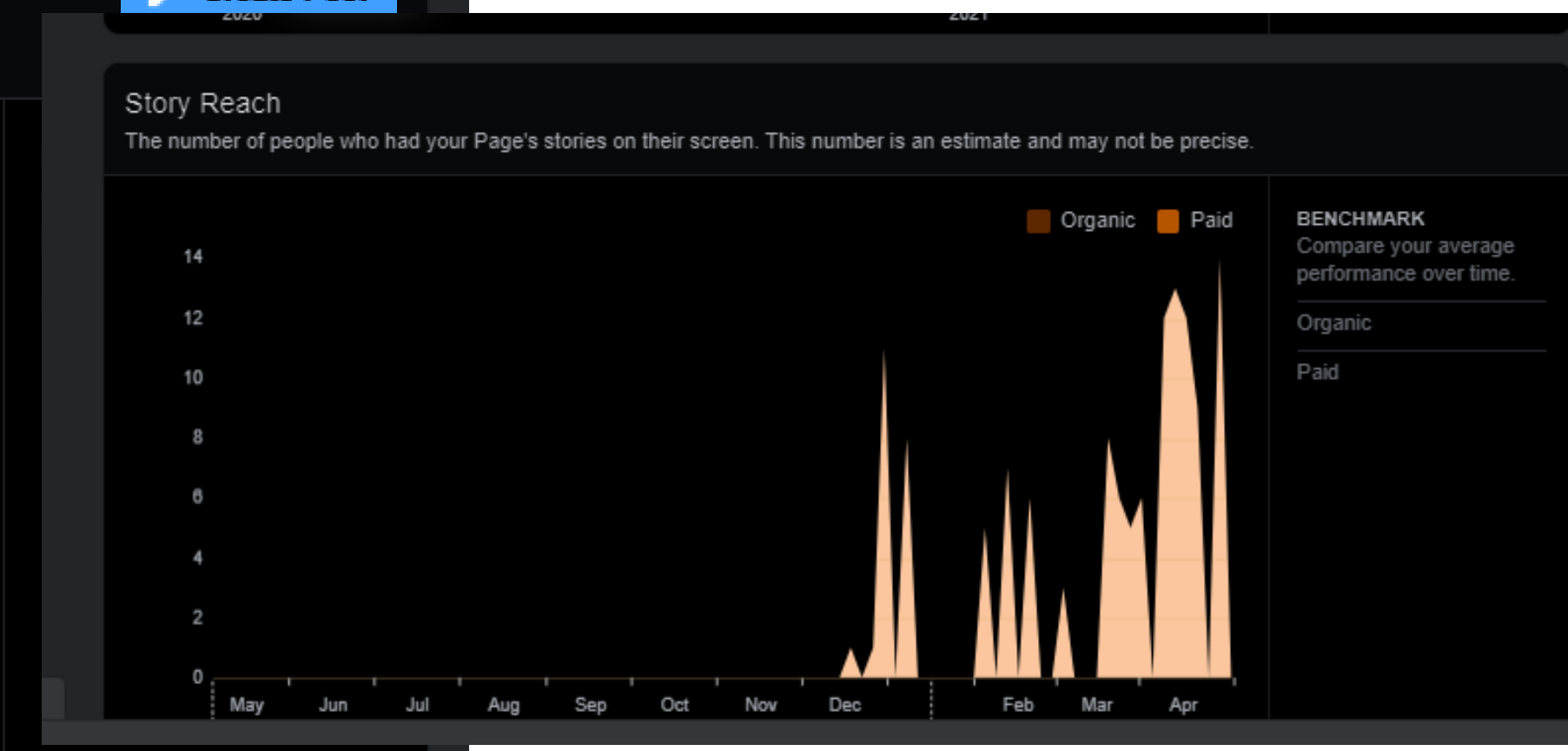
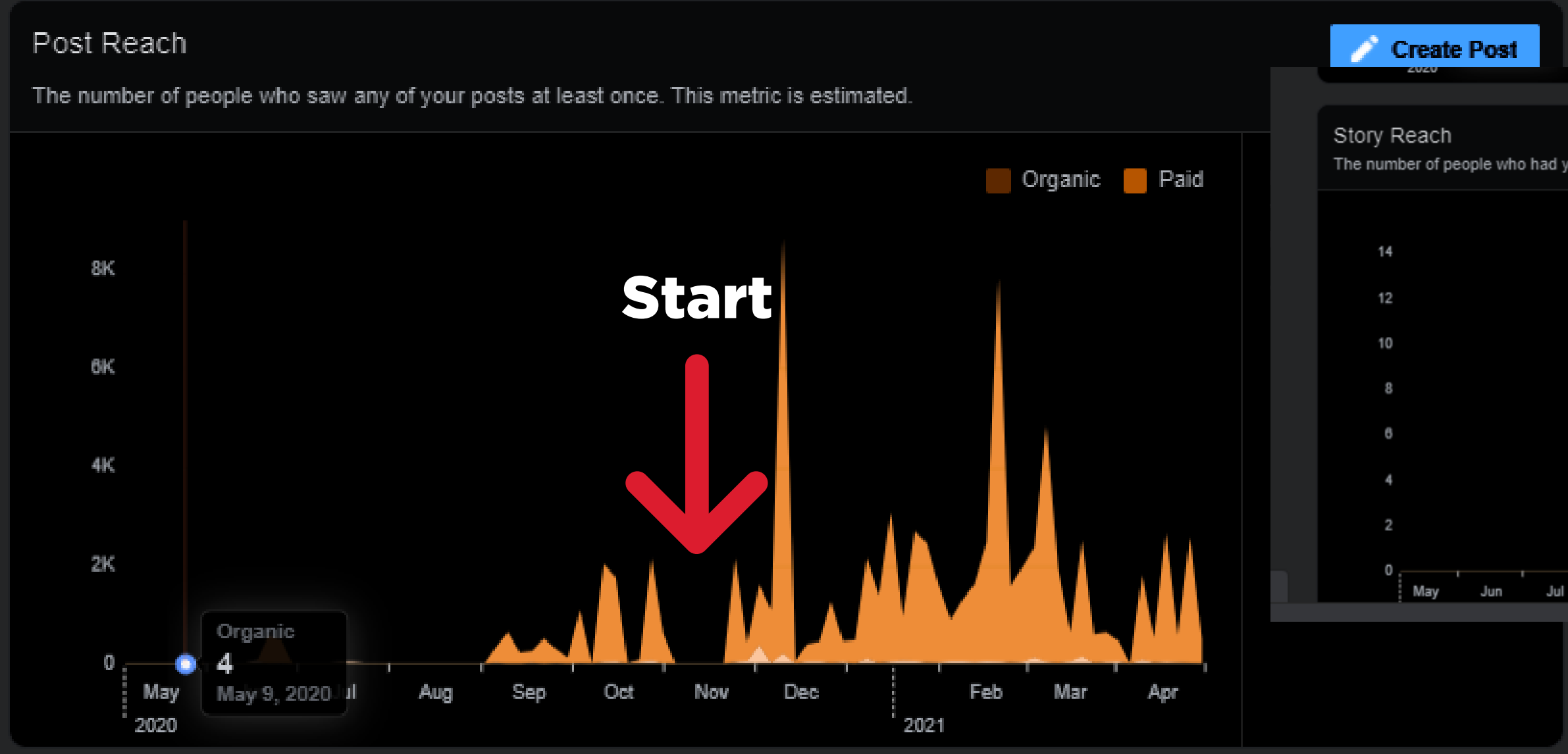
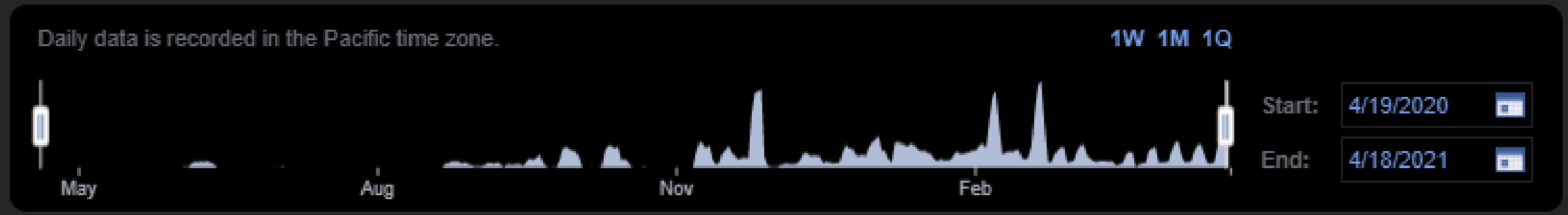
Primary Dimension: Page Page Title Other

Plot Rows Secondary dimension Sort Type: Default

🔍 advanced 🏠 📈 🗲 🗲 🗲

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	12,431 % of Total: 100.00% (12,431)	10,064 % of Total: 100.00% (10,064)	00:01:48 Avg for View: 00:01:48 (0.00%)	7,346 % of Total: 100.00% (7,346)	82.63% Avg for View: 82.63% (0.00%)	59.09% Avg for View: 59.09% (0.00%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /	1,873 (15.07%)	1,441 (14.32%)	00:01:35	1,351 (18.39%)	52.41%	46.29%	\$0.00 (0.00%)
2. /about	718 (5.78%)	354 (3.52%)	00:01:11	62 (0.84%)	66.13%	23.96%	\$0.00 (0.00%)
3. /listing	667 (5.37%)	403 (4.00%)	00:01:21	117 (1.59%)	34.19%	24.74%	\$0.00 (0.00%)
4. /listing-detail/1036169011/11913_11th_Avenue_NE-Tulalip-WA/	610 (4.91%)	580 (5.76%)	00:01:55	580 (7.90%)	95.00%	94.10%	\$0.00 (0.00%)
5. /buy	293 (2.36%)	198 (1.97%)	00:00:40	40 (0.54%)	82.50%	30.72%	\$0.00 (0.00%)
6. /blog	170 (1.37%)	121 (1.20%)	00:01:05	41 (0.56%)	80.49%	26.47%	\$0.00 (0.00%)
7. /blog/landscaping	160 (1.29%)	153 (1.52%)	00:05:24	147 (2.00%)	96.60%	90.62%	\$0.00 (0.00%)
8. /blog/afternoon-in-mukilteo	145 (1.17%)	127 (1.26%)	00:02:30	124 (1.69%)	87.10%	85.52%	\$0.00 (0.00%)

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April 2021

SUN	MON	TUE	WED	THU	FRI	SAT
28	29	30	31	1 April Fools' Day 	2 BombBomb Social Prompt: Prep Your Home for Sale (Agent)	3 National Find a Rainbow Day
4 International Carrot Day 	5 National Flash Drive Day	6 #Tuesday Wisdom	7 BombBomb Social Prompt: Perks of Being a RE/MAX Agent (Broker/Owner)	8 National Empanada Day	9 National Unicorn Day 	10 National Hug Your Dog Day
11 National Pet Day	12 Grilled Cheese Sandwich Day 	13 National Scrabble Day	14 National Gardening Day	15 BombBomb Social Prompt: What is a Cash Offer? (Agent)	16 BombBomb Social Prompt: Join RE/MAX (Broker/Owner)	17 National Haiku Poetry Day
18 National Animal Crackers Day	19 National Garlic Day	20 Chinese Language Day 	21 National Tea Day	22 BombBomb Social Prompt: Earth Day (Broker & Agent)	23 World Book Day 	24 National Pigs in a Blanket Day
25 Kiss and Make Up Day 	26 National Pretzel Day	27 National Prime Rib Day	28 BombBomb Social Prompt: RE/MAX National Housing Report (Broker & Agent)	29 International Dance Day 	30 Honesty Day	1

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—TO

CONTENT GRID

LOCAL REAL ESTATE	NATIONAL REAL ESTATE	LOCAL & COMMUNITY	PERSONAL INTEREST	HOME & DESIGN
Favorite feature of a new listing (think beyond the front of the house)	Link to an article from Inman News	Photo of your favorite restaurant or boutique	Favorite family-friendly places to visit	Before and after photos from staging
Picture of your clients at the closing table	Link to an article from NAR	Best park for kids or dogs	Favorite weekend get-away within two-hours away	Holiday home decorating ideas
Picture of your clients with their set of keys or by their SOLD sign	Link to an article from your local association	Link to an article about upcoming community events	Why you love where you live	Link to an article from HGTV for inspiration
Share a post from your broker or franchise	Link to an article from HousingWire.com	Link to one of your Pinterest boards highlighting different neighborhoods	Your favorite local sports team	Link to one of your Pinterest boards highlighting different rooms or design styles
Monday market update - a one-minute video you create	Throwback Thursday #TBT - home prices then and now	Link to one of your favorite local bloggers	Your charity of choice	Photo of one of your client's homes after they move in
Photo or video of a past client with their story of how you helped them	Link to an article from the New York Times on housing	Best place to get a cup of coffee or a glass of wine	Behind-the-scenes; why you love what you do	Photos of your favorite home details
Graphic featuring a review you received online	Photos from real estate events you attend	Important school dates and info - link to the school sites	Photos of your team and/or your office	De-cluttering or home improvement tips

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APRIL 2021

SUN	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SAT
				1 10 Creative Ways to Get Your Offer Accepted Objective: Build Your Influence FB/IG Audience: Chunky Middle Budget: \$50-\$100 Duration: 7-10 Days Blast Audience: Chunky Middle	2	3
4	5 Listing Promotion Objective: Grow Your Audience FB/IG Audience: Magic Million Budget: \$100 FB + \$50 IG Duration: 4-6 Days Blast Audience: Magic Million	6	7	8 10-Day DeClutter Challenge Objective: Grow Your Audience FB/IG Audience: Magic Million Budget: \$50-\$100 Duration: 4-6 Days Blast Audience: Magic Million	9	10
11	12 Listing Promotion Objective: Grow Your Audience FB/IG Audience: Magic Million Budget: \$100 FB + \$50 IG Duration: 4-6 Days Blast Audience: Magic Million	13	14	15 Top 5 Concerns About Real Estate Agents Objective: Grow Your Audience FB/IG Audience: Magic Million Budget: \$50-\$100 Duration: 7-10 Days Blast Audience: Magic Million	16	17
18	19 Listing Promotion Objective: Grow Your Audience FB/IG Audience: Magic Million Budget: \$100 FB + \$50 IG Duration: 4-6 Days Blast Audience: Magic Million	20	21	22 Monthly Market Report Objective: Build Your Influence FB/IG Audience: Chunky Middle Budget: \$50-\$100 Duration: 7-10 Days Blast Audience: Chunky Middle, Past Clients, Sphere	23	24
25	26 Listing Promotion Objective: Grow Your Audience FB/IG Audience: Magic Million Budget: \$100 FB + \$50 IG Duration: 4-6 Days Blast Audience: Magic Million	27	28	29 15 Questions To Ask An Agent Objective: Grow Your Audience FB/IG Audience: Magic Million Budget: \$50-\$100 Duration: 7-10 Days Blast Audience: Magic Million	30	
FOLLOW UP: SPEND 1 HR USING CONVERT DAILY						

Notes:

- Use email to promote blogs (drive leads to your website)
- Use FB to promote both blogs and listings
- Monthly budget of \$400-\$800
- RTC visit to webpage have increased by 3X-4X



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Week 1: Local Business Feature

Week 2: Market Report

Week 3: Local Event

Week 4: RE Expertise

John Cheplak Plan

Notes:

- ALL VIDEO posted to FB, drive leads to your social media.
- Use email to promote vidoes
- Monthly budget of \$400-\$800 (\$5 per day per video for 30 days)