

*market leader*<sup>®</sup>

# Forging Your 2022 Social Media Strategy

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# Forging Your Social Media Strategy



**Brandy Savage**

*Will this be recorded?*



*Ask Questions in the chat*

# This Week's Homework


- Must be a member of the Million Dollar Pipeline Program Facebook group (requires approval)
- Homework will post at 11:55a PST/2:55 EST
- Reply to that post to enter to win one of 2 \$100 Amazon Gift Cards!
- Winners will be announced Friday at 9am PST/12pm EST in the group



**Let's get into this content!**



*If you fail to plan...you plan to FAIL*

A man and a woman are sitting on a couch, smiling warmly at the camera. The man is on the left, wearing a light-colored shirt, and the woman is on the right, wearing a textured sweater. They are both looking towards the camera. The entire image is overlaid with a semi-transparent blue filter. In the center, there is white text that reads "But also..." followed by "Rome wasn't built in day!" in a larger, bold font.

*But also...*  
*Rome wasn't built in day!*



# Keys to a solid social media strategy



Understand the platforms



Create a schedule that works for you and your audience



You **HAVE** to invest your time and energy into this..No set it and forget it!



Utilize tools to help organize and post



Paid and Unpaid Outreach

# Social media platforms

- The reigning champ
- All content types

Facebook



- Visually stunning
- Owned by Meta/Facebook

Instagram



- The distinguished outlet
- Ideal for business-to-business connection

LinkedIn



- Fast and super consumable
- Written content
- Videos, Images, memes

Twitter



- THEE place for video content
- Owned by Google
- One of the most popular search engines

YouTube



- Specializing in short form video content
- Popular with younger crowds
- Trendy, Trendy, Trendy

TikTok





## Do I have to use all of these??

**ABSOLUTELY NOT!**

**Go with what**

- Feels authentic to you
- Feels right for your brand
- Resonates with your ideal audience
- You can actually use consistently

# Social Media Planning

Daily/ Weekly/ Monthly  
Calendar

What types of  
content?

What platforms?

Engagement on  
content

How will you measure  
success?

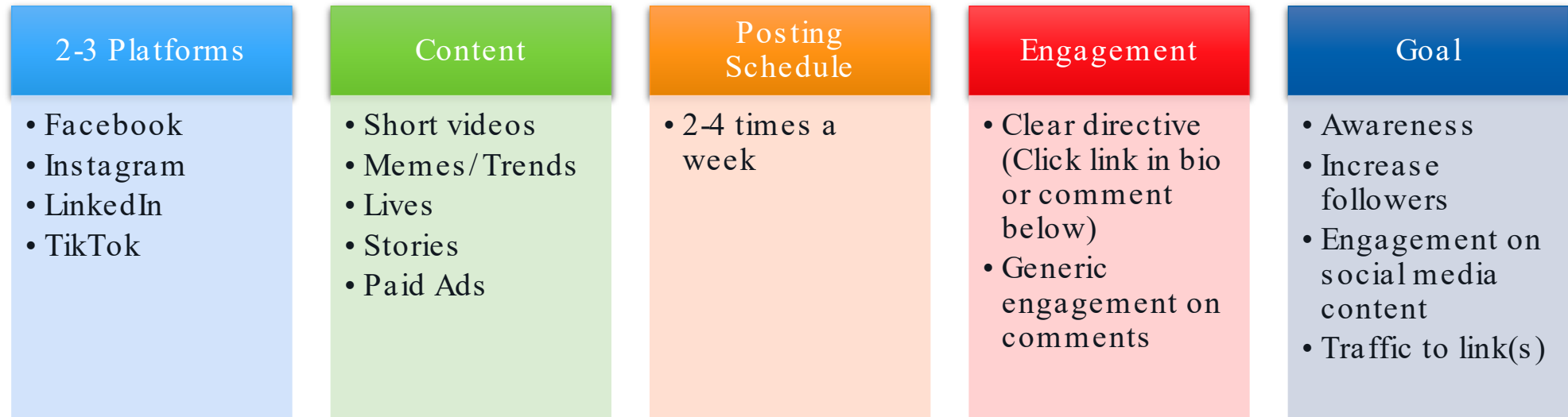
# Strategy 1: Dipping the toe

Perfect for beginners and those apprehensive about social media

1-2 Platforms	Content	Posting Schedule	Engagement	Goal
<ul style="list-style-type: none"><li>• Facebook</li><li>• Instagram</li></ul>	<ul style="list-style-type: none"><li>• Single Pics/Photo Carousels</li><li>• Real Estate Stats</li><li>• FAQs</li><li>• Captions are very high-level and professional</li></ul>	<ul style="list-style-type: none"><li>• 1-2 times a week</li></ul>	<ul style="list-style-type: none"><li>• No clear call to action</li><li>• Any comments are liked, no real conversation</li></ul>	<ul style="list-style-type: none"><li>• Awareness</li></ul>

# Strategy 2: Increasing Engagement

Feeling more comfortable to social media interaction



# Strategy 3: Social Media Star

Striving to be a Real Estate Influencer

## 3-4 Platforms

- Facebook
- Instagram
- LinkedIn
- TikTok
- YouTube
- Twitter

## Content

- Long form video series
- Short videos
- Memes/Trends
- Lives
- Stories
- Paid Ads

## Posting Schedule

- 2-3 times a day

## Engagement

- Multiple calls to actions
  - Subscribe
  - Visit multiple sites
- Comments to build community

## Goal

- Increase followers
- Engagement on social media content
- Traffic to link(s)



*Printable Social Media Calendar!*



# Key Takeaways

Put these in action today!

If you fail to  
plan..you plan to  
fail.

**BE INTENTIONAL!**

Whatever you do,  
be consistent!  
No half stepping!

Understand YOUR  
goal for social  
media

# Thank You!

## This week's Homework

In the **MDPP Facebook group**, reply to my **MDPP Week 3 Homework** post!

2 members will be selected at random to get a \$100 Amazon Gift Card!