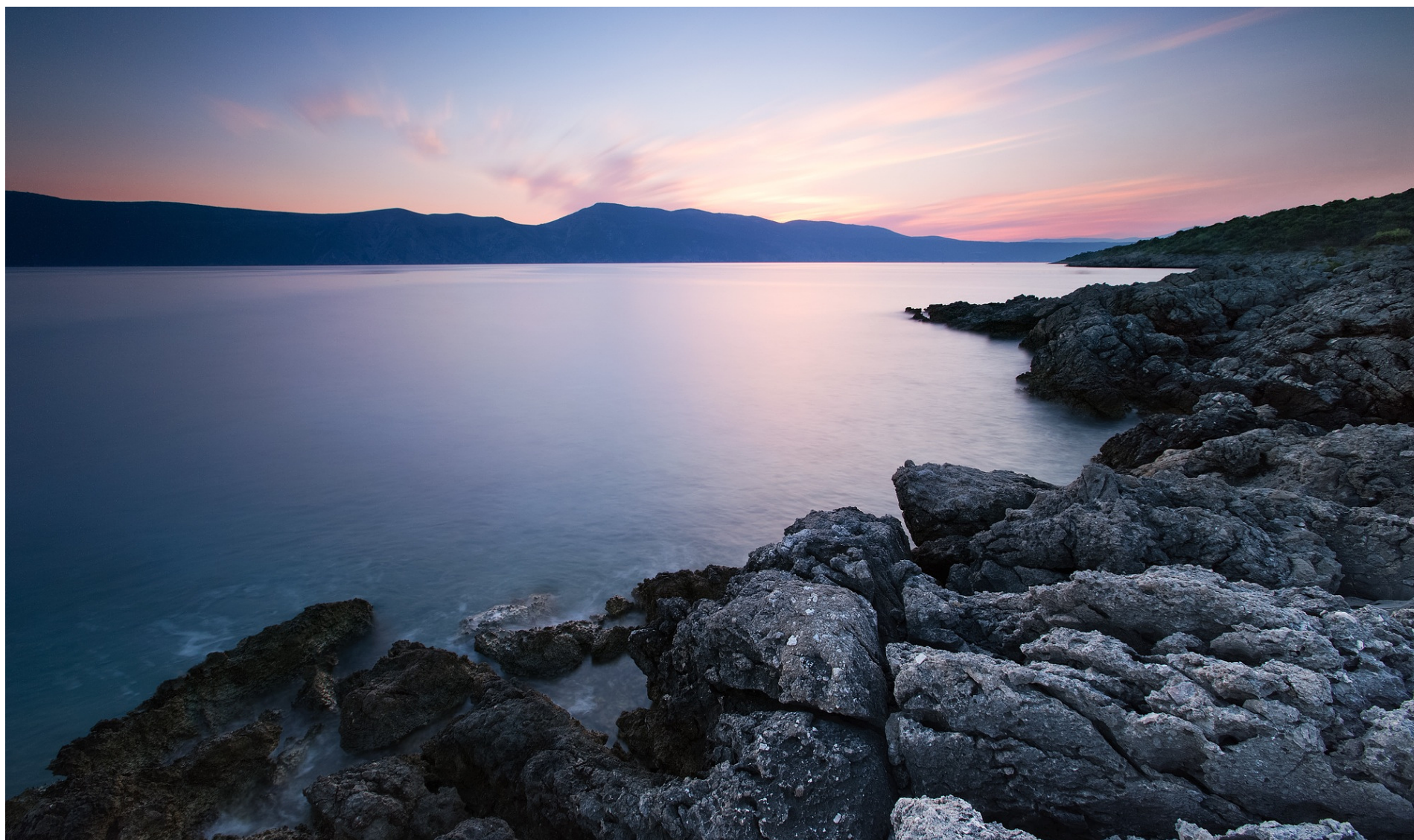


HOW SOCIAL MEDIA IS USED TO HELP SELL YOUR HOME

INTRODUCTION

Social Media is a key element in the sales process when it comes to selling your biggest asset. It's not just posting on social media, it's how and when to use it that's most effective.

With your agent being a member of Bespoke Media Group they have access to the highest quality social & digital marketing tools to create scroll stopping content across Facebook, Instagram, LinkedIn & Google.



WHEN TO USE SOCIAL MEDIA

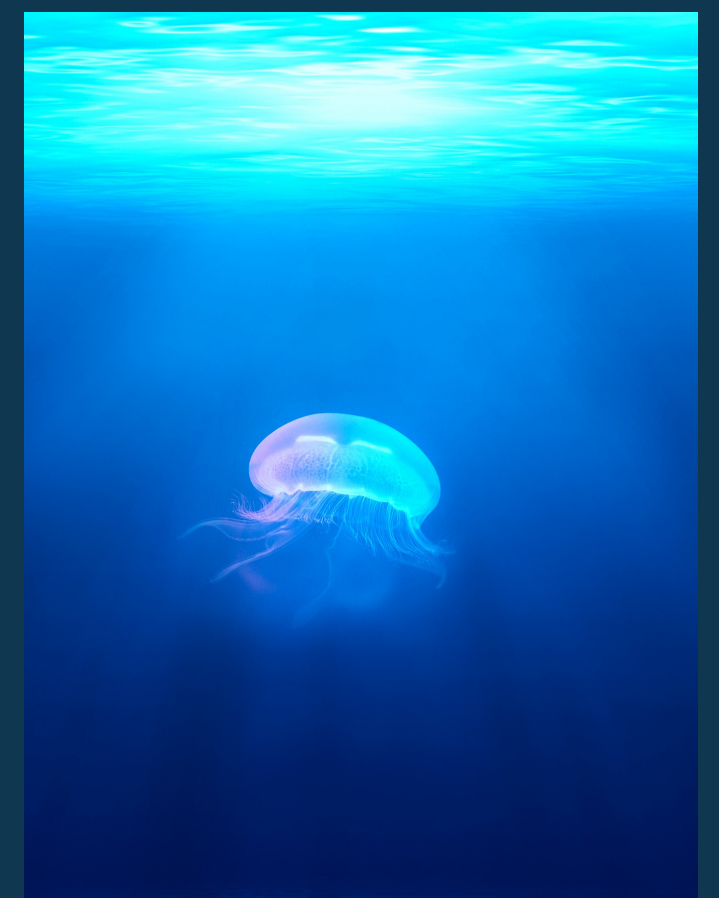
Many of our clients use social media marketing in the form of a pre market campaign. Before you spend thousands of dollars going live on the portals and print marketing, take advantage of your agents digital database to promote your property to passive buyers, while your agent is working with their "human database" prior to launching. This works two fold. One, you know all your enquiry is coming from all your agents digital & human database. Two, you can start to get buyer feedback on presentation and price before hitting the market, which will give you time to rectify/revisit any concerns. Once you hit the market officially it can be too late.

OTHER WAYS SOCIAL MEDIA CAN ASSIST

Socials can also act as a reminder that you are still here. Agents can utilize the enquiry they receive through the major portals and use those email addresses to retarget to your interested parties. launching a social media campaign after week one in the campaign can keep your property popping up on potential buyer pages & keep your property at the front of mind. Especially if they are looking at other options. You want to be front of mind.

WHO IS LOOKING AT SOCIALS?

The portals are used to find that buyer who is actively looking in the marketplace. Social media is used to find that passive buyer. In our experience, these buyers have out performed seasoned buyers as they are buying on emotion. They are the kind who have talked about buying or selling but haven't done anything about it yet. Then, they see a property they like online (as they are not yet looking on the portals) and they buy with their heart, not their head.




LET'S LOOK AT SOME RESULTS

10:06

4G

CAMPAIGN



For Sale - \$997,500

CALL NOW

4

1 comment

Like

Comment

Share

Preview All

RESULTS

Lifetime

7 days

1 day

18 January 2021 – Today

296

Link Clicks

\$37.80 spent

Link Clicks per Day

150

Account

Create Ad

Notifications

Settings

CAMPAIGN

RESULTS

Lifetime

7 days

1 day

18 January 2021 – Today

172

Link Clicks

\$18.93 spent

Link Clicks per Day

150

PERFORMANCE

Cost per Link click

\$0.11

Reach

2,407

Frequency

1.25

Show Details

AUDIENCE

Account

Create Ad

Notifications

Settings

CAMPAIGN

RESULTS

Lifetime

7 days

1 day

31 January 2021 – Today

600

Link Clicks

\$100.00 spent

Link Clicks per Day

100

PERFORMANCE

Cost per Link click

\$0.17

Reach

46,337

Frequency

4.21

Show Details

AUDIENCE

Account

Create Ad

Notifications

Settings

Performance

You've spent A\$18.46 over 3 days.

On-Facebook Leads	Reach	3,558
6	Cost per Lead (Form)	\$3.08

Leads

Activity

Your Leads · 6

Download Leads

You've spent A\$50.00 over 7 days.

On-Facebook Leads	Reach	1,534
5	Cost per Lead (Form)	\$10.00

Leads

Activity

Your Leads · 5

Download Leads