



OVERALL MANAGEMENT AND MARKETING PLAN



HOMEY
REAL ESTATE

PREPARED BY: MARIA "LYN" ANOOS

- **Social Management Plan**

Assessment

Keyword Research

Social Media

Account Set-up Optimization

Content Creation

Monitoring and Evaluation

- **Social media Marketing Plan**

Objective

Content Creation

Campaigns

Keyword Research

Monitoring and Evaluation

Content Synopsis



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Social Media Management Plan

Assessment

- ✓ FACEBOOK - Active, but needs to be updated
- ✓ INSTAGRAM - Active, but needs to be updated
- ✓ TWITTER - Active, but needs to be updated
- ✓ LINKED IN - Active, but needs to be updated
- ✓ PINTEREST - Active, but needs to be updated

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Target Market

Dominant Gender - Male

Age Range - 30-50 years old

Locations - Philippines, USA, Canada

*Time of Engagement- 9AM-11AM ,
9PM-11PM*

Main Keyword

Real Estate Investing

Sell House Fast

Buy MY Home

We Buy Houses

Cash For Houses

Top 10 Keywords

Property

Property for Sale

Land for Sale

Foreclosure

Commercial Real Estate

MLS

Home

Realtor

Investment

Houses for Sale



Social Media Accounts Set-up Optimization



FACEBOOK - All set-up and Optimized



INSTAGRAM - All set-up and Optimized



TWITTER - All set-up and Optimized



LINKED IN - All set-up and Optimized



PINTEREST - All set-up and Optimized

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Content Creation



- Post one content per day on MWF 9PM, Share content other days.
- Use Creator Studio to schedule content for two weeks other days.
- Content should include tips, how to's, quotes, social media updates, work-life experiences and personal stories



- Post once a day on TF at 9PM
- Use Creator Studio to schedule Content for two weeks ahead
- Content should include tips, how to's, quotes, social media updates, work-life experiences and personal stories
- Post daily interactive Instagram Stories that include motivational posts, questions and sharing content.



- Post once a day on WF at 9PM and retweet 5 tweets daily.
- Use Hootsuite to schedule content for two weeks.

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Content Creation



- Post one content per day on MWF 9PM, Share content other days.
- Use Creator Studio to schedule content for two weeks on other days.
- Content should include tips, how to's, quotes, social media updates, work-life experiences and personal stories



- Post once a day on FS at 9AM
- Use Hootsuite to schedule Content for two weeks ahead
- Content should include tips, how-to's, quotes and inspirational posts
- Link pins website and/or facebook/ Instagram account

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MONITORING AND EVALUATION

- **Monitor weekley and monthly growth in key metrics: followers, impressions, reach, likes, comments, profile viewa, DMs and Website clickthroughs.**
- **Monitor daily content engagements through the social media channels' insights and analytics**
- **Evaluate the most engaging content and posting times to see what content works and when are the best time to post.**
- **Refine social media startegies based on analysis.**





Social Media Marketing Plan

Objectives



To promote our services and generate leads.



To gain clients in need of social management and marketing



To boost social media presence and brand awareness.



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CONTENT CREATION

- Create campaign graphics using Canva
- Give out social media tips and promote a free 30-minute basic introduction to REVA

CAMPAIGN

Campaign Name:

Homey Real Estate

- Objective: Leads and Sales
- Placemant: Facebook Newsfeed

MONITORING AND EVALUATION

- Evaluate the ads weekly to see the effectively
 - Monitor messages, clickthroughs and engagements
 - Change, remove or create new ads based on evaluation

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