

SOCIAL MEDIA STRATEGY

DIGITAL MARKETING AND SOCIAL MEDIA MANAGEMENT REPORT

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WHY USE SOCIAL MEDIA?

With the ubiquity of smartphones nowadays, we cannot deny the huge impact of social media in driving consumer behavior. That's why brands both big and small tap digital platforms in a bid to capture market share. But being online simply isn't enough—brands need to have insights of their consumers' online behavior, and use that data to drive revenue for their business.

GOALS AND OBJECTIVES

When considering a strategy for social media, there must be well planned objectives to ensure the strategy delivers a desired outcome. These goals must be SMART:

- Specific
- Measurable
- Attainable
- Relevant
- Time-bound

It is important to initially create Key Performance Indicators to ensure that goals are being met in the desired period.

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SHORT TERM GOALS

1-3 Months

1. Create a social media presence
2. Increase brand awareness
3. Managing brand reputation
4. Deliver high-quality and varied content

MEDIUM TERM GOALS

3-6 Months

1. Increase website traffic
2. Build a following
3. Improve community engagement
4. Consider implementing a budget for advertisements

LONG TERM GOALS

6+ Months

1. Create competitive advantage through social media
2. Gain market insight with social listening
3. Attracting new clients
4. Deliver customer service

AUDIENCE



Platform	Active Users	Largest Age Group	Average Time Per Day	Gender Split	Other
Facebook	2.91 billion	25-34 (31.5%)	33 minutes	43% F 56% M	Best suited for market demographic
Instagram	2 billion	18-24 (31%)	29 minutes	48% F 52% M	Visual, appeals to younger audience
Twitter	211 million	19-29 (42%)	31 minutes	38% F 62% M	Targets a higher-educated audience
LinkedIn	810 million	25-34 (58.4%)	/	48% F 52% M	Best for commercial use

AUDIENCE

SOCIAL MEDIA USERS

Recent data has shown the average first time buyer in the UK is now 34 years old, and the majority of homeowners are over the age of 65 (35.1%). Your target audience should therefore primarily focus on individuals between the ages of 34-65, with a middle/upper-middle class income residing or looking to reside in Aylesbury and surrounding areas. As a result, Facebook should be the primary platform of focus, followed by LinkedIn for commercial properties, with a lesser focus on Instagram and Twitter especially.



COMPETITION

Create custom campaign to build your perfect brand image.

Data from competitors can help create goals to surpass them in terms of follower count and strategy. This table highlights the number of followers from real estate agency accounts in Aylesbury:

Competitor	Facebook	Instagram
Michael Anthony	3293	2300
Hillyards	526	1520
George David	547	257
Alexander&Co	1792	1058
Orchid	975	145
Michael Graham	226	12.5k

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PLAN

In terms of social media content, originality and consistency are the two most crucial factors to create engagement and awareness. Engaging and varied primary content should be regularly distributed through multiple channels, with a different focus and utilisation for each one.

Facebook:

Due to target audience demographics, it is highly recommended that Facebook is utilised as the primary focus of social media. Content should ideally be posted 1-3 times daily, maintaining a consistent template and content should be varied. A focus on seller campaigns should be maintained.

Instagram:

Content from Facebook should also be reshared to Instagram, however there should be a broader focus on creating reel and story content, ensuring there is an interactive and personalised experience.

LinkedIn:

This platform has a greater B2B focus, so commercial properties should be priorities, alongside building industry and client relations. The profile and content must be kept professional and business achievements must be highlighted.

Twitter:

This platform should have the least focus as it is not targeting our major audience demographic. Content should be shared regularly throughout the week, but it must be considered that this platform offers the least audience interaction.

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CONTENT CALENDAR

AS AFOREMENTIONED, CONSISTENCY IS ONE OF THE MOST KEY FACTORS IN REACHING OUR GOALS. A TYPICAL MONTHLY SCHEDULE MAY LOOK SIMILAR:

SEPTEMBER 2022

SUN	MON	TUE	WED	THU	FRI	SAT
				1 House for Sale	2 Infographics Behind the Scenes	3 Website Campaign
4 Team Profiles House for Sale	5 Infographics	6 Behind the Scenes	7 House for Sale	8 Seller Campaign	9 Reviews	10 House for Sale
11 Team Profiles	12 Website Campaign	13 House for Sale	14 Infographics	15 Behind the Scenes	16 House for Sale	17 Video Content
18 Team Profiles	19 House for Sale	20 Behind the Scenes	21 Seller Campaign	22 House for Sale	23 Infographics	24 Reviews
25 Team Profiles House for Sale	26 Seller Campaign	27 Video Content Reviews	28 Behind the Scenes House for Sale	29 Infographics	30 Website Campaign	



EXAMPLES

HOW TO KEEP CONTENT INTERESTING

Examples of content:

- *Houses for sale*
- *Business awards/achievements*
- *Client photos*
- *Video content (tours, interviews, etc.)*
- *Behind the scenes*
- *Website campaigns*
- *Seller campaigns*
- *Posts to local community groups*
- *Seller guides, how-to's*
- *Reviews*
- *Property terminology/definitions*
- *Statistics (sales, average prices, time to sell etc.)*
- *Team member profiles*
- *National day posts*

EXAMPLE TEMPLATES

NEW HOUSE



JUST LISTED

Get the best deals for your dream home with us

Christopher Pallet
Professional advice since 1973

Christopher Pallet
Professional advice since 1973

MODERN HOUSE
For Sale

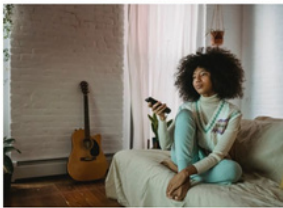


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FOR SALE

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INSTAGRAM/FACEBOOK STORY



FACEBOOK COVER PHOTO



MEET THE TEAM



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CHRIS PALLET
Estate Agent

This part is to briefly describe team members and their achievements, plus any additional information that I may have forgotten about in this bit of filler body text

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