

Coates Communications
RESULTS-ORIENTED MARKETING

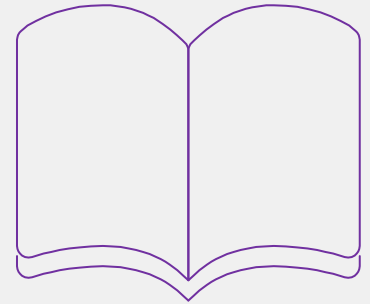


Creating The Right Mix of Social Content



Overview

- Content Considerations + Tips
- Importance of Content Mix
- Four Content Categories
- Quiz





1

Content Considerations & Tips



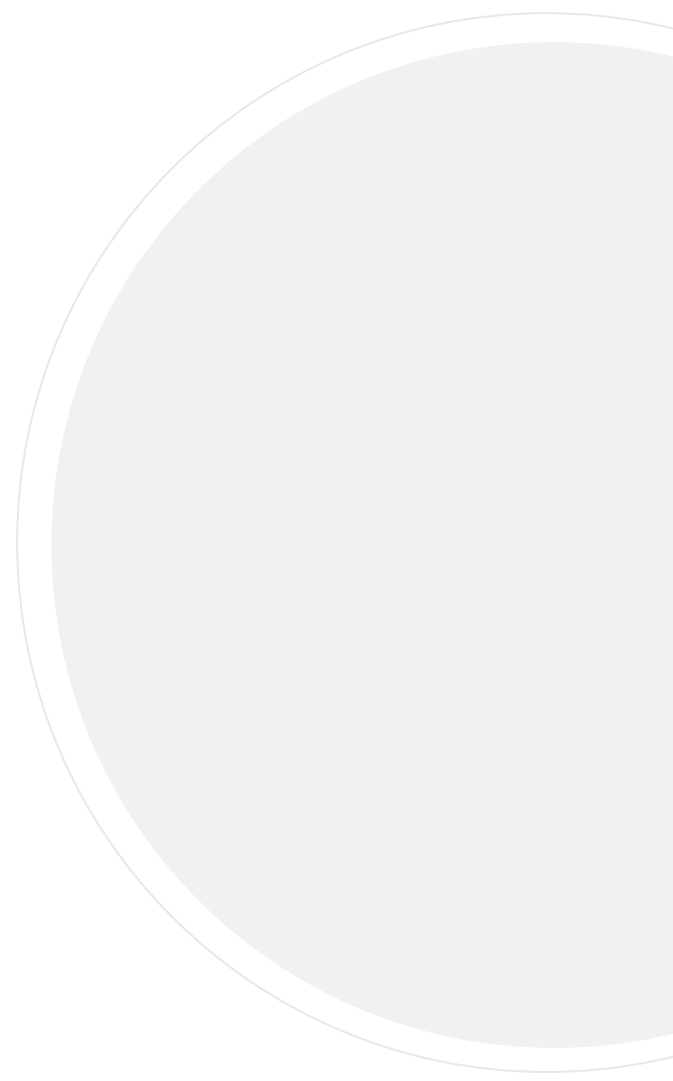
Content Considerations

Post Frequency

How often do you post to social media? It is more important to be consistent rather than post everyday.

Audience

Always take your audience into consideration when developing content. They will tell you exactly what they want to see.



Content Tips

- Speak your audiences language
- Develop your brand voice
- Keep it simple
- Use images and videos as often as possible
- Use call to actions

The most important thing is to be consistent!





2

Importance of Social Mix

Importance

- Keep your audience interested
- Similarity score
- Facebook algorithm
- Keeps your page fresh
- Different content will appeal to different people

The most important thing is to be consistent though!





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Content Categories

Brand Recognition

Posts that highlight who you are, what you do, what you stand for, and your credibility and expertise



Brand Recognition Post Examples



**“COULDN'T
FIND A BETTER
REALTOR THAN
DAVE.
STRONGLY
RECOMMEND!”**

EMILY SMITH



Real Estate Agent

YOUR
LOGO

Cia Rodriguez :
+123-456-7890

**Just
Sold**

\$760K



Over asking price

Motivational Quote



“

Your biggest
weakness is when
you give up and
your greatest power
is when you try one
more time.

Marie Angel
Real Estate Agent

@reallygreatsite

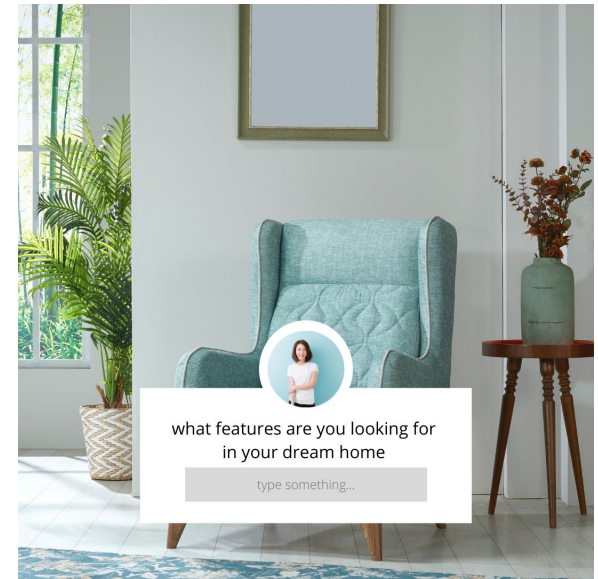
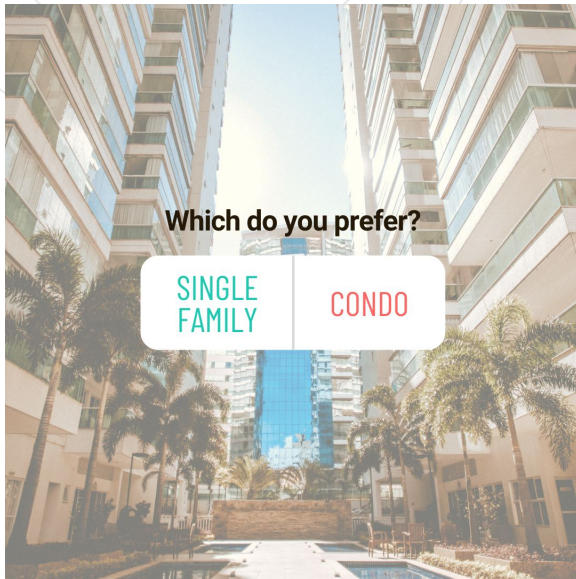
Read More!

Conversational

Posts that engage in a two way convo with the audience



Conversational Post Examples



Informative

Posts that educate your audience



Informative Post Examples



Reference: Small Biz Genius. SmallBizGenius.net, www.smallbizgenius.net/by-the-numbers/real-estate-statistics/#gref. Accessed 19 Apr. 2021.

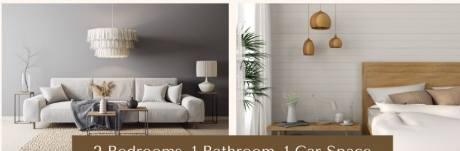
Sales

Posts that could lead to new clients or action



Sales Post Examples

New Listing



2 Bedrooms, 1 Bathroom, 1 Car Space

Real Estate Agent

OPEN HOUSE

\$ 238000

123 Anywhere St.,
Any City

✓ Real Estate Agent
✓
✓



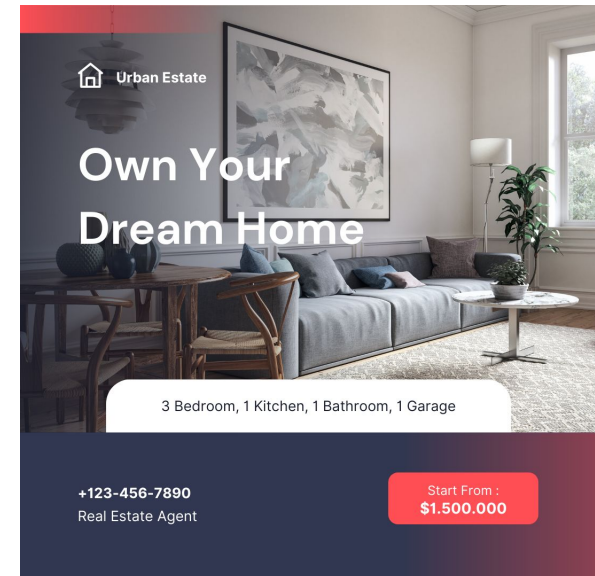
Urban Estate

Own Your Dream Home

3 Bedroom, 1 Kitchen, 1 Bathroom, 1 Garage

+123-456-7890
Real Estate Agent

Start From :
\$1.500.000





2

Content Categories Quiz

What type of post am I?



**OPEN
HOUSE**

SATURDAY, 10 OCTOBER 2021
123 Anywhere St., Any City, ST 12345

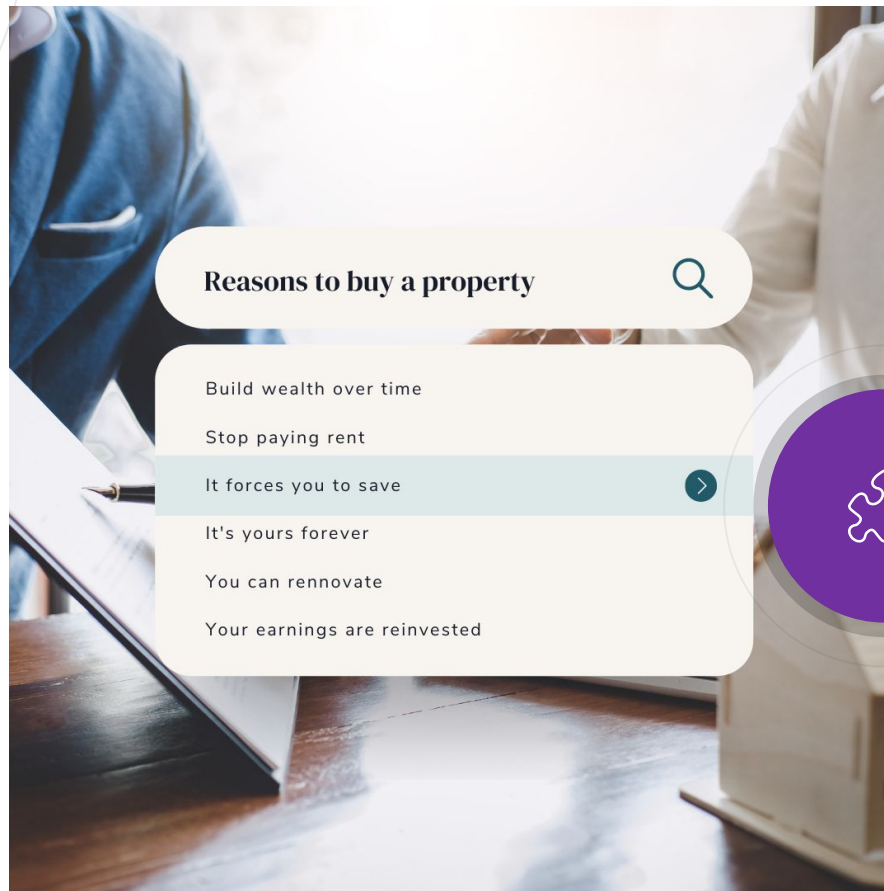
@reallygreatsite



Maunika Eskobar
+123-456-7890

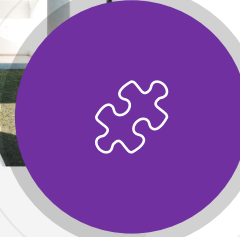


What type of post am I?



What type of post am I?

07



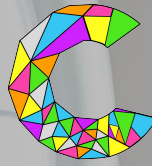
**“HOME IS WHERE LOVE
RESIDES, MEMORIES
ARE CREATED, FRIENDS
ALWAYS BELONG,
AND LAUGHTER NEVER
ENDS.”**

UNKNOWN

**YOUR
LOGO**

What type of post am I?





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RESULTS-ORIENTED MARKETING

Thanks for Listening!

