

CREATING KILLER CONTENT

— AS A REAL ESTATE AGENT —

SOCIAL POST



WHAT YOU'LL NEED

social media account,
computer or smartphone

SOFTWARE, APPS, OR WEBSITES

Facebook, Twitter,
LinkedIn, Instagram



68%

of U.S. adults
use Facebook

- + Use common sense when posting
- + Engage with your followers every day
- + Spell check

MEMES



WHAT YOU'LL NEED

meme generator,
computer or smartphone,
social media account

SOFTWARE, APPS, OR WEBSITES

Memegenerator.com,
Adobe Suite, Imgflip.com

Researchers studied 160
million memes and found
most of them come from

Two Websites



- + Be witty
- + Use culturally-relevant or popular images
- + Relate content to real estate agents and industry

BLOG



WHAT YOU'LL NEED

computer or smartphone,
blogging platform, editor,
social media

SOFTWARE, APPS, OR WEBSITES

Squarespace, Medium,
Grammarly, Google Docs



77%

of internet users
read blogs
regularly

- + Spell check
- + Edit and rewrite
- + Use common sense
- + Write topics on real estate and the world

EMAIL NEWSLETTER



WHAT YOU'LL NEED

email marketing service,
writing software

SOFTWARE, APPS, OR WEBSITES

Mailchimp, Google Docs,
Word, Template-maker or
Designer, Adobe Suite

Newsletters have
an open rate of

22%



- + Create various content
- + Write pithy subject lines
- + Preview text and CTAs

DIGITAL VIDEO

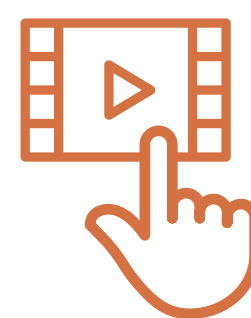


WHAT YOU'LL NEED

camera, video editing
software, writing software,
social media, closed
captioning software

SOFTWARE, APPS, OR WEBSITES

iPhone/ Computer/
Professional camera,
Google Docs, Word,
iMovie, Adobe Premiere,
Production crew (if
necessary)



72%

of readers reported
they prefer
watching videos
over reading text

- + Keep it simple
- + Write and film engaging content
- + Follow social media requirements
- + Check for errors before and after filming

EBOOK



WHAT YOU'LL NEED

editor, designer,
online sources,
social media

SOFTWARE, APPS, OR WEBSITES

Google Docs, Word,
Grammarly

In 2019,
25% of Adults

who read a book in any
format read an ebook



- + Write to inform and help in regards to the industry
- + Choose topics that will be used by clients and leads
- + Do extensive research