

Plan, Create,

ABOUT SPARK

PLANOLY started as the first visual planner for Instagram and has grown into the industryleading social marketing platform trusted by over 5 million users to visually plan, schedule, and measure performance across Instagram, Facebook, Twitter and Pinterest.

Spark let's you create graphics, collages, flyers, videos and animations that look professional in just a few taps. Choose from a vast library of professionally designed templates and assets to create social media graphics, stories, posters, logos, and more. Find on-trend and seasonal images, icons, and backgrounds to promote your business — and feel like you've got the help of a trusted designer in your corner.

AND TOGETHER....

We know that you're busy, don't always have much time, or a large team of designers behind you—that's why Spark and PLANOLY teamed up to bring you a seamless creation workflow from beginning to end. Posting content lets you share your story with the world. When created and planned with intention, it also gives your audience the gifts of inspiration, education, and connection.





In this Spark + PLANOLY Real Estate Marketing Guide you'll find:

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Who are you trying to reach?

Who are you trying to reach on Instagram for your business? Identifying your target audience is the first step toward Instagram marketing success. You can start identifying your target audience by asking yourself the following questions about your future customers:



Map Out Your **Weekly Content!**

Consistently creating content is a challenge. Coming up with weekly content buckets or "themes" can help simplify what you create for your Instagram. Weekly content buckets can include things like photos of beautiful homes, testimonials from happy clients, or real estate industry-related tips.

We've put together an example of a mapped out week, with some examples of how you can organize your posts, oversee engagement, and some template examples. Simply duplicate this for for each week, update your content, and you've got a nice schedule going. Batch create 5-6 posts and share those templates with your team so they can keep on schedule too.

WHERE We've put together a few options for content buckets for you to choose from on the following pages. Choose a content bucket that best serves your business. Every week, go down the list and create the content.

TART

| Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday |
|--|---|------------------------|--|-------------------------------|---|---|
| Remix this template | <u>Remix this</u> template | take today to | <u>Remix this</u> template | <u>Remix this</u> template | <u>Remix this</u> template | • Update templates |
| ESSENT ES | etati Etatione Etatione Open House | respond to comments | The second secon | #JUStListed | I Love My Neighborhood Essentions Easternoon Fasternoon Fasternoon Fasternoon | Respond to comments Hashtag research |
| #CheckList | #OPenHouse | *Nee | the Realtor | #ILOVENNNe | ghbothood | |

Marketing Guide for Real Estate Agents & Agencies

Real Estate Agents—Attract the local home buyer

Content Bucket Option 1

- Photos of local homes that represent the local area
- Highlight neighborhood businesses, like restaurants or shops
- Photos of first-time owners or client testimonials
- Videos/Reels showcasing current listings & open houses
- A little about you, their agent! Real estate is a personal business so make time to connect & build trust with buyers

Content Bucket Option 2

- Ask Me Anything series to answer pressing questions
- Trending memes, videos, or holday-themed posts to showcase your personality
- "Just Listed" posts to attract potential buyers
- Photos of first-time owners or client testimonials
- Highlight neighborhood business, like restaurants or shops



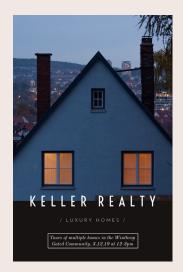
Remix this template



Remix this template



Remix this template



Remix this template



Remix this template

Real Estate Agents—Attract the local home seller

Content Bucket Option 1

- Photos of recently sold homes
- Stats about the housing market or your recent sales
- Home renovation photos and tips
- Behind-the-scenes content about the home selling process
- A little about you, their agent! Real estate is a personal business so make time to connect & build trust with buyers

Content Bucket Option 2

- Tips on how to get ready to sell your home and move
- Client testimonials from recent sales
- Photos of recently sold properties with sales stats
- Call for referrals (maybe even monthly giveaways for referrals)
- A little about you, their agent! Real estate is a personal business so make time to connect & build trust with buyers



Remix this template



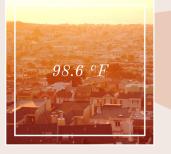
Remix this template



Remix this template



Remix this template



Remix this template



You've done the planning, now it's time to create! But where to start and how to do it quickly? Spark can help!

Work Faster with Templates

First off, did you know that Spark has thousands of templates to chose from? It's a great creative jumping off point. From there you can quickly add your logo, colors, images, change the text, and more. Check out the range of templates <u>here</u>.









Remix this template



MPLATIZE

You made something rad. So make it into a template! A simple visual theme (cohesive color is key!) can take you a long way. Swap out colors for seasonality, or change the text (your weekly testimonial from a customer, perhaps) but keep the bones of that awesome design and save tones of time by reusing it. Rinse and repeat around hashtags or topics that engage! #TipTuesday or a monthly calendar.



Resize and Run with It!

Now, you have something created but you have more than one space to post it to. With the click of a button you can resize your design to fit a Facebook or Instagram post, Instagram stories, a digital or printable flyer, Pinterest you got it. Save. So. Much. Time!

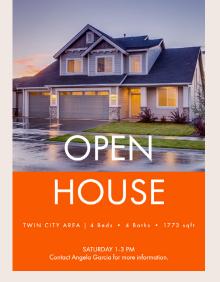
PRO TIP: Group all aspects of your design together when resizing! Makes for easy scaling.



Facebook



IG stories



Pinterest





IG Post



B

Once you set up your brand with its unique logos, colors, and fonts, Adobe Spark hooks you up with customizable templates and the ability to "brandify" any piece of content in a single tap. Just click the "brandify" button and viola your brand assets are appliesd to the design! No more hefty, hard-to-follow brand guideline documents that are separate from the content creation tool. Just set up your brand once to save time later.

Remix this template

Team Consistency Team Consistency

Unlock the full creative power of your team by sharing your templates, ensuring consistency across the content everyone on your team creates. Standardizing your content creation process across your team has never been easier.



Remix this template



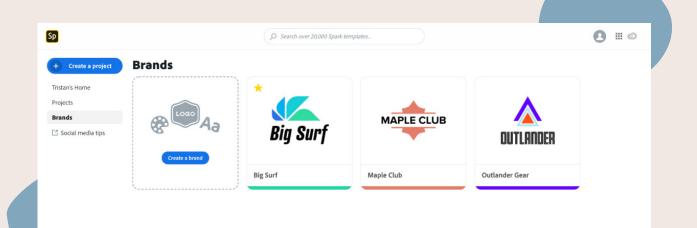
Create a template that is easy to remix and share!



Share the template with coworkers so they can easily swap out content.



You've got more than one brand? Of course you do! You may have a product brand and a thought-leader brand, your personal brand and your yoga studio brand. Manage and create both seamlessly with Spark. Check out Multi Brands <u>here</u>.



Inspire Community

Connect with your following by posting weekly, thoughtful engaging questions, and respond to their answers. Taylor the questions to relate to real estate in some way.



Where do you see yourself in 5 years? Call into us to talk about your dream home

1/65 Terrace View, Sun Boulevard www.unlockyourdreamhome.com Unlock Your



What do you love about your current home?

Unlock Your

1/65 Terrace View, Sun Boulevard www.unlockyourdreamhome.com

Make the templates public and offer them to your followers. Remix this template

Embr> Embrace the microform video. It's usually less than 15 seconds, and focuses on a single thought, idea, or call to action. You don't need to make a short movie — just adding a little movement to text can stop the scroll in it's tracks, and add that suspense and build you're looking for!



Give some advice, share some insights or expertise with real esate agents just starting out. Remix this template





Once you have your content created, you can use the PLANOLY grid planner to start uploading your content or use placeholders to plan your first 9 posts! Some types of content can be used multiple times to fill your feed, like photos and customer testimonials.

Plug in Your Content

Visual planning pays off and takes away the guesswork to help you build a cohesive, recognizable feed for your customers! Trust us when we say, nothing beats the feeling of a fully planned grid for the upcoming week!

| new owners | local biz | reels | |
|-------------|-------------|----------|--|
| just listed | testimonial | about me | |
| new owners | just listed | reels | |



Captions should not be overlooked. This tiny bit of copy can be a driving force within your post — prompting your audience to click a link, feel a feeling, or learn more about you and your brand. Be direct in your captions to educate, inform, or entertain. Here are some sample captions to help you plan your weekly content.

Property Photos & Videos



Welcome home! This X bedroom, X bathroom home situated in the desirable X neighborhood just went on the market.

It's what's on the outside AND inside that counts when selling your home! Check out these easy curb appeal enhancing weekend project.

Remix this template

The door is open, c'mon in! I'll be here at x address until 2pm showing you your new home. Can't make it out today? Check out my video tour.

SOLD! This home went fast and for above the asking price! Are you ready to sell your home? Let's talk.

/// Planning

Neighborhood Content

Don't miss our upcoming [event name] with our friends at [partnership] this weekend! We're giving out goodies all day long. We love living here! There are so many

Do you know your home's value? We can give you a free home value estimate with no pressure to sell until you're ready!

do first.

things happening in

town this weekend

that the hard part will

be deciding what to

Client Testimonials

TESTIMONIAL

Remix this template

Because of loyal customers like you, we're excited that we just closed on our X house! Thank you!

It makes our day when clients tag us in their Instagram posts and stories. Especially on moving day!

This town is HOT.

Just this week alone,

X homes sold and for

top dollar too. And for

good reason... [Share a

few stats/brags about the community].

Remix this template

Referral giveaway time! Send your friends and family our way and be entered in a drawing to win a free X. clients have four legs and fur! No, we don't sell dog houses, just houses for dogs too

We don't just sell here, we live here. Have you tried X restaurant? The X dish is as hot as my recent listing, which happens to be walking distance too!

ADDITION

Yes, some of our



It's not all work and no play around here! #SundayFunday with my family! How are you enjoying the weekend?

- AMY O'NE

No, I'm not selling this home but I do love keeping up the curb appeal. Check out my fun family weekend gardening DIY project.

> We'd like to introduce you to X, one of our top agents. X has been on the team helping us make real estate dreams happen since X date. [Share fun team member stats to build community and relationships].

Schedule Your Weekly Content

Now that you've created your content and written your captions, it's time to schedule your posts! Scheduling is key to consistently posting, engaging, and growing your social presence.

Upload Your Content

Once you have photos, graphics, or videos created, you can upload all your content at once onto PLANOLY to schedule your content or have them automatically post to your Instagram.

Identify Your Hashtags

Next, choose your hashtags. Hashtags put more eyes on your content. If you use a massive hashtag like #realestate, for example, your content will likely get lost in the shuffle. You're better off choosing highly-targeted or specific hashtags.

To find targeted hashtags in your niche, search your post topic on Instagram and flip to the "Tags" tab. Look at the related tags listed at the top, along with the tags relevant posts are using. The fewer posts the hashtag has, the less competition you'll be up against.

Once you identify your hashtags, use them consistently in your posts as you're growing your audience.

And don't forget the importance of geotagging your content, especially when doing an Instagram Live video at an open house!

/// Scheduing

Use Quick Schedule & Auto-Post

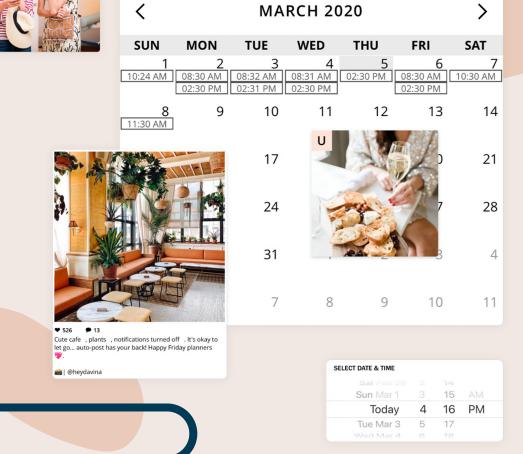
Identify which days of the week and times you want to consistently post to Instagram. Once you find a schedule, we recommend sticking to it!

You can use the quick schedule feature on PLANOLY, which allows you to preset your own frequently used posting times. If you have a paid PLANOLY account, you can also use the best time to post feature, which presents you with the best time to schedule your post based on when your unique followers are most active! Both features arehere to simplify your social media planning process.

Managing an Instagram can quickly take up all your time if you don't set your posts to auto-post. We recommend scheduling the bulk of your contentweekly so you can get back to your other priorities.

PRO TIP: New to PLANOLY? Here's a tutorial on getting started with our IG Planner to simplify your planning and save you time every week.





MARCH 2020



Whether your business is local, national, or global, engaging with your digital community through comments and direct messages each day you post will help your followers turn into customers. Here are a few best practices to build a strong community engagement practice.

followers that you are active, listening, and answering their questions.

Engage with comments the first hour your post is up. This shows your

Use Instagram Stories once a week to proactively spark convos. Use the question sticker to ask for feedback on a new product or use polls to ask a series of more fun questions like, serums or moisturizers? The countdown sticker is also a great way to generate buzz around an upcoming launch or event.

Use **geolocations** to establish a local presence. Tagging your location on posts and stories will put your content on the radar of people in your community. It's a low-effort way to maximize your exposure.

> Be authentic. Authenticity is essential on Instagram. Your audience wants to relate to you and your products. Whateveryou say or post, keep it real and candid.





Keeping track of your content's performance will help you identify what content is working and what isn't with your newfound followers and customers on Instagram. You can use Instagram Insights to help you understand your audience and what they're interested in from your business. Here are the top 3 Instagram metrics you can track in your Instagram Insights each week to measure the success of your marketing strategy:

ENGAGEMENT RATE

REACH

Not every follower will always see your content. This metric shows how many unique people saw your posts.

OR SHARES More than 'Likes,' saves and shares of your posts indicate that your followers loved your content and shared it with others in their network. This is a percentage you can calculate for your top few posts each week to assess how your posts are performing. Engagement Rate % is calculated by totaling the number of likes, comments, and saves on a post then dividing that number by your follower count.

[(LIKES + COMMENTS + SAVES) / FOLLOWERS] X 100

Wish There Was An Easier Way?

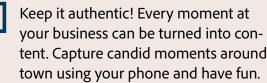
You can use PLANOLY's Analyze feature for detailed performance metrics. Analyze provides overall engagement rates, reshares, comments, top posts, and more for any date range!



You're now all set to plan, create and post using Spark and PLANOLY! Here's a weekly checklist for you for on-going success.

| - | - | - | - | - | 1 |
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Dedicate a day to create all your planned content at once. Create 5-9 posts based on the content bucket you choose. Save room for live posts at open houses and community events.



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| 18 | |

Use Spark's search feature to filter not just for templates found under "real estate", but you can also search for a certain aspect, interior, home, house, yard. or even a genre (modern, traditional, etc).



Use your captions to educate, inform, or entertain your followers.



Consistently use the 2-3 hashtags identified in each caption. For property posts: Always include a geotag with the location of the property.



Upload and schedule your content in weekly batches on PLANOLY so you can trust that you're posting, even if you're busy running your business!

Spark has built in photo filers making it easy to stylize your imagery. If you find a template and you like the layout but the content isn't real estate related, swap it out! Any template can be remixed to work with your content.



Remove backgrounds in one click in Spark. This is a great feature for product shots.



When possible, engage with tags and comments the first hour your post is up to build stronger relationships with your audience and get more engagement.



Use Instagram Stories to spark conversations with your followers and get their feedback.



Tag your locations in your content. And don't miss the opportunity to partner with local businesses.



Revisit your Instagram Insights or use PLANOLY's Analyze feature weekly or monthly to gauge how your content strategy is performing.

