Marketing The Listing

Great marketing gets great results. This section shows agents how to elevate every listing with a high-impact marketing strategy that includes professional photography, video tours, targeted social media, and printed materials that make an impression. With tools like Spotlight Marketing, Back At You, Facebook PPC, and customized postcards, you'll create maximum exposure and attract the right buyers. Learn how to make your listings stand out online, in print, and everywhere in between.

- Back At You Media
- Spotlight Marketing
- Social Media Posts and Videos

Back At You Media

Back At You Media (BAY) is your automated social media assistant — built to promote your listings, enhance your online presence, and keep your branding consistent across platforms. When you list a property, BAY automatically creates and schedules high-quality posts to platforms like Facebook, Instagram, LinkedIn, and Twitter. It’s fully branded to you, and it works in the background to keep you visible, relevant, and top-of-mind with your sphere.

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Back At You Media

Spotlight Marketing

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The Spotlight Marketing Program

Social Media Posts and Videos

Social Media Marketing for Listings

Purpose:

To ensure every listing receives consistent, professional exposure across social media platforms using a mix of organic and paid strategies. This procedure outlines when and how to post, what type of content to create, and how to integrate tools like BRICKS and video into your strategy.

Procedure:

1. Pre-Launch Preparation (1–2 Days Before Listing Goes Live)

☐ Gather all marketing assets: professional photos, listing video, feature sheet, BRICKS link, and property details.

☐ If a video is included, ensure it is optimized for square or vertical format for platforms like Instagram and Facebook.

☐ Prepare branded social media Bricks - Canva is great for this

☐ Draft your captions for each platform — include a hook, key features, the location, and a clear call-to-action (e.g., “DM to book a showing” or “Link in bio”).

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2. Posting Schedule & Frequency

Day 1: Listing Launch

- ☐ Post to Instagram (feed + story), Facebook (page + story), and LinkedIn (if applicable).
- ☐ Include: main property photo or video, price (optional), key features, and BRICKS link or MLS #.
- ☐ Use local and property-specific hashtags.

Day 2–3: Behind the Scenes or Teaser

- ☐ Share a short reel or story: e.g., “What $X gets you in [city]” or “Sneak peek before the open house.”
- ☐ Feature: one standout room, unique feature, or agent perspective.

Day 4–5: Highlight Feature

- ☐ Post a carousel or short video highlighting a specific element (e.g., kitchen, backyard, view).
- ☐ Include a call-to-action like “Would this kitchen work for your lifestyle?”

Day 6: Open House Announcement

- ☐ Promote the open house with time, date, and format.
- ☐ Tag location, include RSVP call-to-action or link to event.

Day 7+: Just Listed Recap or Testimonial Opportunity

- ☐ Share a round-up post or a buyer/seller quote (if available).
- ☐ Add urgency if the property is receiving showings or offers.

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3. Paid Boost Campaigns

- ☐ If you have the budget, consider a paid ad.
- ☐ Budget: Typically $25–$100 over 3–5 days.
- ☐ Targeting: Focus on local demographics, move-up buyers, or relevant relocation zones.
- ☐ Use: Facebook Ads Manager or boost directly from Instagram/Facebook post.
- ☐ Or simplified boost posts can be done in Back at You Media

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4. Ongoing Engagement

- ☐ Respond to all comments and DMs within 12 hours.
- ☐ Re-share stories where the listing is mentioned or tagged.
- ☐ Tag the brokerage #c21hg, photographer, stager, and relevant community businesses.
- ☐ Use polls, quizzes, or “Would you live here?” style engagement tools in stories to drive interaction.
