Back At You Media – Social Media Automation & Lead Generation

Century 21 Heritage Group Ltd. | Social Media Marketing Made Simple

INTRODUCTION

Back At You Media is Century 21’s preferred social media automation platform, designed to help real estate agents grow their online presence, generate leads, and manage engagement with ease.

This tool automatically posts listings, landing pages, and market content directly to your connected social media channels. It creates a consistent brand presence and brings in **organic leads at no cost** to you. Through Century 21’s partnership, you gain **free access to the organic automation tools**, which would otherwise be a paid service.

You also have the option to **boost your listings or posts** using ad spend for a wider reach and lead generation. Back At You simplifies this with easy-to-use templates and automatic targeting.

But automation is only part of the equation. For success, agents must learn to manage their CRM, follow up with leads quickly, and build meaningful conversations that convert clicks into clients.

STANDARD OPERATING PROCEDURE (SOP): BACK AT YOU MEDIA

1. Getting Started – Connect Your Social Media

- Visit the **Back At You** login page in the **Brokerage Hub** (Remarketer) Login using your Century 21 Email single sign on
- Connect your Facebook Business Page, Instagram, LinkedIn, Youtube and/or Tiktok via the platform.
- Approve publishing permissions when prompted.
- Choose the content types you want to automate (listings, solds, landing pages, market updates, etc.).
- Customize your posting schedule if desired.

2. Organic Social Media Automation

- The platform will auto-publish new listings, open houses, just solds, and market reports to your connected channels.
- You can **enable or disable individual content types** at any time through your dashboard.
- Add your own posts to complement the automated content — local insights, videos, or behind-the-scenes posts work well.
- Back At You will also provide analytics to help you track reach and engagement.

3. Boosting Listings (Paid Ads)

- From your dashboard, select the listing or content you want to promote.
- Choose “Boost” or “Promote” and enter your desired **ad spend**.
- If you want to Automat your Listing paid ads, click on the setting and Listing Automation (watch video on this)
- The system will auto-create and target your ad, typically using behavioural targeting based on real estate interest and location.
- Monitor results inside the dashboard and adjust spend or targeting as needed.

BEST PRACTICES FOR SOCIAL MEDIA SUCCESS

1. Personalize Your Content

- While automation is helpful, **personal content performs better**. Mix in videos, testimonials, behind-the-scenes stories, and area highlights.
- Use your voice. You’re the brand.

2. Consistency Builds Trust

• Posting consistently helps build brand recognition and trust. Back At You keeps your presence steady, even when you’re busy with showings or clients.

3. Maximize Boosted Posts

- Use boosting strategically for:
- New listings in competitive markets
- Unique properties needing exposure
- Open houses with tight timelines
- Monitor performance and tweak targeting when necessary.

CRM & CONVERSION STRATEGY

Leads generated from Back At You (especially from landing pages or ads) are automatically funneled into your connected CRM. Managing these leads properly is key.

1. Immediate Response

• Aim to contact new leads **within 5 minutes**. Response time drastically affects conversion.

2. Lead Tagging & Categorization

- Use categories such as “Buyer – Online Lead,” “Long-Term,” or “Needs Financing” to sort your database.
- Set follow-up reminders and add notes after each interaction.

3. Nurture Campaigns

- Set up email/text drip campaigns for cold or long-term leads either in your Agent Locator (Lead21 Program) or in Remarketer's Lead Master upgrade program
- Send value-added content (e.g., market stats, listings, buyer guides).

4. Skill Development

- Learn how to handle typical online objections like “just browsing” or “not ready yet.”
- Practice guiding the conversation toward setting an appointment — the real goal of lead conversion.

SUMMARY

Back At You is a powerful automation and lead-gen platform built for busy realtors. With Century 21, you get organic automation **at no cost**, and the flexibility to boost content for lead generation when desired. Combine this system with proper CRM management and conversational skill-building to unlock its full value.

**Also see our section of the Playbook with regards to Leads21 and/or Remarketer

Automation creates opportunity — but **you create conversion**.

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