



Shermineh Niknejad Realtor Social Media Report

September 06- October 31

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Introduction

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- Intended goals: Increase engagement and consistency
- Overall strategy: Focus post on 80% San Diego life - Real Estate and 20% about Sherminéh.
- Summary of tactics: Between Sherminéh and Vanessa come up with 3 posts a week and one story to drive engagement and reach to eventually turn followers into clients!
- Success metrics: Increased IG reach from 348 to 3,225 (580.4% increase over 60 days)
- Success metrics: Increased FB reach from 177 to 675 (122.5% increase over 60 days)

Success Snapshot

Success Snapshot

Between Sep. 6 and Oct 31, we achieved the following:

New Followers

6

Overall 44
(38 unfollows)

Total Reach

3,900

Combined
(Facebook 675 & IG
3,225)

Average IG Engagement

11.84

Target is 3-5%
(anything over is
AMAZING)

Data Tracking

Instagram Performance

Data Range:
September 06- October 31

- Most Active Times: 9am & 12pm
- Number of Posts: 23
- Number of Stories: 47
- Accounts reached: 3,225
- Accounts engaged: 255

Top performing posts



Facebook Performance

Data Range:
September 06- October 31

- Most Active Times: 9am & 12pm
- Number of Posts: 24
- Number of Stories: 1
- Engagement Total: 177
- Average Engagement: 1.90%
- Reach: 675

Top performing posts

Shermineh Niknejad/ DRE# 01971770/ Windermere Homes & Estates
Published by Vanessa Wair · October 9 at 7:00 AM · 🌐

Behind this award, there is a long history of how I became a realtor, year after years of sacrifices.
I just want to share with you that nothing extraordinary comes easy, and if you want to achieve your dreams, you need to work hard.
Happy Saturday 😊 ... See more

FIRST HALF OF 2021 | TOP AGENT AWARD WINNER



MOST PROMINENT AGENT AWARD
Shermineh Niknejad


188 People reached 55 Engagements - Distribution Score [Boost Post](#)

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Most Relevant ▾

Shermineh Niknejad/ DRE# 01971770/ Windermere Homes & Estates updated their profile picture.
Published by Vanessa Wair · September 16 · 🌐



90 People reached 78 Engagements - Distribution Score [Create Ad](#)

👍❤️ 46 9 Comments

👍 Like 🗨 Comment ➦ Share 🌐

Most Relevant ▾

Comment as Shermineh Niknejad/ DR...

Mike Marmion
Great picture Shermineh! You look beautiful!
Like Reply · 6w 1

➦ 3 Replies

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Analysis

Analysis

Takeaway

- **1207 fake followers were removed from the IG account**
- **Engagement and Reach increased while followers stayed the same**
- **Consistent posting but need to work on engagement with other accounts**
- **Consistent and intention posting works for reach and engagement but if we want to gain followers we also need to engage with other accounts**

Conclusion

Future Strategies

What worked?

- Sherminah photos.
- Reels.
- Things to do in San Diego.

What didn't work?

- Carousel about Real Estate.

How will we adjust our strategy in the future?

- Be more intentional with timing. Share your business page posts on your personal facebook timeline.
Engage on IG
- Create more Reels instead of pictures.

Action items

- Incorporate stories.
- Incorporate short videos/reels about Real Estate.
- Focusing on turning engagement into leads. This is a bit of a longer trek 12 weeks. We want to turn followers and audience into clients (a bit hard during the holidays but maybe just start working leads)
- Posting 3 times a week plus your stories is still a good goal!