

Shermineh Niknejad Realtor Social Media Report

September 06- October 31

Vanessa Wair

Agent Marketing Specialist, Scripps Ranch

vanessawair@windermere.com



Introduction

Introduction

- Intended goals: Increase engagement and consistency
- Overall strategy: Focus post on 80% San Diego life Real Estate and 20% about Shermineh.
- Summary of tactics: Between Shermineh 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

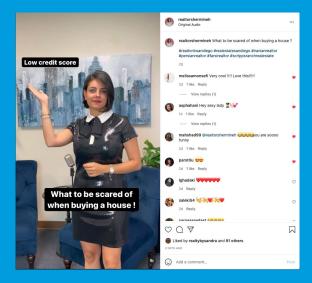
Number of Stories: 47

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:

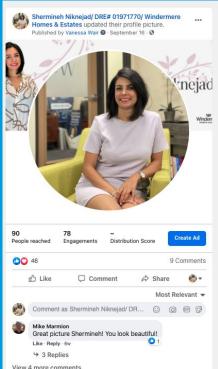
Engagement Total: 177

Average Engagement: 1.90%

• Reach: 675

Top performing posts





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?

- > Shermineh 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 turing 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!