

# how to boost your social media presence

**Fine tuning your strategy  
for the most impact.**



# Are you getting results from your efforts?

Your social media presence can make or break your online success.

Don't fall into the trap of spending hours creating and posting content that doesn't align with your goals.

We're here to help you make every moment count.





# Developing a Social Media Plan

**The foundation  
of your success.**

**Why Plan?**

**Choosing Platforms**

**Consistency is Key**



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## **Consistency is Key**

Plan for consistent posting to build trust and keep your audience engaged.

**Who Are They?**

**What Do They Need?**

**Meeting their Needs**

# **Understanding Your Target Audience**

**Who are you  
targeting?**



**PHOTOFY**

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What are their demographics? Consider background, occupations, income levels, gender, and age ranges.

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Your social media content should use visuals and language that resonate with your audience.

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# Sharing Value-Added Content

## Balance your content to earn trust and followers.

Establish yourself as a valuable resource in your industry by addressing the needs of your audience.



# Value-Added Content Topics for Real Estate

- Market trends
- Staging tips
- Local guides
- Home maintenance
- Mortgage and financing
- Home buying checklists



## NEW YEAR, NEW HOME

*Top Tips for Purchasing a House*

- 1** Start planning and saving early
- 2** Create a (realistic) monthly budget, including a potential mortgage
- 3** Build a real estate dream team
- 4** Get out more! Start browsing homes and neighborhoods
- 5** Clean up your credit if possible
- 6** Plan for more than the down payment

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LIFESTYLE

## Home Decorating Trends Making a Comeback

BERKSHIRE HATHAWAY HOMESERVICES



### MARKET UPDATE

AUGUST 2022 | RALEIGH

 <b>122</b> ACTIVE LISTINGS	 <b>86</b> PROPERTIES SOLD	 <b>14</b> AVG. DAYS ON MARKET	 <b>\$384k</b> AVG. SALE PRICE
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### CREATING AN EFFICIENT Laundry Room

TRY SPACE-SAVING DRYING RACKS

CREATE A SORTING STATION

MAKE USE OF SPACE

INVEST IN DECORATIVE CONTAINERS

UTILIZE THE ENTIRE ROOM

# Value-Added Content Topics for Direct Sales

- **How-to guides**
- **Recipes & home hacks**
- **Behind the scenes**
- **Demonstrations**
- **Motivational Quotes**
- **Q&A sessions**



**Online Party Tips**

1. Plan Ahead
2. Create an Event Page
3. Virtual Product Tour
4. Offer Exclusive Deals
5. Engage and Interact

 **SCENTSY**  
INDEPENDENT CONSULTANT





**DAY 12**  
wipe down your cabinets





**PUMPKIN PIE SMOOTHIE**

- 2 scoops FeelFit Vanilla
- 3/4 c unsweet vanilla almond milk
- 1/4 c pumpkin puree
- 1 tbsp pecans
- 6-8 ice cubes

   
INDEPENDENT CONSULTANT



**“**

You are never too old to set another goal or to dream a new dream.

**”**



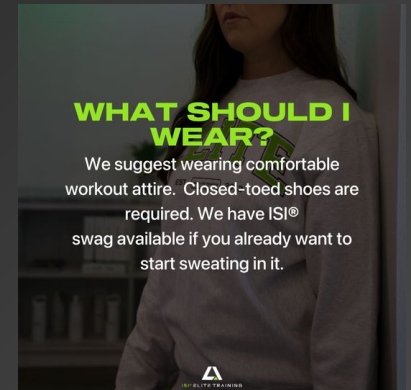
**LES BROWN**



**GREEN SPARK WELLNESS**

# Value-Added Content Topics for Fitness

- Workout tutorials
- Recipes & nutrition
- Fitness challenges
- Wellness & recovery
- Inspirational stories
- Motivational quotes







# Consistent Branding Across Profiles

Maintaining a  
strong brand

## Visual Branding

## Optimize Your Bio

## Contact Information



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Keep information up to date. Give your visitors every opportunity to connect with you. Use landing pages or contact pages to capture leads.

# Engaging with Your Followers

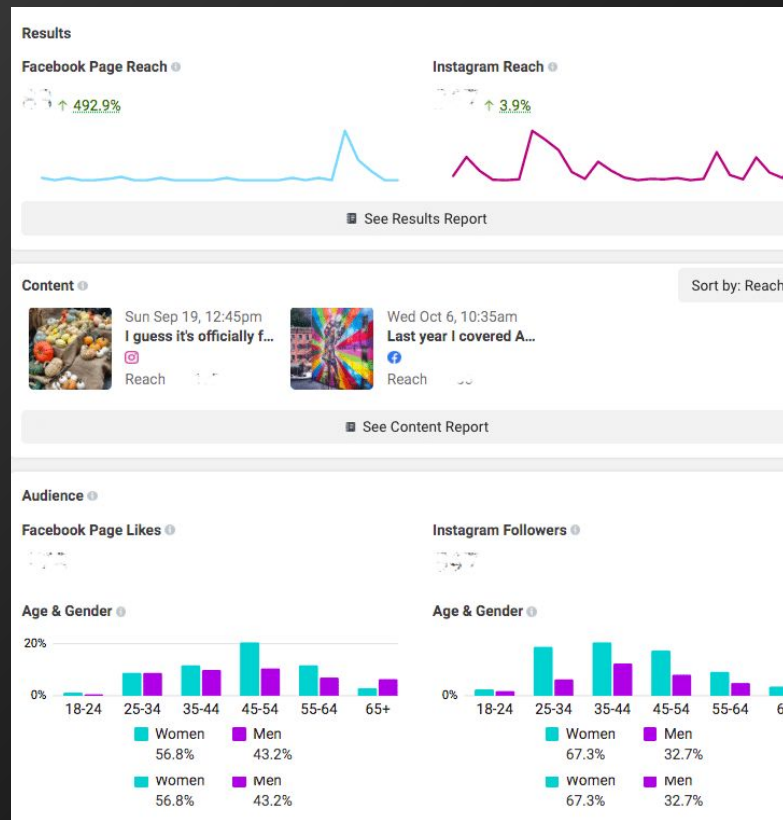
- Encourage discussion
- Respond to comments and messages in a timely manner
- Thank followers for sharing or leaving positive feedback



# Using Analytics

Measure your impact to make data-driven decisions.

Let the analytics of your social media content shape how to adapt your strategy.

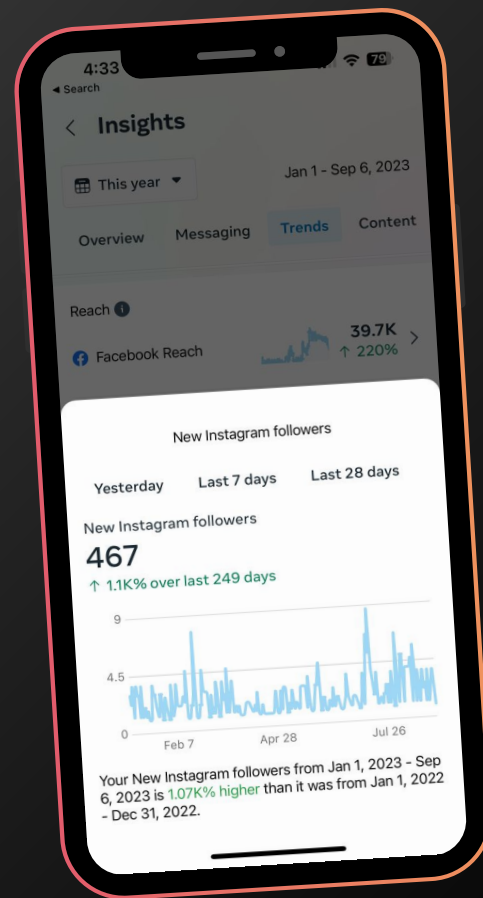


# What to Track?

**Followers**

**Engagement**

**Demographics**



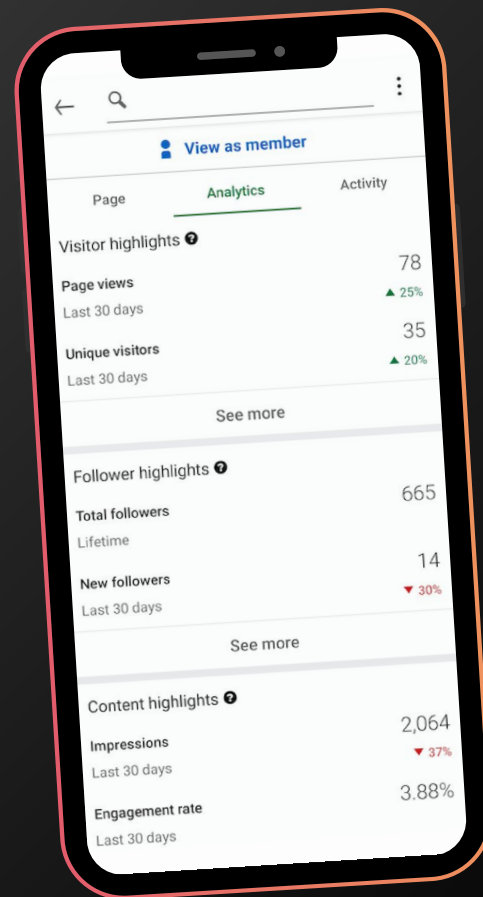
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Is your follower base growing or declining?

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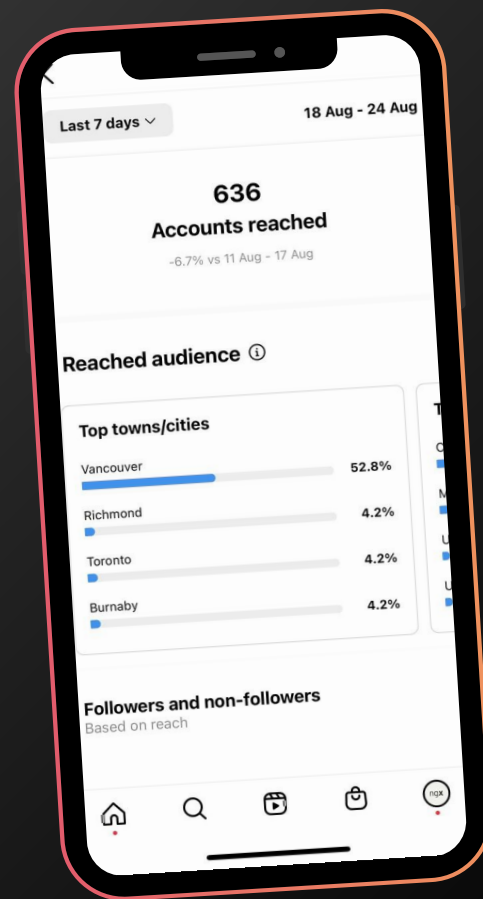
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Likes, comments, shares, and clicks show your content performance

## Demographics



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Did you reach your target audience?  
What content is resonating with them?







# Helpful Photofy Features

- **Quick Shares**
- **Templates**
- **Artwork & Logo+**
- **Scheduler**

# Helpful Links

## Photofy Resources

- Previous Photofy Snapshot Recordings:
- Photofy Blog: <https://www.photofy.com/blog/>
- Content Guides: <https://www.photofy.com/tag/content-calendars/>
- Social Media Marketing Guides: <https://www.photofy.com/tag/social-media/>

## Other Resources

- Facebook Page Insights: <https://www.facebook.com/business/help/633309530105735>
- Measuring Instagram Insights: <https://blog.hubspot.com/marketing/how-to-use-instagram-insights>
- More Analytics Tracking Tools: <https://blog.hootsuite.com/social-media-analytics/>

## Branded Subscription Details (click the logos below)

