

# SOCIAL MEDIA

Grow Your Following | Grow Your Reputation | Grow Your Business

## Why Social Media?

It should come as no surprise that more and more people are turning to the world of Social Media to make purchasing decisions. Don't get left behind in 2017 by ignoring the growth potential across Social Media platforms like Facebook & Instagram!

## Why Instagram & Facebook?

Studies have shown that over the course of the past several years, many other platforms have been bogged down with fake accounts and spam. Facebook & Instagram currently have the largest portion of real people who are easily targeted in posts and advertisements.

Both of these platforms allow us to target people both **geographically** & by **interest**.

We tailor your campaign to serve those in your community who are in the market to purchase real estate and/or acquire a home loan.



## Facebook & Instagram

### What Makes Them Tick?

One of the most important factors in any social media platform is engagement. Engaging your following, and having them engage you is how you can grow your brand rapidly & organically.

Tiago Title now offers comprehensive marketing services in our basic package that handles both Instagram and Facebook advertising and follower growth for you. Best of all, we do it organically!





## Are The Posts Customized For Me?

Yes! Each post is carefully researched and crafted in order to convey you and your brand as a realtor. We do not use any pre-fabricated posts, or posts that have been used with other individuals. We also ensure that these posts target the audience that best suits your particular demographic. Become the Social Media Mayor™ of your business territory!

## What Else Should I Know?

Let's talk about results and the actual process for a second.

Once you sign up with our Social Media marketing platform you can expect us to get to work immediately. Here are the important steps:

- Fill out our questionnaire
- Provide us with the required account information
- Allow us to run ads to determine target demographic
- Sit back and watch the results!

## How is this done?

Our Marketing & Advertisement Growth Department will manage your Facebook & Instagram accounts and ensure they grow by:

- Providing valuable & actionable information in each post
- Engaging your current & prospective audiences
- We post on your behalf 3 times a week on each platform
- Like, comment, and follow accounts that have the potential to send you meaningful business
- The first week is spend gathering pertinent information about your target demographic audience via Facebook Ads. Posting commences the following week, once this information is gathered.
- We also notify you of your clients' major life events so you know if they may be in the market for a different home.

## What Does It Cost?

These days, many companies charge an arm and a leg for their social media management services. We have proprietary tools to help us do with one person what typically takes an entire team to accomplish. This is why our starter package for just Facebook & Instagram begins at only:

**\$199/mo**

