

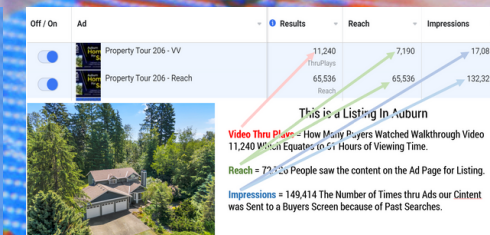
EZ MARKETING

STRATEGIES

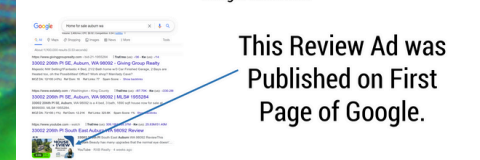
LISTINGS



EZ Real Estate
Platform



Optimizing On Search Engine Platforms
Through Strategic Use of Meta Tags, Keywords and a Unique Page Coded
Just for Your Home, We will Help Your Property Get Ranked Well Inside
Google Searches.



BROADER REAL ESTATE MARKETING STRATEGIES

SOCIAL MEDIA MARKETING:

TARGETED CONTENT: FOCUS ON CREATING CONTENT THAT RESONATES WITH YOUR IDEAL CLIENT.

USE STORYTELLING TO ENGAGE POTENTIAL BUYERS AND SELLERS.

VIDEO CONTENT: USE VIDEO TO BUILD TRUST AND SHOWCASE PROPERTIES. PLATFORMS LIKE INSTAGRAM AND FACEBOOK FAVOR VIDEO CONTENT.

RETARGETING ADS: USE FACEBOOK RETARGETING ADS TO REACH VISITORS WHO HAVE SHOWN INTEREST IN YOUR LISTINGS, INCREASING THE CHANCES OF CONVERTING THEM INTO LEADS.

POSTCARD CAMPAIGNS: SEND TARGETED POSTCARDS TO MAINTAIN VISIBILITY AND BUILD TRUST WITH POTENTIAL CLIENTS, ESPECIALLY IN THE LISTED NEIGHBORHOOD.

***TARGETED CONTENT:* FOCUS ON CREATING CONTENT THAT RESONATES WITH YOUR IDEAL CLIENT.**

USE STORYTELLING TO ENGAGE POTENTIAL BUYERS AND SELLERS.

Social Media Targeted Content:

In the context of real estate involves creating and distributing content that is specifically designed to appeal to a particular audience or demographic. This approach helps real estate professionals maximize their online presence and generate leads more effectively. Here's how to create targeted content.

Audience Identification:

- **Ideal Client Avatar:** Define your target audience based on demographics, interests, behaviors, and location. For example, first-time homebuyers, retirees, or families with young children.
- **Facebook:** Ideal for targeted advertising and reaching a broad audience across generations.
- **Instagram:** Visual platform for showcasing properties and lifestyle content⁴.
- **YouTube:** Effective for video walkthroughs and educational content
- **Location Targeting:** Focus on specific neighborhoods or regions to attract local buyers and sellers.
- **Lookalike Audiences:** Target users similar to your existing clients or followers.
- High-Quality Visuals, Video Walkthroughs, Neighborhood Spotlights and Market Updates.

EZ COURSES AND MARKETING FOR EACH LISTING

Nick Magical Marketing

Digital Marketing

Budget

Sourcing Content

Website and SEO

CRM

Client Avatar

How to Create a Facebook Page

What is Meta Business Suite

You are screen sharing



Custom Color Flyers Digital and Print

From Print to Social Media to Television. All Listings Go to All Social Media Outlets, plus 1000's of Real Estate Websites to TV on YouTube and Vimeo.

PRICED TO SELL

33002 206TH PLACE SE - Auburn WA - 98092

Unique Auburn Home

FOR SALE

33002 206TH ST SE AUBURN WA 98092

2 Bedrooms 3 Bath 5,000 Square Feet 3 Car Garage Almost 1 Acre

\$729,900

www.UniqueAuburn.com

Call Mona @ (206)290-8097

Auburn HOUSE REVIEW

Mona London (206)290-8097

RXB REALTY

Video Walkthrough – Online Commercial

RXB Realty will Produce a Full – Motion Virtual Tour in 4K HD that will be Featured On Your Personal Website plus a Host of Social Media Platforms.

RXB REALTY

Auburn Home For Sale

PRICED TO SELL

\$729,900

| 4 Bed Room | 3 Car Garage |
| 3 Bath | 1 Acre Fully Landscaped |

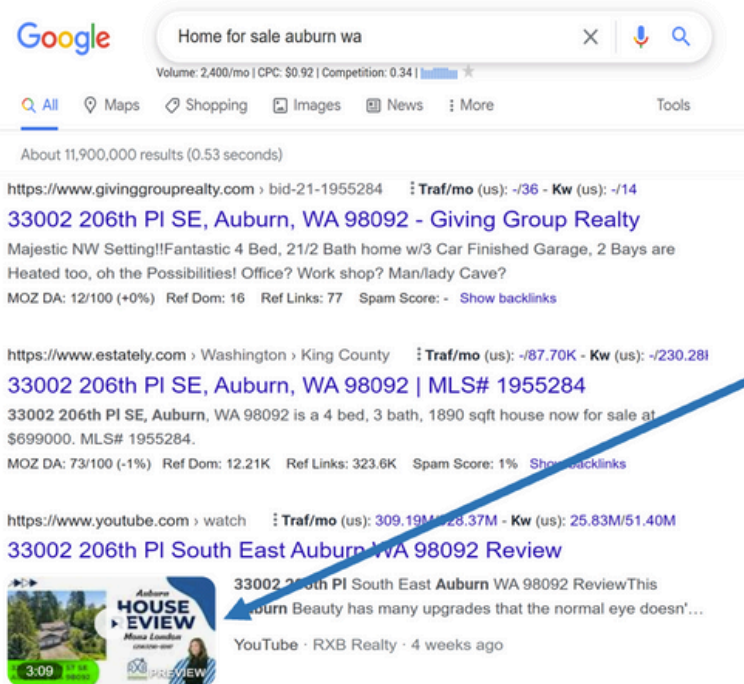
(206)290-8097 www.UniqueAuburn Beauty.com

SCAN ME

UTILIZE YOUTUBE TO GET YOUR LISTING ON FIRST PAGE IN GOOGLE

Optimizing On Search Engine Platforms

Through Strategic Use of Meta Tags, Keywords and a Unique Page Coded Just for Your Home, We will Help Your Property Get Ranked Well Inside Google Searches.



This Review Ad was
Published on First
Page of Google.

FACEBOOK TARGETING AND RETARGETING AD RESULTS

Off / On	Ad	Results	Reach	Impressions
☒	 Property Tour 206 - VV	11,240 ThruPlays	7,190	17,085
☒	 Property Tour 206 - Reach	65,536 Reach	65,536	132,329



This is a Listing In Auburn

Video Thru Plays = How Many Buyers Watched Walkthrough Video 11,240 Which Equates to 51 Hours of Viewing Time.

Reach = 72,726 People saw the content on the Ad Page for Listing.

Impressions = 149,414 The Number of Times thru Ads our Cintent was Sent to a Buyers Screen because of Past Searches.