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Innovative Marketing Ideas, Tips, and Tricks

In today's digital age, leveraging social media has become essential for anyone looking to expand their reach and connect with potential clients. The problem is many of us don't know where to start or feel overwhelmed by it all.

Here are some innovative marketing ideas and practical tips tailored for you to enhance your social media presence, engage your audience, and ultimately drive more sales. From crafting compelling content and utilizing targeted advertising to harnessing the power of virtual tours and live videos, these strategies will help you navigate the dynamic world of social media marketing effectively. Remember myself, Megan, and our Fairway team is here to do this with you! Call me and let's get started on it!

ENGAGE, ENGAGE, ENGAGE!

- Homebuyers spend 14 hours a week on SM
- 65% influenced by home buying posts
- Like, Comment, & Share
- Build "Friends Lists"

AD CREATION

- HAVE YOUR AUDIENCE IN MIND FIRST- Who are they?
- What do they want?
- How do they want it? (audio, video, single post, carousel, etc.)
- Where are they?
- Your content should have a purpose!
- VIDEO! VIDEO! VIDEO!
- Always include a Call to Action (CTA)

INSTAGRAM CONTENT THAT SLAPS

- A day in the life of an agent
- Get involved with local businesses
- Video testimonials with your clients
- Sneak peek to build excitement
- Local market stats and trends
- What are your pets up to?

OPTIMIZING YOUR LINKEDIN PROFILE

- Profile picture: Use a clear, professional image that shows who you are. A formal headshot is a good option that builds trust, but you can also use a less formal photo that tells a story. It's a good idea to get a new headshot every six years.

- **Headline:** Write a catchy headline that sets expectations for viewers. You can focus on your market specialization, performance achievement, or client-centric value.
- **Summary:** Write a creative summary that's up to 2,000 characters long. In your summary, you can explain who you are, what you bring to the table, and what makes you tick. You can also share your personality, successes, and life outside of work. For example, you can mention your industry experience, such as how long you've been in the industry, or how you've stood the test of time.
- **Background image:** Use a 1400 x 425 pixel image to make your profile more personable.
- **URL:** Create a personalized URL that helps Google and Bing find you.

BASIC CONTENT IDEAS FOR AGENTS FOR SOCIAL MEDIA

- Coming Soon
- Open House
- Neighborhood Info
- Client Success Stories
- Home Improvement Tips
- Mistakes to Avoid
- Review of a Listing Contract
- Review of Purchase Contract
- What is an HOA
- Highest/lowest Priced Home in City
- Renting vs. Owning
- New Home Development Details
- Buying a Home after foreclosure or divorce
- Tax Consequences of Selling
- Short Sales
- Buying owner occupied 2-4 Units
- Home Inspection tips
- Special Financing Programs
- Using a Gift to Buy a home
- Schools
- Local Kids Sports
- Senior Care Homes
- Community Holiday events
- Buying Second Homes