

SO YOU GOT A LISTING

SHARE IT!



MUST-DO'S

BEFORE LISTING GOES ACTIVE

- Get High Res Photography For Listing
- Shoot Video Walkthrough - Either Professionally or Self-Shot (Follow Our Guide!)
- Learn [How to Shoot a Virtual Open House](#)

WHEN LISTING GOES ACTIVE

- Post branded link on Business Page (NOT MLS) and send to clients to share!
- Advertise! Leverage [L2L](#), [Social Ad Engine](#), or [Boost Yourself!](#)
- Post beautiful exterior photo on Instagram
- Unique posts on Facebook & Instagram WEEKLY (highlight certain features, announce open houses, etc.)
- Submit video to [Virtual Open House](#)

WHEN LISTING SELLS OR BUYER CLOSES

- Share SOLD on social media! Photo with clients with keys, in front of listing, etc.)
- Ask for a review from clients using Testimonial Tree
- Generate social media presence report & share with clients

ADDITIONAL EXPOSURE

- Share in community groups
 - *Follow group rules!*
- Engage with comments on ALL platforms
- Create 'Stories' for Instagram & Facebook
- Post video walkthrough to YouTube channel

Want someone else to take the reins for you?

Click here to learn about the [Digital Accelerator Program](#), a Digital Marketing service offered by The Marketing Group!

