

Content Calendar Social Post Suggestions

March 2022



Color Key For Social Platforms

- Instagram
- Facebook
- LinkedIn

March 2022

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1 Testimonial Video Single Data Snapshot Listing Video	2 Infographic Marketing Video Testimonial Flyer	3 Single Data Snapshot Listing Video Branded Infomercial	4 Marketing Video Testimonial Video Single Data Snapshot	5 Listing Video Open House Flyer Marketing Video
6 Open House Video Infographic Listing Flyer	7 Infographic Single Data Snapshot Market Report Video	8 Listing Flyer Listing Video Testimonial Video	9 Marketing Video Testimonial Flyer Infographic	10 Listing Video Marketing Video Listing Video	11 Single Data Snapshot Branded Infomercial Marketing Video	12 Testimonial Flyer Listing Flyer Single Data Snapshot
13 Single Data Snapshot Open House Video Branded Infomercial	14 Market Report Video Infographic Testimonial Flyer	15 Branded Infomercial Single Data Snapshot Infographic	16 Infographic Listing Video Marketing Video	17 Single Data Snapshot Branded Infomercial Single Data Snapshot	18 Marketing Video Testimonial Video Listing Video	19 Listing Video Marketing Video Branded Infomercial
20 Infographic Open House Flyer Market Report Video	21 Listing Video Single Data Snapshot Infographic	22 Single Data Snapshot Listing Flyer Marketing Video	23 Marketing Video Testimonial Flyer Single Data Snapshot	24 Open House Flyer Testimonial Video Listing Flyer	25 Branded Infomercial Marketing Video Branded Infomercial	26 Testimonial Video Open House Video Market Report Video
27 Listing Flyer Branded Infomercial Listing Video	28 Single Data Snapshot Market Report Video Testimonial Video	29 Branded Infomercial Single Data Snapshot Infographic	30 Single Data Snapshot Branded Infomercial Single Data Snapshot	31 Infographic Listing Video Marketing Video		

Infographics

- Share buyer, seller, new homeowner, moving, and mortgage information in a pictographic way.

Example:

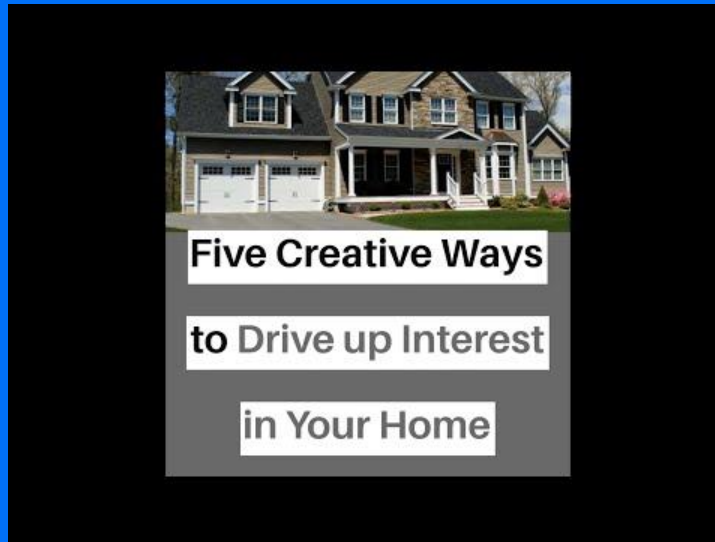


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Branded Infomercials

- Share buyer, seller, new homeowner, moving, and mortgage information in a short video highlighting the main points in an easy to digest format.

Example:



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Single Data Snapshots

- Share single local market data points and rotate them per each post and platform. I.e: Average Price Per Sq. Foot, next post Median Price Sold.

Example:



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Local Market Video

- Share local market data in the form of an interactive, short video. Choose from one or more than one data point to display in the video.

Example:



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Testimonial Videos & Flyers

- Share positive testimonials from your past clients in the form of short videos and digital flyers.

Examples:



★★★★★

“

Thank you Angela for helping us find our dream home! It was an absolute pleasure working with you.

”

~ CA Buyer



 **kw**

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Listing Videos & Flyers

- Share your latest listings with property information in the form of short video and digital flyers.

Examples:

Just Listed
1806 Carla Ridge
4 5 5,008

Angela Miller
Real Estate Professional
(888) 343-0940

Keller Williams
Angela@AngelaMillerRealty.com

Keller Williams
(888) 343-0940

Call me for more information!

\$2,850,000



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February 2022 Content Calendar Social Posts Guide

- **Open House Videos & Flyers** - Share information about upcoming open house prior to the date, or on the day of to attract more people to the viewing.

Examples:



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Marketing Video

- Share information about your real estate business and something that makes you the obvious choice for buying or selling a home.

Example:



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👉 Don't have time to create all these different types of content?
Good news! You can create everything below via Zentap's Dashboard:

- Listing Videos/ Flyers
- Open House Videos/ Flyers
- Local Market Videos
- YTD Market Flyers
- Single Data Point Snapshots
- Marketing Videos about YOU
- Branded Infomercials
- Infographics
- Testimonial Videos and Flyers
- Commercial Listing Videos
- Congrats Videos
- Instagram Sized Content
- Social Media Banner Videos
- Social Media Cover Photos

***Remember this:** *if you want to grow engagement, the best way to do this is to GIVE the engagement that you would like to receive - meaning be sure to like and comment on your followers posts and people that you follow!*

Need help creating more engaging content?

Email our marketing expert 👉 daniel@zentap.com