



Social Media Management

STREAMLINE YOUR SOCIAL MEDIA PRESENCE FOR INCREASED
BRAND AWARENESS AND ENGAGEMENT.



DEDICATED TO YOUR SUCCESS

As experts in real estate marketing, we're dedicated to creating balanced, efficient marketing strategies best suited to help you grow your business. Each strategy we recommend is crafted specifically for you, void of any quotas or contracts. Maintaining flexibility is paramount to guiding you to growth for years to come. With LYF Real Estate Marketing, you don't just have an agency you have a partner.

Facts About Social Media

WHAT TYPES OF PRACTICES IS INSTAGRAM FAVOURING RIGHT NOW?

Content focused on the face behind the brand.

Consistent and on-brand content that provides value to your audience.

A variety of all content types: stories, posts, carousels, and reels.

Short and engaging reels (~10 seconds) or story-telling reels (30-60 seconds) with trending audio.

High and equal engagement across all posts.

Using less than 5 hashtags per post, integrating keywords, utilizing Instagram features.



Social Media Packages

COORDINATION

BASIC

Perfect for those who need consistent content publishing to ensure their page remains active and engaging.

- Up to 4 Posts Per Month
 - Stories, Posts, Carousels
- Tailored Graphics
- Reel Editing Available by Request

Monthly Hours: 2 | \$199/m + \$99 setup fee

Additional Post by Request \$50



COORDINATION

Social Media Packages

ESSENTIAL

Ideal for busy professionals with a few annual listings. Offering essential support to maintain an active presence and effectively promote your properties.

- Up to 6 Posts Per Month
 - Stories, Posts, Carousels, Reels
- 1 Reel Per Month
- Tailored Graphics

Monthly Hours: 5 | \$299/m + \$149 setup fee
Additional Post by Request \$50





Social Media Packages

COORDINATION

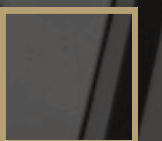
ESSENTIAL PLUS

Ensure a consistent and engaging online presence when you have active listings every few months, regularly conduct open houses, and engage in property tours.

- Up to 10 Posts Per Month
 - Stories, Posts, Carousels, Reels
- Up to 3 Reels Per Month
- Tailored Graphics

Monthly Hours: 8 | \$499/m + \$149 setup fee

Additional Post by Request \$50



COORDINATION

Social Media Packages

COORDINATOR

Aimed for top producers, teams, or those marketing a development. Providing essential support to stay organized and maintain a strong online presence.

- Up to 12 Posts Per Month
 - Stories, Posts, Carousels, Reels
- Up to 5 Reels Per Month
- Tailored Graphics
- Direct Slack Channel for Instant Communication

Monthly Hours: 10 | \$750/m + \$375 setup fee

Additional Post by Request \$50



Social Media Packages

COORDINATION

COORDINATOR PLUS

You understand digital trends and the importance of an engaging social presence. Whether you're a top producer, team, or marketing a development, you need consistent support in publishing.

- Up to 16 Posts Per Month
 - Stories, Posts, Carousels, Reels
- Up to 6 Reels Per Month
- Tailored Graphics
- Direct Slack Channel for Instant Communication

Monthly Hours: 12 | \$1250/m + \$375 setup fee

Additional Post by Request \$50



GROWTH

Social Media Packages

GROWTH

Designed for top producers and teams eager to expand their digital footprint. Offering expert support to stay current with trends and maintain a consistent and engaging online presence.

- Up to 20 Posts Per Month
 - Stories, Posts, Carousels, Reels
- Up to 6 Reels Per Month
- Tailored Graphics
- Monthly Content Strategy Plan
- 1 Hour of Community Engagement
- Direct Slack Channel for Instant Communication

Monthly Hours: 18 | \$1750/m + \$375 setup fee

Additional Post by Request \$50



Social Media Packages

GROWTH PLUS

Tailored for top producers and teams looking to boost their online presence. Ideal for growing your following, staying trend-savvy, and ensuring consistent engagement.

- Up to 20 Posts Per Month
 - Stories, Posts, Carousels, Reels
- Up to 8 Reels Per Month
- Tailored Graphics
- Monthly Content Strategy Plan
- 2 Hours of Community Engagement
- Suite of Assets
- Direct Slack Channel for Instant Communication

Monthly Hours: 22 | \$2500/m + \$750 setup fee
Additional Post by Request \$50

GROWTH



GROWTH

Social Media Packages

GROWTH PLUS + CONTENT

You're at the forefront of the industry and need support in developing engaging content with strategic planning for ultimate results.

- Up to 20 Posts Per Month
 - Stories, Posts, Carousels, Reels
- Up to 10 Reels Per Month
- Tailored Graphics
- Monthly Content Strategy Plan
- 3 Hours of Community Engagement
- Suite of Assets
- Direct Slack Channel for Instant Communication
- Monthly 2 hour Photo/Video Shoot

Monthly Hours: 30 | \$3500/m + \$750 setup fee
Additional Post by Request \$50





Getting Started

Sign proposal.



Provide login
credentials.



Solidify aesthetic &
approve tailored
graphics.



Start publishing.



CLIENT NAME:

DATE:

SIGNATURE:



LYF MARKETING