



CONTENT MARKETING GRID - REAL ESTATE EXAMPLES

What To Post				
Real Estate	Local Real Estate	Home Owner	Local and Community	Personal Interest
Open house tips - Real Estate tips - economy news - Share articles from: Inman, Realtor.com, Forbes, Wall Street Journal	Compare home prices in local neighborhoods, local vs national, build neighborhood profiles, feature a listing, share a property home tour, share market stats and facts	Home improvement tips, houzz, HGTV design blog post, recipes, best colors to increase home values, tips about how to maximize the selling price, recipes	Local school holiday schedule, holiday fun events, best local spots, clients testimonials	Share community favorite restaurants, events, why you got into real estate, polls about favorite streets, why I love "specific city"
Featured Listings	Buyer/Seller Tips	Brand Awareness	Behind The Scenes	Video/Image -TBD
1 listing every 2 days, video tours	Agent blog, realtor.com	Free downloads, share photos from events	Inspections, agent office photo's, client home tour photos	Inspections, agent office photo's, client home tour photos,
NO				
Community boards	Home Owner Boards	Create Geo Specific Content	Industry Connections	Content Review
feature events, places, sights, back to school info, city/state inspired events	Nextdoor, interior décor, pet related, family activities	Explore Pinterest for boards and suggestions	Get inspired by other content on social media that gets a lot of attention - do not copy, instead use the material for influence ONLY	Reivew content often and modify as needed based on new success stories or failures