



## **Marketing Strategy 2025 for Bliss Homes**

*Created by Olivia Holler, Owner of Socially Connected*

### **Social Media Platforms:**

#### **LinkedIn**

##### **Engagement**

- Like, Comment, Share -*Frequency: Everyday*

##### **Posts**

- Promote hiring and business post
- At least 3 times a week
- Content: Design and House Tips, Market and Real Estate Tips in between house sales, testimonials, Referrals
- Mix of reels, graphics, videos
- No resharing of content when moving to a different status, always do a new post
  - **Captions**
    - Always include a phone number, name and Bliss Homes
    - Add website to post
    - No hashtags
    - Use emojis

#### **Facebook**

##### **Engagement**

- Like, Comment, Share -*Frequency: Everyday*

##### **Posts**

- At least 3-4 times a week
- Bliss Homes on the graphic
- Content: Design and House Tips, Market and Real Estate Tips in between house sales, testimonials, Referrals
- Mix of reels, graphics, videos
- Ads for houses that are active
- No resharing of content when moving to a different status, always do a new post
  - **Captions**
    - Always include the phone number, name, and Bliss Homes
    - Add website to post

- #BlissHomes
- Add Alt text to make it accessible to all users

#### Stories

- Holiday post
- Resharing of CBG stuff

### **Instagram**

#### Engagement

- Like, Comment, Share -*Frequency: Everyday*

#### Posts

- At least 3-4 times a week
- Bliss Homes on the graphic
- Content: Design and House Tips, Market and Real Estate Tips in between house sales, testimonials, Referrals
- Mix of reels, graphics, videos
- Ads for houses that are active
- No resharing of content when moving to a different status, always do a new post
  - Captions
- Always include phone number, name and Bliss homes
- Add to caption link in bio to website
- Use hashtags- #BlissHomes #WhereRealSstateMeetsDesign #Realtor #EmilyBliss #RealSstateAgent
- Add Alt text to make it accessible to all users
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#### Stories

- Holiday post
- Resharing of CBG stuff

### **Other Deliverables:**

#### **Newsletters:** Once a month

- Content:
  - Referrals
  - House for Sale
  - Lenders Corner
  - Events
  - Market Update

#### **Postcard:** Every other month

- QR code to the website
- Content:
  - Looking for Referrals
  - Monthly Market Update

- Tips and Tricks Real Estate

Monthly Analytics every 20th of the month