

Day 6 – Real estate

P1 – agent

- Insta – 7100 followers/501posts

Tiktok – 208 followers

Youtube – 7 subs w/4 videos – most recent a year ago

More attention needed to make more money. Utilize CC and AI to make better videos for her social media and provide a better way to post related content.

P2 – Great website

- YouTube – 11k subs
- Instagram – 43k followers
 - o Instagram videos are just of them talking
 - o Make a SFVC to change things up
 - o Focus is to make money and get more people to watch YouTube content

P3 – Only see her on Instagram

- Mainly family related post – nothing work related so SFVC
- Insta – 570 followers

P4 – low social media presence

- Instagram 377 followers
- All posts, no video content
- SFVC I think would be best

P5 – on social media presence

- In business 18 years but no social media
- Offer him services on people can find you better and stay connected
- Create content that would help keep him relevant in todays market

P6 – low social media presence

- Insta – 1600 followers
- YouTube – 468 subscribers
- Make content for her social media to bring more attention to YouTube and revamp the social media. It's a lot of pictures and not a ton of videos on real estate. There are some but we can make them better...Once I learn how.
- Take her YouTube content and make a Instagram reel or a SFVC to bring them to YouTube

P7 – Has X profile with last post in 2015

- Offer some media to start posting on X to get a connection going
 - o Tips
 - o Buyers guides

- Relevant posts about the current markets
- Website is outdated
 - Old school feel to it and the links are out of place and not properly formatted
 - We can fix that
- Instagram – 1 post with 110 followers
 - Not very active
 - Make posts about listings
 - Find listings online and use CC and AI to make some great posts

P8 – has X profile – not active only 33 followers

- Last post on X was 2016
 - Tips
 - Buyers guides
 - Relevant post about current markets
 - Focus is to bring some life to the pages
- Insta – 773 followers
 - Has some workshop ads
 - Create a video ad instead of just posting a flyer for more attention

P9 – Instagram – 632 followers

- Only marketing post on his social media
 - Add some home listings and use AI to make some SFVC
- Website – Linktree
 - Not completed – complete it for him

P10 – Good website

- Focus would be on Instagram
 - 9700 followers
 - Needs some more SFVC
 - Has some that looks good so understands the product
 - Create some post where we can highlight some property listings