

# 28 Day Real Estate Challenge

## Boosting Your Facebook Presence



### ACTION ITEMS

- Update your Profile pics on Facebook.
- Update your Facebook Header.
- Create content with a daily highlight.
- Create list of clients and targets and interact with them.
- Join a Facebook group in your marketplace and engage. This helps to make you a neighborhood expert.
- Connect with three or more accounts for real estate content and share one of their posts.



### GET TO KNOW ME

- Write a post about something personal or unique that will help clients connect to you.
- Create a post about a hobby you enjoy.
- Recognize someone for the impact they've had on your life and tag them!
- Share a past memory.
- Create a Facebook video talking about something you've done for a client.
- Take a screenshot of a class you attended and discuss something you learned.
- Post a fun or thought-provoking question to your audience and interact with people who comment.



### CLIENT CONNECTIONS

- Comment on ten current clients' posts.
- Create a Facebook story and interact with the people that like it.
- Connect with ten leads in your market and comment on one of their posts.
- Send a lead a direct message complimenting them on one of their posts.
- Spend 30 minutes friending as many clients and targets as you can find.
- Propose a question to your friends about business and start a dialogue.
- Spend 30 minutes on your custom friends list interacting with leads.
- Share a post you like from one of your leads.



### COMPANY MOMENTS

- Post your "why" for working in the real estate industry.
- Share a post from Independence Title's Facebook and write your own caption.
- Create a post about a real estate product and how a client can leverage it.
- Share real state stats.
- Share an Independence Title Brochure.
- Post a video of an upcoming listing.
- Write a post wishing the entire industry "best of luck" through month-end.



Independence  
Title

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