



# social media marketing 101

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# amber romero

CEO OF A CREATIVE CO.

## **SOCIAL MEDIA CONTENT STRATEGIST**

From pre-med major in college...  
To a corporate marketing team (a la Mad Men)...  
To running a photography business...  
And EVERYTHING in between!



# outline

01 Facebook Tricks & Tips

02 Instagram Tricks & Tips

03 5 Things You Should Post



Facebook





# about

## what makes it unique?

Facebook was at the forefront of the social media platforms, and uses emotional/personal connections with other users, in addition to a robust paid advertising platform

## what are the user demographics?

the average user is between 30-49 years old, and the platform skews more towards a male audience

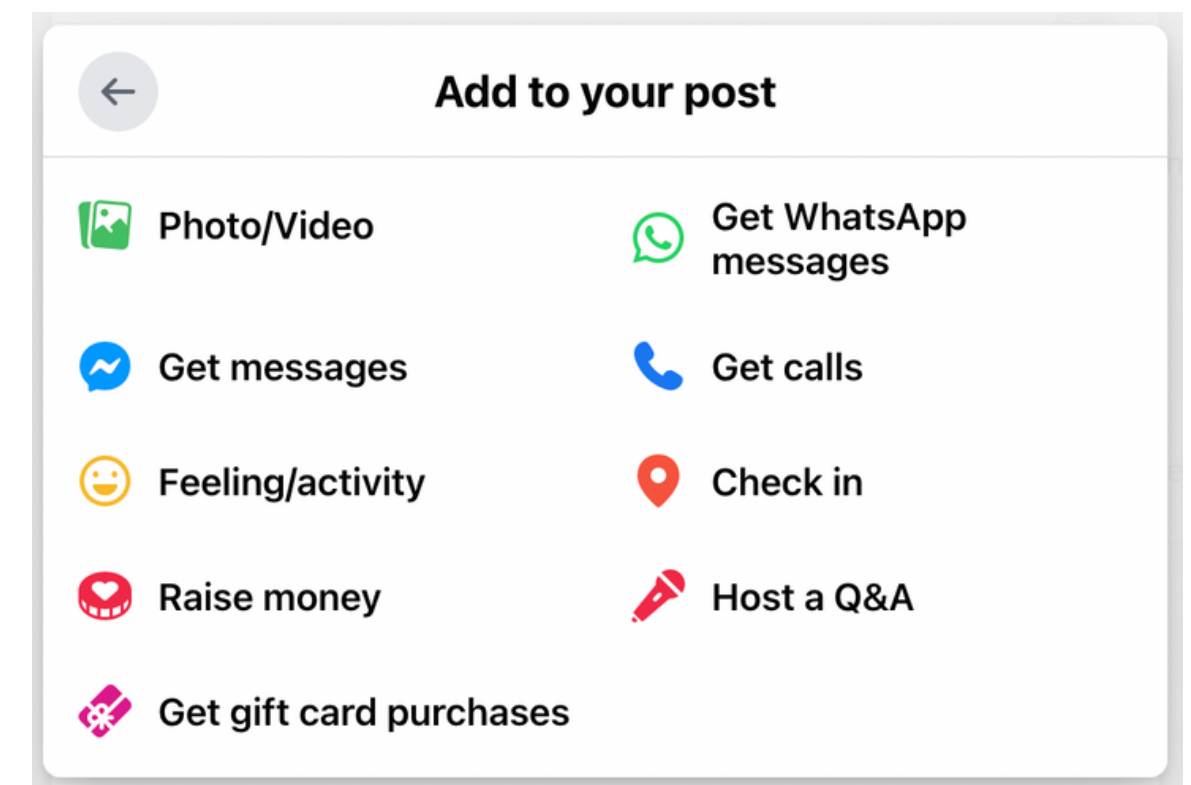
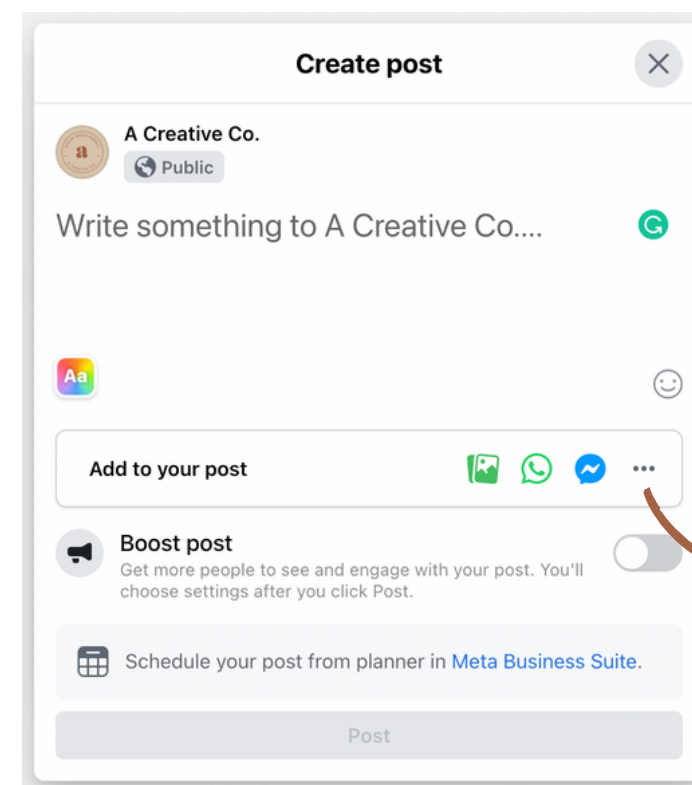
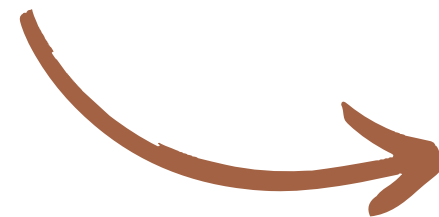
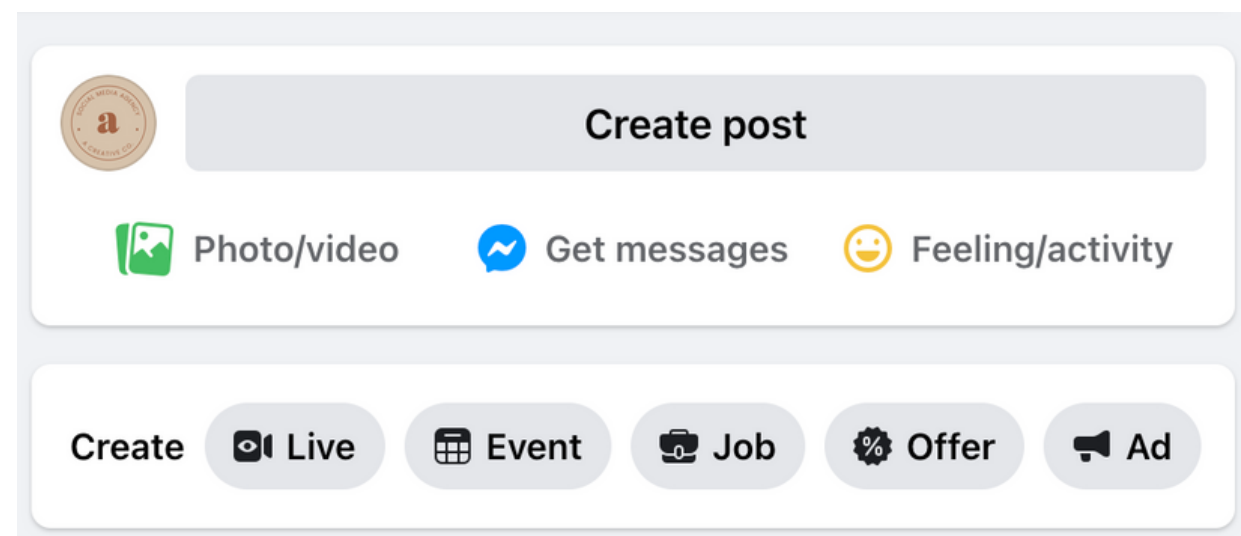
## what businesses are on there?

all industries and businesses benefit from Facebook

# posts

## what are the types of posts?

images, videos, albums, polls, live, text, links, and more!



# posts

## what are the types of posts?

images, videos, albums, polls, live, text, links, and more!

## what do you post?

wide variety of post options available on the platform, but videos perform the highest

## what posts make this platform different?

Facebook has the least restrictions on their post requirements (i.e. character count, external linking, media types)

# do's + don'ts

## DO

post natively on the platform as much as you can

## DON'T

use a personal account for your business, create a business page

## DO

complete your business page profile, and use all features available

## DON'T

ignore your audience



# tips + resources

## Facebook Groups

join industry related groups and create one for your business for your VIP customers and/or potential customers

## Publishing Tools

utilize the publishing tools native to the Facebook platform to plan and post your content for FREE

## Meta Blueprint

use this resource published by Facebook to learn more about marketing and ad resources

## Go Live

Facebook live videos are some of the most engaging and high performing pieces of content

# Instagram



# about

## **what makes it unique?**

Instagram is a highly visual platform that allows users to tap into a fully mobile experience

## **what are the user demographics?**

the average user is between 25–34 years old, and there is almost an even split of males and females on the platform

## **what businesses are on there?**

a wide variety of businesses and industries, but personal brands perform the highest on the platform



# posts

## what are the types of posts?

feed posts (images, videos, carousels), story posts, IGTV posts, Reels

## what do you post?

all posts must be visually appealing, and incorporate some type of visual element along with a written caption

## what posts make this platform different?

Instagram Reels allow users to post in short-form videos and has the highest engagement and visibility rate across the platform

# do's + don'ts

## DO

optimize your bio so people know what you do and how to contact you

## DON'T

use a personal profile for your business account

## DO

utilize all features the platform offers, and use them frequently

## DON'T

use robots or spammy tactics to grow your following

# tips + resources

## Post Scheduler

I recommend Later or Planoly to plan out posts and have them auto-post

## Visual Editing

Use apps like VSCO, InShot, and Lightroom to edit content

## Content Creation

Use apps like Canva or Adobe Spark Post to create graphics

## Stock Photos

Unsplash is a great resource for FREE stock photography



# What To Post





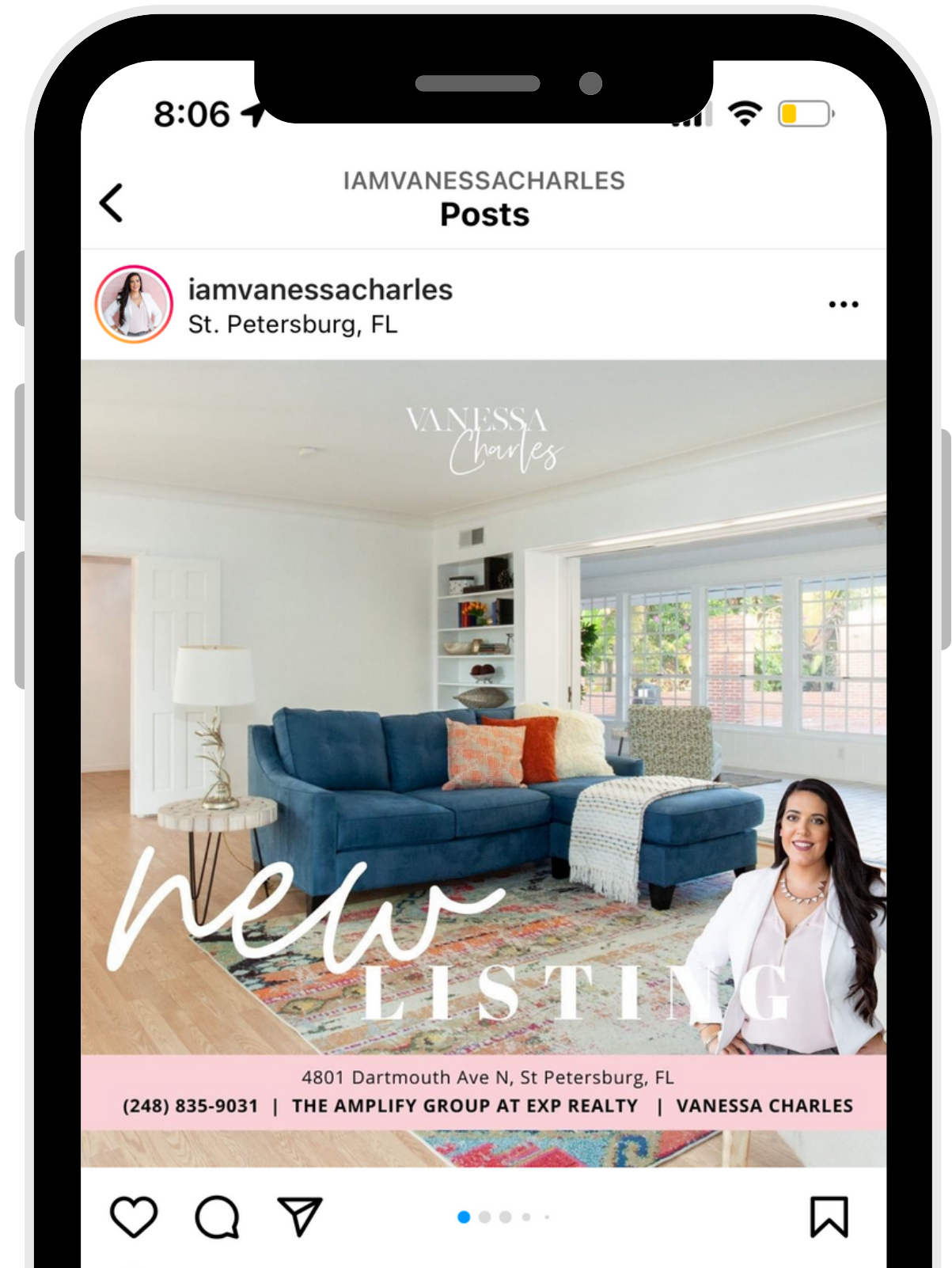
# Number One: Listings

## why you should post this?

To give your ideal follower or potential customer the chance to see what inventory is available, potentially find a buyer for the home, and show clients the type of work you can produce

## how to stand out?

Use bold graphics or show multiple images of the listing, and include a hook in the caption within the first sentence.



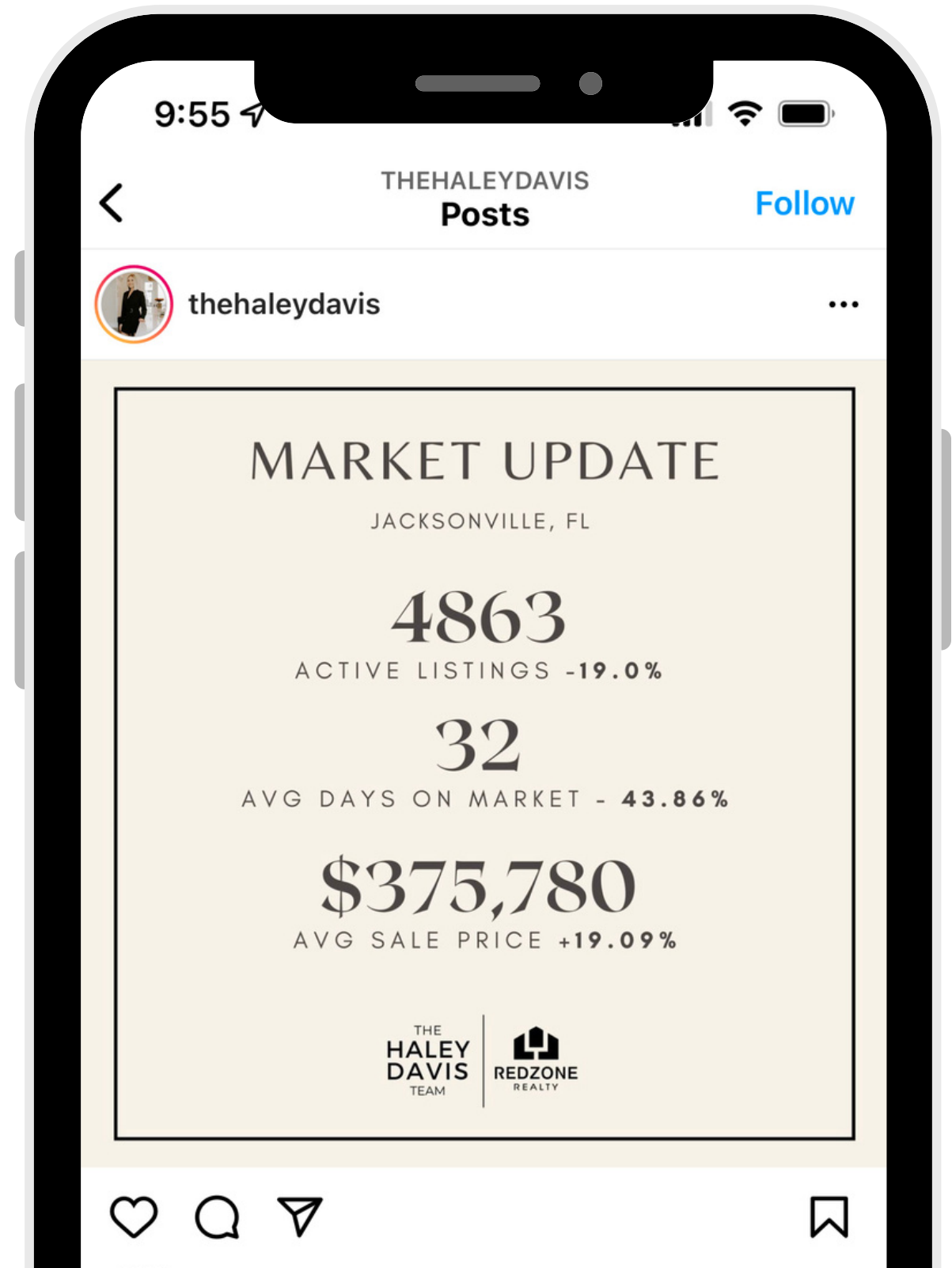
# Number Two: Informative

## why you should post this?

By posting informative and educational content, not only do you distinguish yourself as the industry expert, but you also get to "inform" your current or potential buyers with important real estate information... and (bonus) they are less likely to turn to Zillow!

## how to stand out?

Create a visually appealing graphic that is easy to update, and gives followers a quick snapshot!





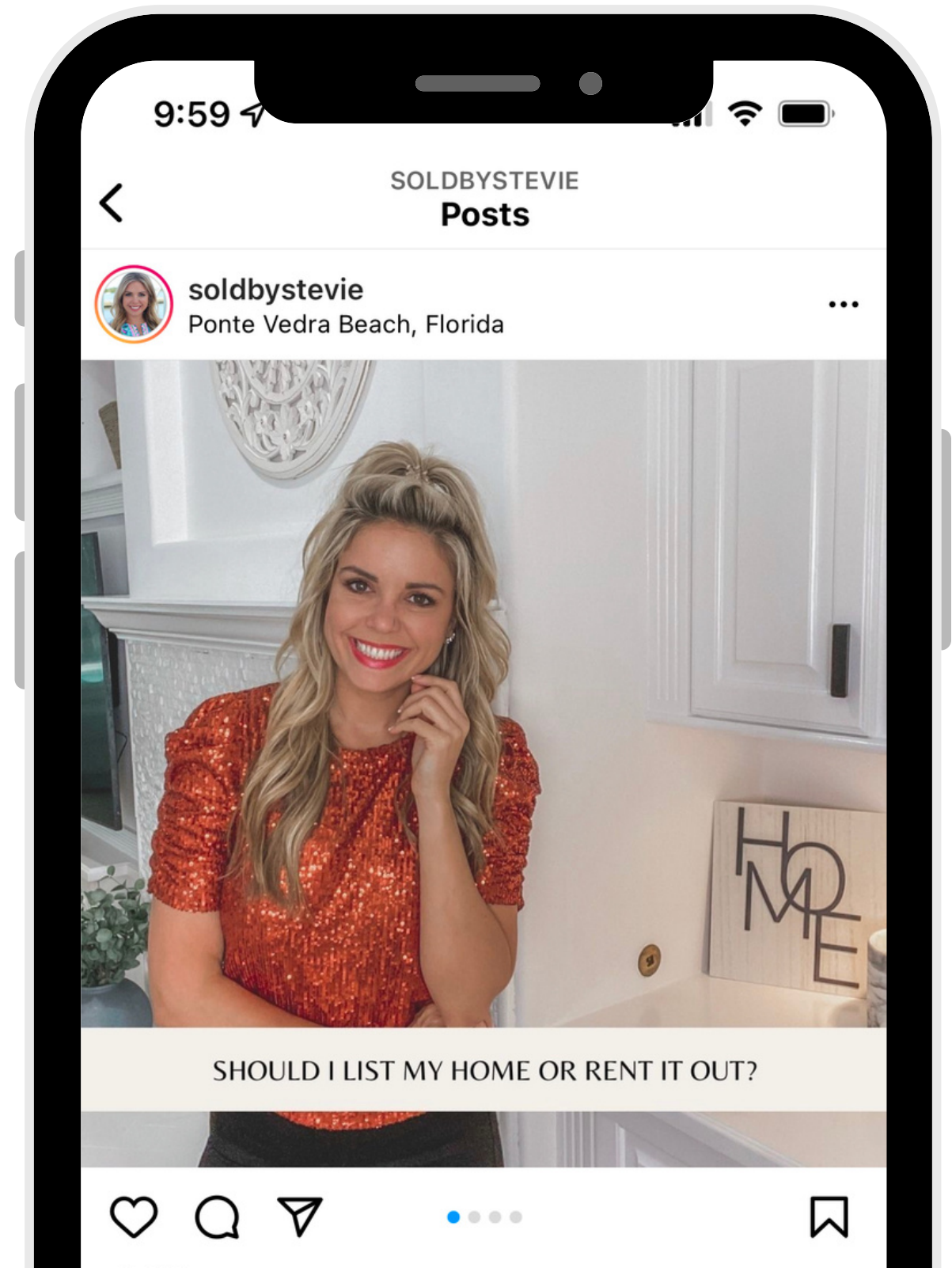
# Number Three: FAQs

## why you should post this?

Similar to the informative post, these posts will educate your followers. The main difference is that these are questions that come directly from your followers, clients, and/or buyers!

## how to stand out?

Use an image of yourself with text, and if possible create multiple images answering the question.



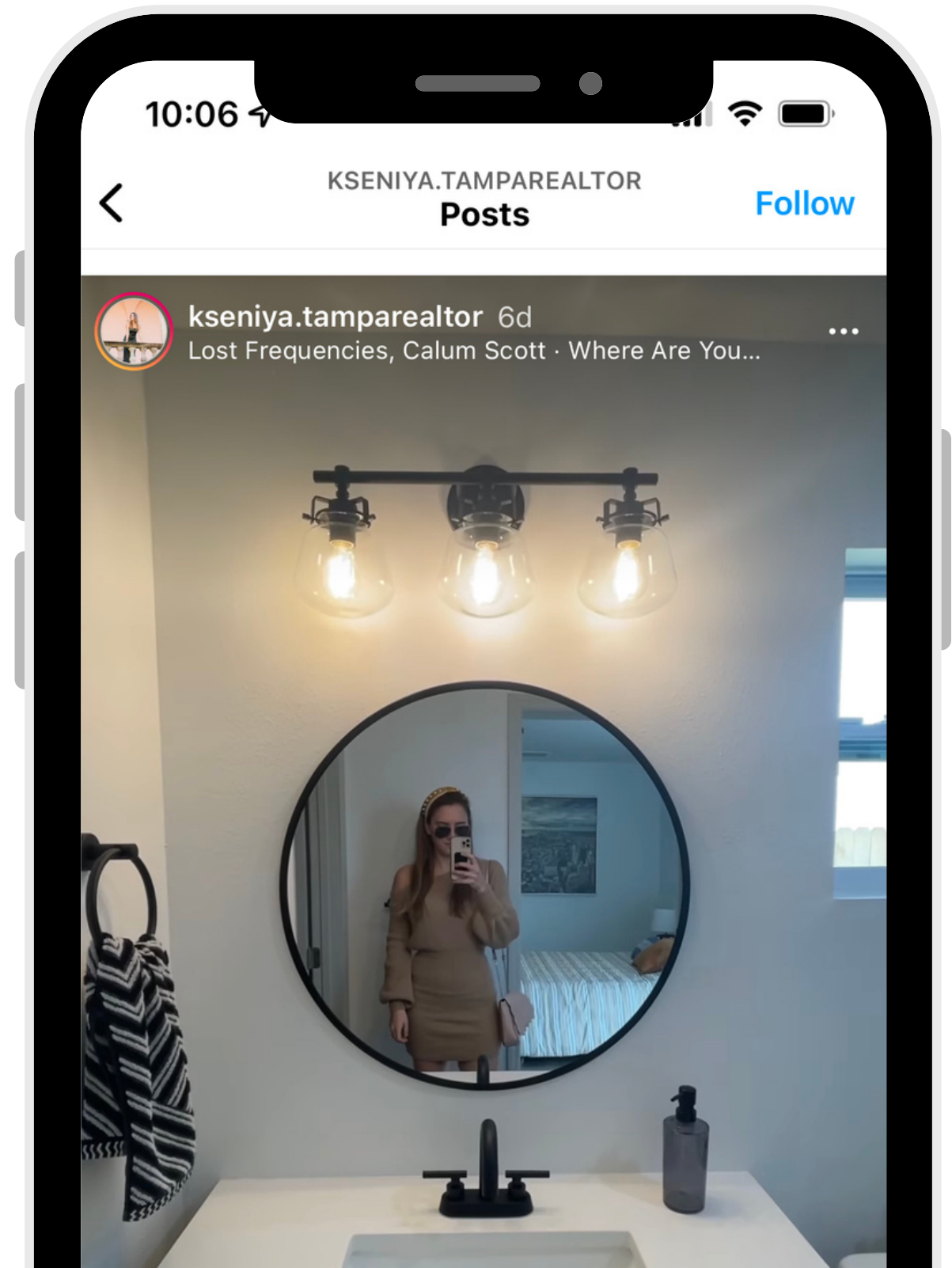
# Number Four: Videos

## why you should post this?

There is so much potential with video, it is sometimes EASIER to create a video once you get over the initial fear of video! The reach on Instagram and Facebook is more substantial than any other medium!

## how to stand out?

The best way to make an impression is to show your face! But ultimately, if that doesn't feel comfortable, you can forgo your face!





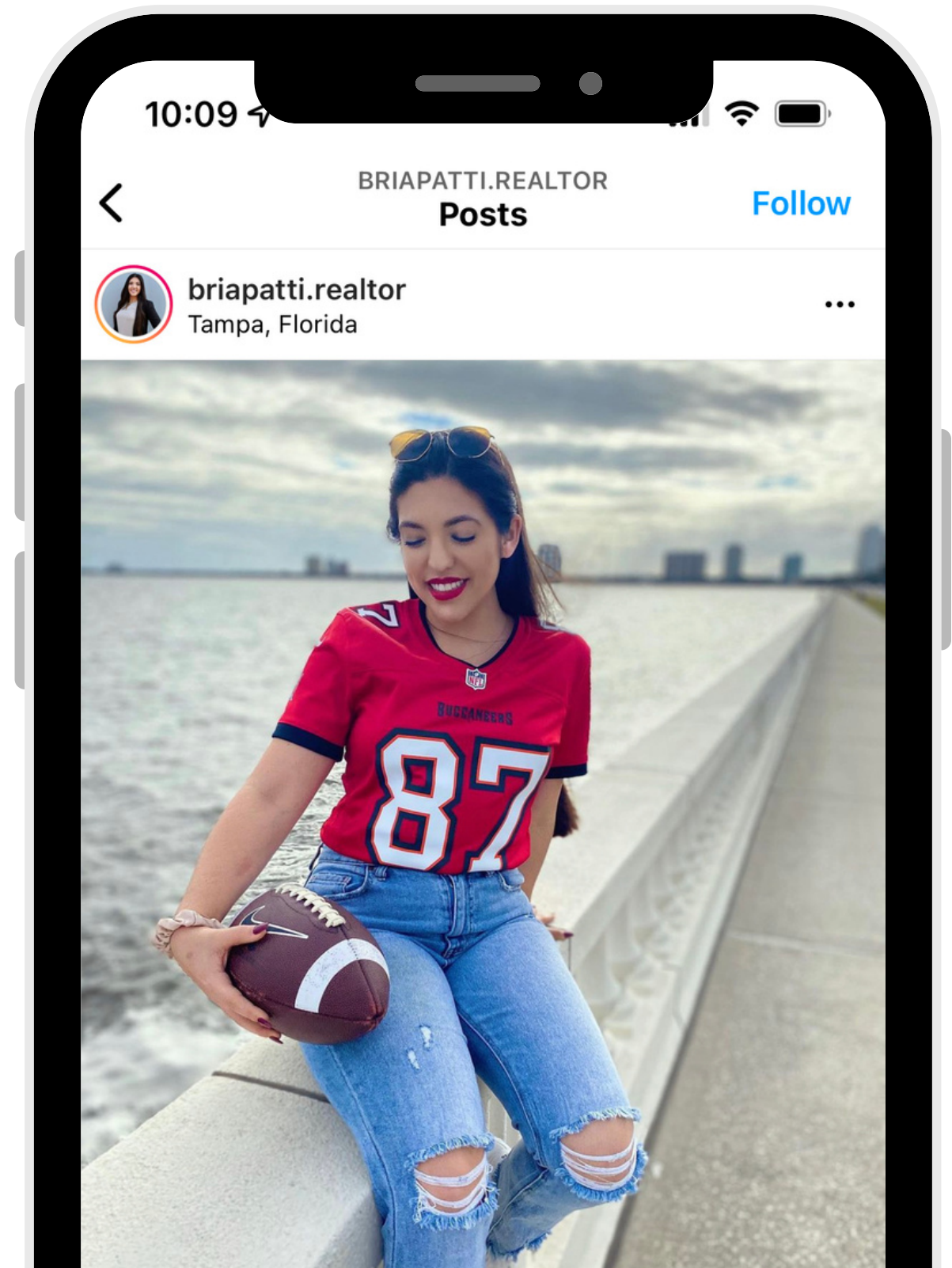
# Number Five: Personal

## why you should post this?

People buy from people. Plain and simple. You need to build the "like, know, trust" factor with your followers so that you can eventually convert them into your clients. Show off your personality, show them who you are, so they can fall in "like" with you!

## how to stand out?

Organic, yet curated, "selfie" like images work the best, but you can also use professional images or videos if you prefer!





thank you!

QUESTIONS?

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