

ASHLEY CISNEROS
MKT 146
CLIENT PROJECT
PROFESSOR SPILDE



Dream Home KC

KW PARTNERS
KELLERWILLIAMS

DREAM HOME KC | SOCIAL MEDIA OVERVIEW

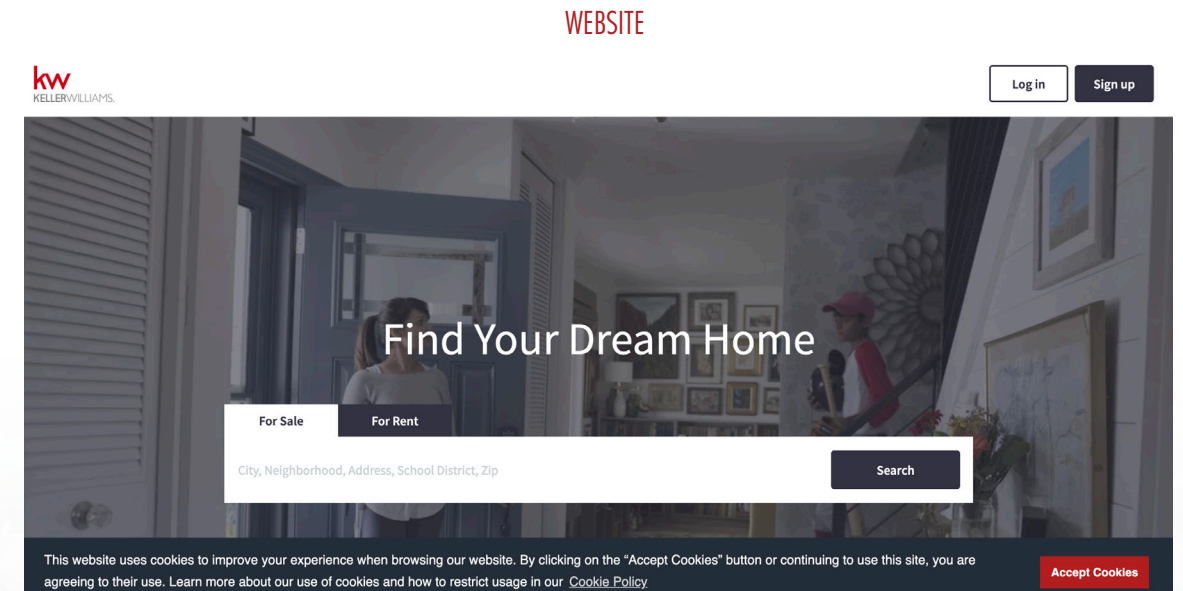
BACKGROUND Dream Home KC (DHKC) is a bilingual real estate team with Keller Williams Partners Inc. in Overland Park, KS. They are committed to the Kansas City Metro community and their motto is to uphold the best interests of their clients in the representation of the purchasing and selling of residential homes, as they know that their client will always come first.

Dream Home KC is a branch of an older and much more established real estate team named Casa Soñada KC which is Spanish for Dream Home KC. The team is made up of Bilingual realtors who have focused on helping the Hispanic/Spanish community in the Kansas City Metro area but in recent years have expanded their brand to American/English-speaking people as well. Their main objective is to break the limitation that the team made in only serving one specific community and expanding to be all-inclusive, this helping the opportunity to grow their business.

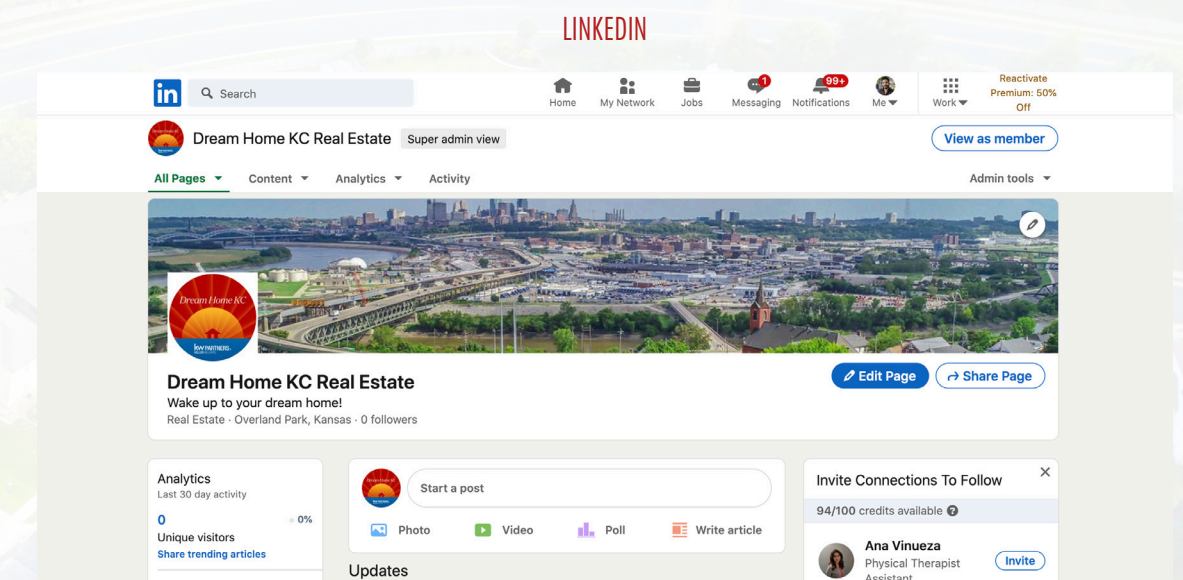
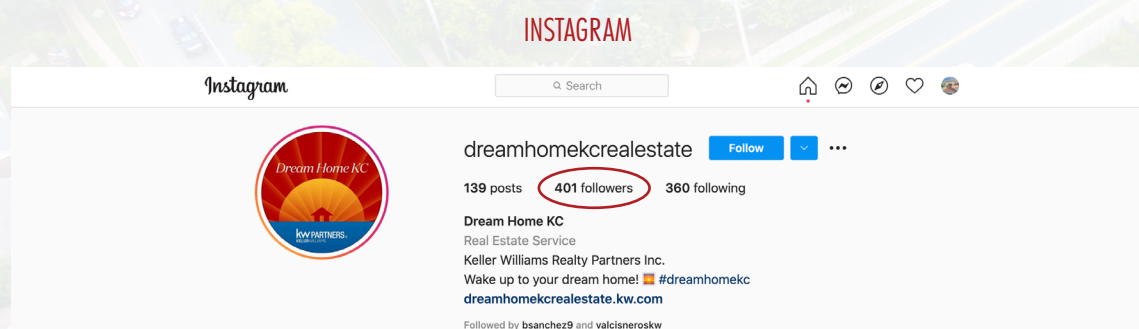
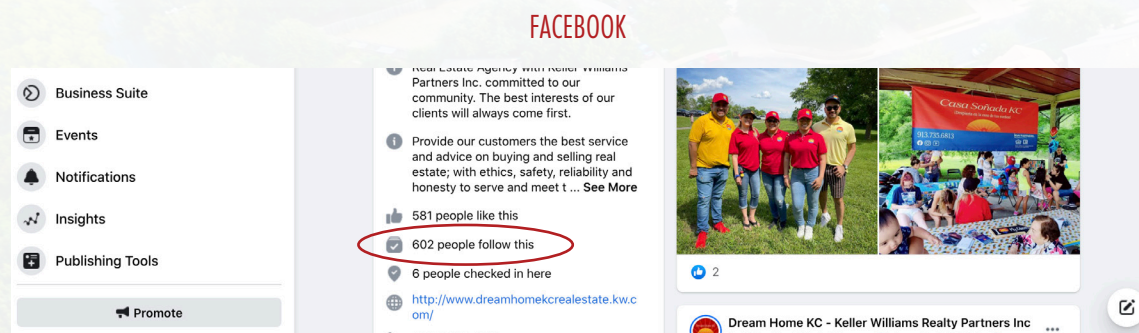
With this expansion in mind, the team has set their eyes on their social media accounts and have set a goal to become more proactive and productive on their Facebook and Instagram accounts. DHKC feels these are the two social platforms that drive their business the most, after word of mouth.

BENCHMARK At the start of June 2021, DHKC had a Facebook and Instagram but they felt their social media presence and continuity was lacking. With both sites already containing some hundred followers, Facebook 602 and Instagram 401, the team wanted to provide more consistency in posting as well as much needed engagement in order to drive their platforms further.

BENCHMARK CONT. Another platform that the team already had is their www.DreamhomekCcreatesate.com website. I found that this website in particular has not been managed in many months as the company umbrella, Keller Williams Partners Inc. is going through IT revamping and renewing. Although the platform that is live does not have their branding completed, clients are still able to use it as a search engine database to find houses.



Last, I realized that any reputable company such as Dream Home KC should have a LinkedIn page and therefore I created one for them.





**PLAN/
IMPLEMEN-
TATION**

My main goal for the DHKC team is to gain a stronger social media following so that their team can capitalize on leads and grow their business. My main strategy is to introduce the team to different types of content that they can create and post in order to begin implementing a monthly social media plan. By creating a monthly plan, the team will find that staying consistent on their social platforms can be much easier as opposed to coming up with content daily.

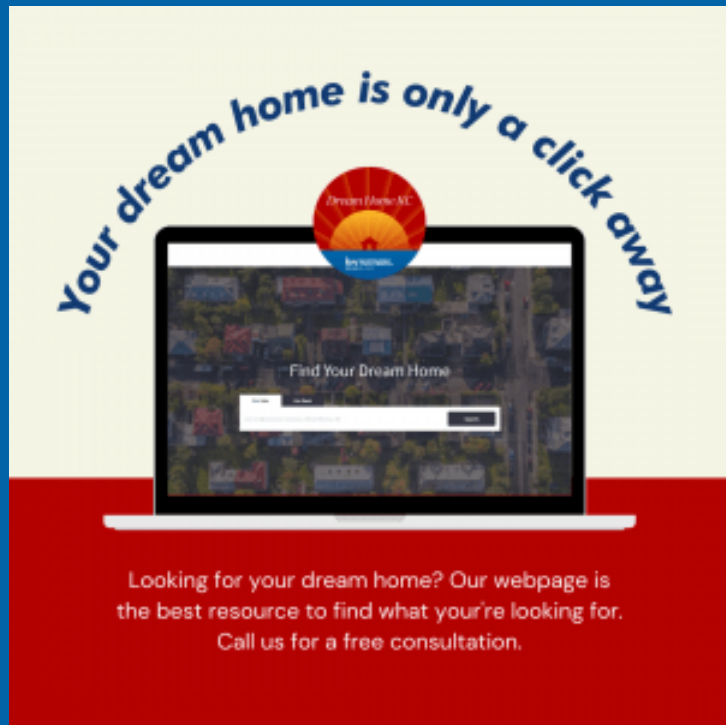
DHKC's audience is majorly on Facebook and Instagram which is why we focused much more on the two platforms when coming up with a content calendar but nonetheless we implemented some content ideas for their newest addition, LinkedIn.

**PLAN/
IMPLEMEN-
TATION
CONT.**

During my meeting with the team I also stressed the strategy of engagement. I informed the team that in order to obtain a more fluent erlationship with their followers/clients it is important to like, share, comment and follow other pages on a daily basis. In order to accomplish this we decided to appoint a interim marketing manager which was one of the agents that was more interested in this endeavor. The manager will take charge of the social accounts and assign agents daily to execute content/post creations, making this the most important implementation and improvement to our goal.

CONTENT CALENDAR

AUGUST CONTENT CALENDAR						
SUNDAY 1	MONDAY 2	TUESDAY 3	WEDNESDAY 4	THURSDAY 5	FRIDAY 6	SATURDAY 7
Facebook: Instagram: LinkedIn:	Facebook: Client at closing + Testimonial Instagram: Real Estate Tip of the day - Story and Post LinkedIn:	Facebook: Instagram: LinkedIn: Services Flyer	Facebook: Housing Tips - saving to purchase Instagram: Feature Agent - Paola LinkedIn:	Facebook: Instagram: LinkedIn: Share newsletter	Facebook: Go live with agent (Paola) Instagram: Feature Vendor - Lendor LinkedIn:	Facebook: Instagram: LinkedIn:
SUNDAY 8	MONDAY 9	TUESDAY 10	WEDNESDAY 11	THURSDAY 12	FRIDAY 13	SATURDAY 14
Facebook: Instagram: LinkedIn:	Facebook: Client at closing + Testimonial CTA Post Instagram: Real Estate Tip of the day - Story and Post LinkedIn:	Facebook: Instagram: LinkedIn: Open House announcement	Facebook: Housing Tips - Back to school newsletter Insurance info Instagram: Feature Agent - Monica LinkedIn:	Facebook: Instagram: LinkedIn: Share a special RE blog	Facebook: Go live with agent (Monica) Instagram: Feature Vendor - Insurance LinkedIn:	Facebook: Feature New Listing Instagram: Feature a showing at a house - Story and Post LinkedIn:
SUNDAY 15	MONDAY 16	TUESDAY 17	WEDNESDAY 18	THURSDAY 19	FRIDAY 20	SATURDAY 21
Facebook: Instagram: LinkedIn:	Facebook: Client at closing + Testimonial Instagram: Real Estate Tip of the day - Story and Post LinkedIn:	Facebook: Instagram: LinkedIn: new team member announcement	Facebook: Housing Tips - Roofing Instagram: Feature Agent - Karen LinkedIn:	Facebook: Instagram: LinkedIn: Share website	Facebook: Go live with agent (Karen) Instagram: Feature Vendor - Roofer/contractor LinkedIn:	Facebook: Feature New Listing Instagram: Feature New Listing - Story and Post LinkedIn:
SUNDAY 22	MONDAY 23	TUESDAY 24	WEDNESDAY 25	THURSDAY 26	FRIDAY 27	SATURDAY 28
Facebook: Open House Post Invite and Live Instagram: Client at closing LinkedIn:	Facebook: Client at closing + Testimonial Open House Post Instagram: Real Estate Tip of the day - Story and Post LinkedIn:	Facebook: Instagram: LinkedIn: Share monthly featured listings	Facebook: Housing Tips - remodel Instagram: Feature Agent - Sonia LinkedIn:	Facebook: Instagram: LinkedIn: Share a special RE blog	Facebook: Go live with agent (Sonia) Open House Post Instagram: Feature Vendor - contractor LinkedIn:	Facebook: Feature New Listing Instagram: Feature a showing at a house - Story and Post LinkedIn:



AD MOCK UP



FB/IG POST/STORY



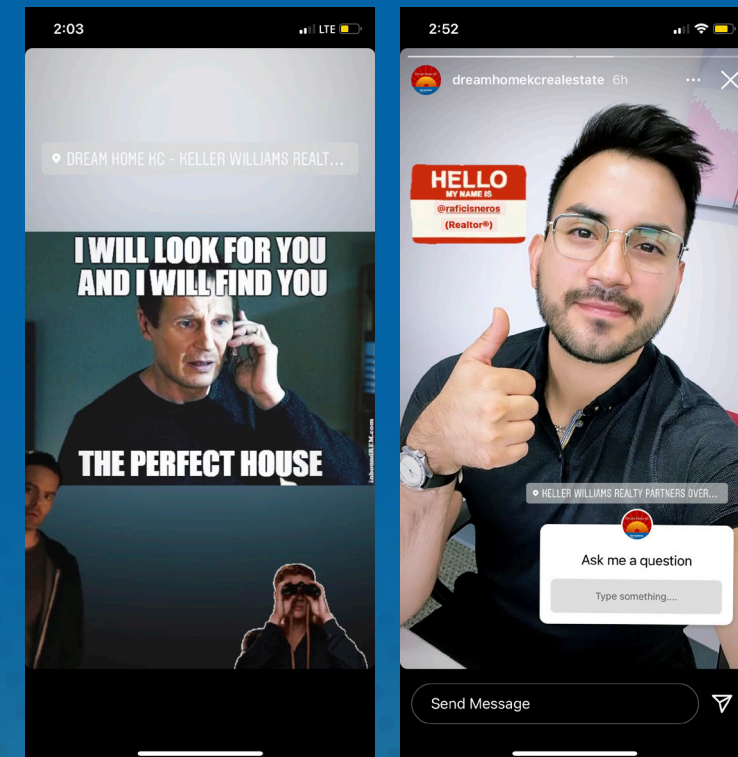
FB STORY



FB/IG POST

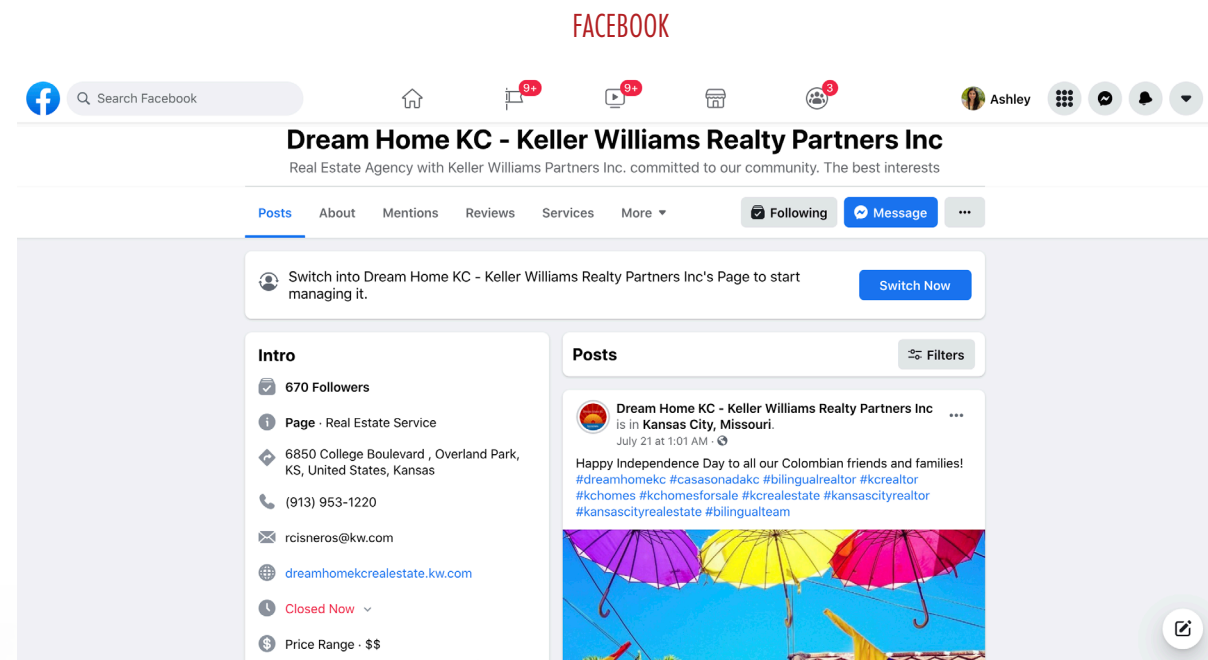


FB/IG POST



IG STORIES

RESULTS



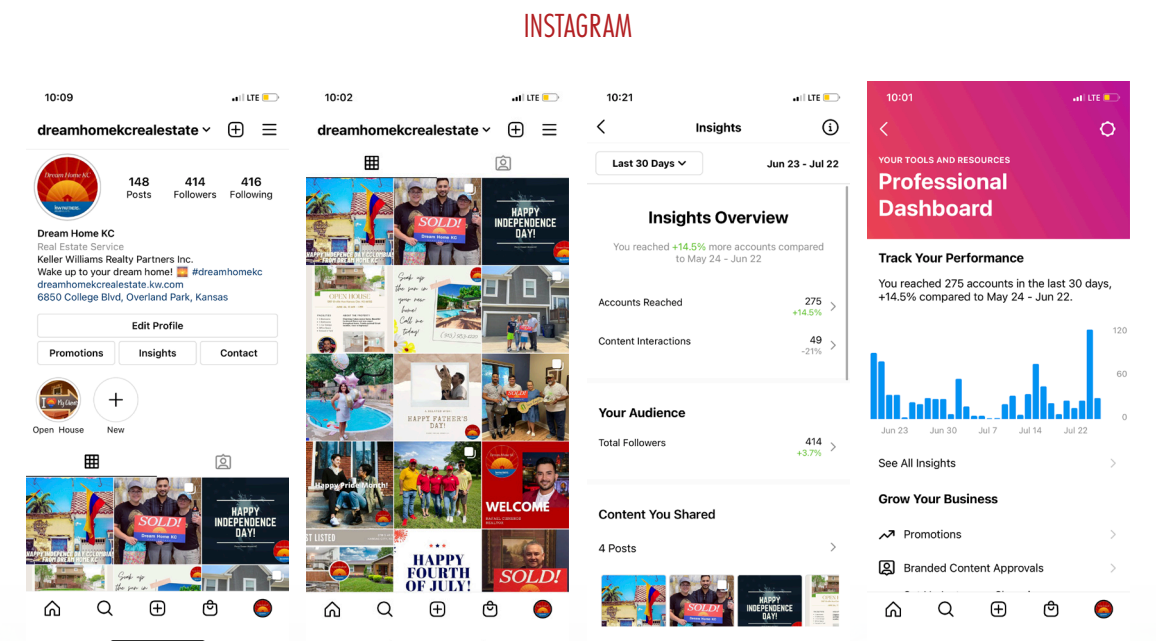
Facebook has been getting lots of love recently. I would say without a doubt Facebook is their main client-lead social platform. At the start of June, we started with 602 followers and now by the end of July we are up 63 new followers with this month's new 23 included.

The team has been proactive in posting, and engaging with their followers as well as inviting new and existing clients personally to like and follow the page.

Our Post reach is at a great 219 and our engagement although not at our ideal goal, is definitely showing growth.

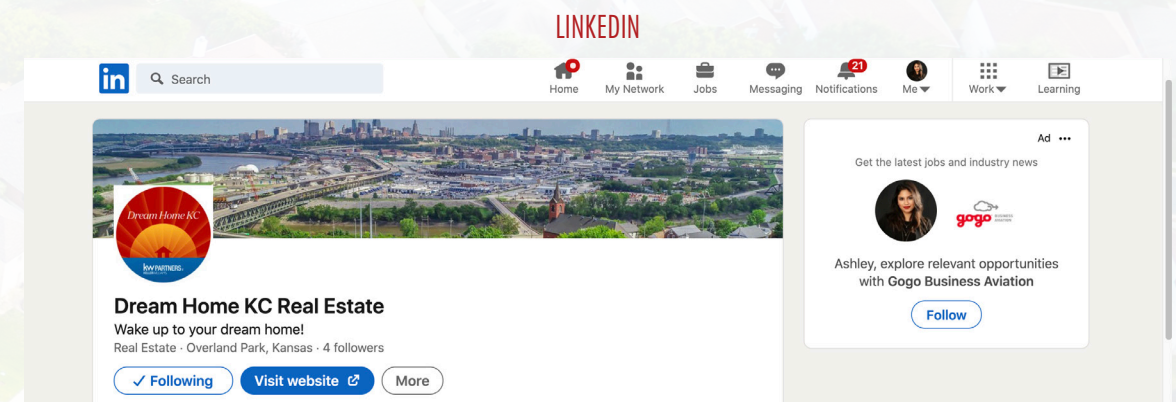
Page Overview	
Discovery	
Post Reach	219
Post Engagement	24
New Page Followers	23
Interactions	
Reactions	12
Comments	0
Shares	0
Photo Views	1
Link Clicks	0
Other	
Hide All Posts	0
Unfollows	0

RESULTS CONT.



Instagram has been a little trickier as far as gaining a healthy following but the Dream Home KC Team is most excited about their involvement on this platform. With the team manager actively posting on a daily basis, it has been fun to see what they have been coming up with as far as their content goes.

Since the start of this class, the team has stepped up their posts exponentially with 12 new posts. Prior to this, their last post was in September 2020. They have also upped their story game with new stories posted daily. We have grown our following from 401 to 414 in the last month and the account has reached 275 people, making our growth up to +14.5%.



Unfortunately, the LinkedIn account has not been tended to since its initial creation with only 4 connections, including myself.

MOVING FORWARD

I have learned that social media marketing takes a lot of planning, creation, and more importantly it takes consistency. I have learned that it will take much more than one month to grow a healthy and successful business through social platforms and with a good plan in place, slowly but surely growth may happen. I have also learned the importance of engaging with other people in social media. It is not just about posting on a regular basis but it is crucial to participate in commenting, liking, and sharing with others that will help you optimize your brand awareness and growth.

Moving forward, my recommendations are to stay focused on the Dream Home KC end goal which again is to create lead generation for a successful growing business. I would suggest the team continue their allotment of a monthly marketing meeting to ensure that the content calendar is created in collaboration with the team. I would also propose that the team find a permanent marketing person to take over the social media platforms management so that all team agents are kept accountable in their marketing duties.

I know that the team is excited about the little improvement we have made together thus far, and I know that this is the push they needed in order to gain their focus on generating leads from platforms that are free for them to utilize and where they can and will enhance their clientele for the development of the company.

