

ESTATE AGENTS – SOCIAL MEDIA MARKETING



Our Services For Your Business

HOLLOGRAM LTD
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Hologram

**We believe in creating
amazing marketing ideas
for your business
to engage with
your customers**

SIMPLY PUT...

**Let US run YOUR social media,
and allow YOU to do what YOU DO BEST...**

RUN YOUR EXISTING BUSINESS!



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WHAT DO WE DO FOR ESTATE AGENTS

We know how to attract more clients to your agency and increase property viewings through effective social media marketing.

Our team will craft content that highlights your competitive rates and the unique benefits of choosing your agency over others in the area.

We provide daily social media management, including content creation and posting. Our content will cover a range of topics, such as property listings, rates, interviews, and any other important information you want to share.

We've been working with Newby&co for some time now, and during our partnership, they've consistently achieved record monthly sales. We're proud to believe our marketing efforts played a significant role in their success.

Visit Newby&Co's Facebook to see the sort of work we do for them: <https://www.facebook.com/NewbyandCo>



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WHAT DO WE DO FOR ESTATE AGENTS

Put simply, we let YOU run YOUR business, we know you are great at doing that [trust us we wouldn't understand how to run YOUR business!] so put all YOUR efforts into that...

Let US take all the strain on your social media.

We will take all the hassle away from you, and deliver engaging social media content on your behalf.

We CREATE the content – the photos, images, videos

We PUBLISH the content – onto YOUR social media channels

Your customers will simply think YOU are great at your business AND great at social media... it will be our little secret!

OUR SERVICES FOR YOU

Generate sales and leads

Build your brand online

You will be found and be remembered

Grow your social media channels for you



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HOW DO WE RUN YOUR SOCIAL CHANNELS?

Dedicated Account Manager

You receive a dedicated account manager as your point of contact who works on your profiles each week, so you will always have the same person you can call or email to chat with if you have any questions.

We offer a personal service for every client, and our account managers are critical in building a great relationship with you to ensure our joint success!

Social Media Audit & Reporting

We start by performing an audit of your target audience and cross reference this with your current channels set up – however many this may be. This is a key stage in the process as we'll make sure the right channels are set up for the right audience in mind. We'll also make sure these profiles are optimised for best practice too. We will provide comprehensive reports detailing how your social media profiles are having a positive effect on your business, ensuring it's meeting (and exceeding!) key targets set out at the audit stage. These will be delivered either on a quarterly basis or monthly depending on your plan with us.

Brand Building

Our creative team will ensure your BRAND is strong, vibrant, and consistent across all social media platforms and your website, so when a customer sees YOU they know they are always getting the same strong messages.

Social Media Graphics, Video and Copy creation

Social media success is underpinned by great imagery. Bespoke, eye-catching images for social media can be created by our team or we can work closely with your existing graphic designer.

Build Your Audience

We'll strategically target users and influencers in your industry to follow/monitor in order to put your brand front and centre to those who will make a positive difference.



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HOW DO WE RUN YOUR SOCIAL CHANNELS?

Engage With Influencers

Not only do we target influencers to follow, but we'll engage with them too. We'll work closely with your business to define a tone of voice that suits your brand's style and start conversations with influencers in your sector.

Social Posting

We'll also provide you with social post schedules which will promote content already on your site as well as content we may create for you. Our team of experts will know exactly what hashtags to use for your sector and will also incorporate your agreed upon tone of voice too.

Social Advertising

Social advertising can turbo boost engagement and website traffic to unprecedented heights. Our different plans INCLUDE this as part of our monthly cost agreement, so there are NO hidden additional costs from us.

Social Campaigns

We can also deliver bespoke social media campaigns designed to drive social engagement, capture data and boost the visibility of a new product.

Competitions

We offer a variety of competitions we can run on your channels, which are highly engaging and ensure likes, shares, retweets and lots of online interaction.

Community

Keep your customers happy and maximise the value of your existing network by securing reviews and brand ambassadors, working within local online social media groups to bring your business to their attention.



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WHAT DO WE DO FOR YOU?

Influencer marketing

Influencer marketing now plays a major role in the way consumer brands engage their audience. We work to your requirements to create a strategy involving Instagrammers and bloggers

SEO and PPC

Search marketing plays a vital role in how businesses generate leads. We work with SEO and PPC specialists to deliver a comprehensive digital strategy, increasing your visibility on Google.

Blogging

Blogging can be a tricky, time-consuming exercise but one that has several benefits to your business. We blog for a wide range of clients, adopting a voice and the expertise to create great content.

E-newsletters

Email marketing is a great way to keep your audience engaged and generate new enquiries. Growing a loyal and active mailing list is challenging but incredibly valuable to your business.

Social Media Training

Whether you're completely new to social media or are looking to broaden your knowledge and skill base, social media training is a great place to start. Our training services give you and your team the confidence to create and share great content that resonates with your audience. We'll also show you the best ways to generate leads and return on your investment. Read more about our bespoke services and training options below.



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WHAT DO WE DO FOR YOU?

Print Services

Print service marketing offers tangible benefits, including high-quality materials that capture attention and leave a lasting impression. It enables targeted distribution, reaching specific audiences through direct mail, brochures, and posters. Additionally, print materials can enhance brand credibility, providing a trustworthy, professional presence in a digital world. Our services include:

- Brochures
- Flyers & Posters
- Leaflets
- Business Cards
- Exhibition Stand Designs

Web Maintenance

Web maintenance ensures a website remains secure, up-to-date, and functional. It helps improve user experience, boosts SEO rankings, and prevents issues like broken links and outdated content. Regular updates and backups also protect against security vulnerabilities and data loss.

Event Promotion

Event promotion increases visibility and attendance, attracting a broader audience. It enhances brand awareness and engagement, creating buzz and anticipation. Effective promotion can lead to sponsorship opportunities, boost ticket sales, and ensure successful event execution, leaving a lasting positive impression.



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MEET THE HOLLOGRAM KEY TEAM

We believe in creating amazing marketing ideas for your business to engage with your customers. We have a brilliant mix of creative talent to help market **YOUR** business this year...





Hologram

**READY TO EARN MORE MONEY
FROM YOUR SOCIAL MEDIA MARKETING**

FOR JUST £750pm + VAT!

Get in touch with us today...

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