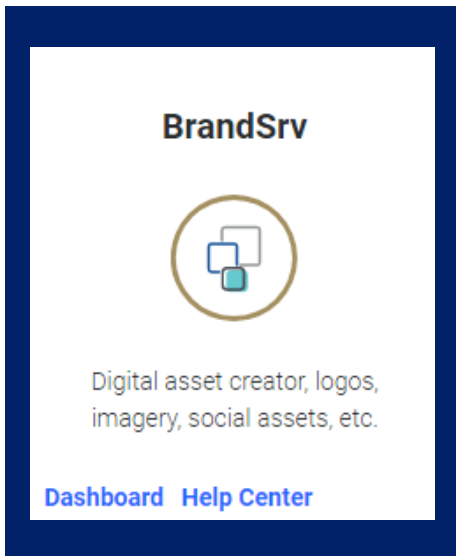


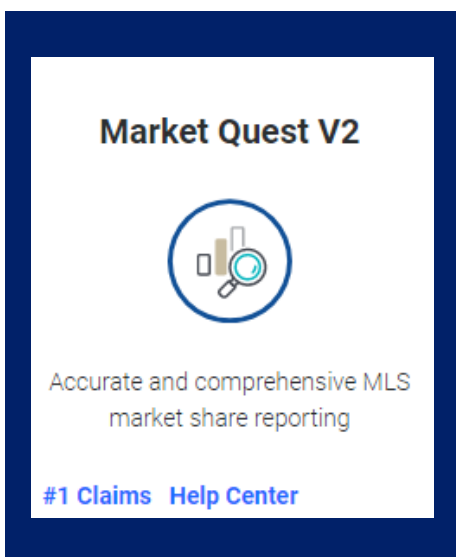
WHERE TO GET CONTENT?

Coming up with content to share on your social media can be challenging! There are so many tiles on DESK and so many thoughts in our heads! Let's dig in what Coldwell Banker offers as well as how you can create posts by yourself.

COLDWELL BANKER TOOLS



- Tile on MyCBDesk.com
 - Where to find social graphics:
 - Marketing Assets
 - Social Media
 - Posts
- What can be found on BrandSrv:
 - Holiday Graphics
 - Recruitment Graphics
 - Award Templates
 - CB Campaigns
 - Diversity Campaigns
 - Prospecting Graphics
 - Global Luxury
 - Clients For Life
 - Celebration (Birthday/Aniversary)



- Tile on MyCBDesk.com
 - Market Snapshot
 - Create Market Snapshot
 - Enter Zip Code, Town or County
 - Adjust Filters and Click Update
 - Share Snapshot
 - Download - Square
- Tip: Use a graphic design platform, like Canva.com to create graphics with other stats in Market Quest V2.



COLDWELL
BANKER
REALTY

SOCIAL TIPS AND TRICKS

COLDWELL BANKER AD TOOLS

Social Ad Engine



DIY Facebook and Instagram ads
to drive business results

[Help Center](#)

SOCIAL AD ENGINE

On CbDesk. Run agent promos + property ads easily across various social media platforms!

HomeSpotter / Boost



Digital and social advertising for
listings and agent branding

[Help Center](#)

BOOST BY HOMESPOTTER

On CbDesk. Another easy way to run social media ads across many different platforms! (Comes with some LC packages)

CONTENT INSPIRATION

Use your day-to-day as inspiration! What might be common sense to you, is new information to others! Try batching together ideas. Make a note in your phone and as you go throughout your days, make notes for post ideas. Once you have 20-30, you can filter the good ones and use them as content on your page. Maybe take a video of yourself discussing a topic or create a graphic using a template in Canva.com. If you batch create, you can then schedule on your Facebook Business page and it'll save you time in the long run.

- Content Ideas:

- Industry updates
- Personal updates
- Listings
- Open Houses
- Walkthroughs
- Special features in a home
- Tips and Tricks for staging a home
- Awards

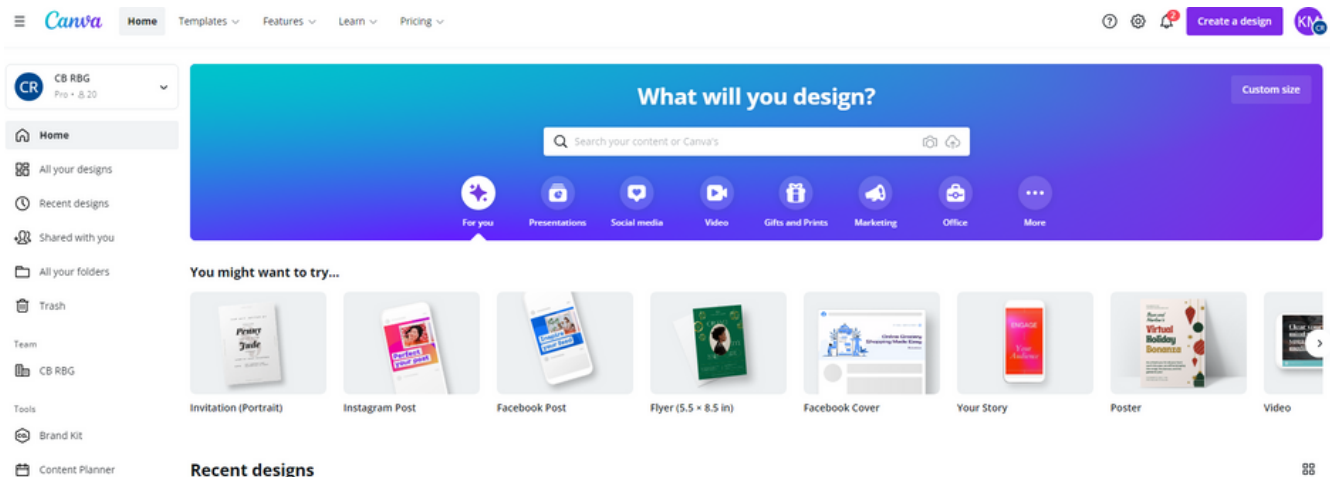
- Additional Content Ideas:

- Highlight a new local shop or restaurant
- Anything you may be sponsoring
- Day-in-the-life of an agent
- Share an article/blog
- Surveys
- Reviews
- Clients for life (if applicable in your metro)

SOCIAL TIPS AND TRICKS

CREATE YOUR OWN CONTENT

Canva.com is a templated graphic design platform that allows you to create marketing materials, including social graphics specifically for your brand. This platform is free, however there is a PRO version if you wish to invest in that as well. Always start with the free version and upgrade if you feel necessary.



As a real estate agent, a big part of your business is your brand and how it looks! Type in "real estate" in the search bar and THOUSANDS of templates will pop up. Below are some questions to keep in mind when creating graphics that best represent your brand.

- How do you represent yourself visually?
- Does your aesthetic communicate your story and values?
- Are you being consistent with your look, tone and branding?