

Social Media Strategy

1. Objective: Brand Awareness & Staying Top-of-Mind

Goal: Increase brand awareness among New York City home buyers & sellers that purchase under \$5 million by boosting social media reach, engagement, and website traffic by 20% within the next six months.

- Specific: Targets enhancing brand awareness among NYC home buyers and sellers. Notably, we're leaving investors to our other marketing efforts.
- Measurable: A 20% increase in social media engagement and website traffic.
- Attainable: While we don't have reliable data for past performance metrics and market analysis, this should be within our reach.
- Relevant: Focusing on everyday home buyers & sellers aligns with our core audience and market presence.
- Time-bound: A six-month timeframe sets a clear deadline to evaluate our success.

2. Identifying and Understanding our Audience

Who is engaging most with our brand? Which segment aligns with our brand's core strengths? **Where is the highest potential for growth?**

Instagram: Our largest audience is between the ages of 35 and 55, with 4% more women than men.

Facebook: Pretty evenly split in popularity between ages 35 and 65.

How do we unify our message to our bread and butter clients (under \$1 million per transaction) and simultaneously try to grow into the approachable luxury brand we want to be that does between \$2-6 million per transaction?

Does a unified targeted message exist?

We need to craft a core brand narrative that reflects our authentic, human-to-human approach. Then, within that narrative, develop two content streams. One celebrating the vibrant selection of quality listings under \$1 million, and another that subtly elevates the experience of our "down-to-earth luxury" approach for \$2-\$6 million properties. Each

stream should feel distinct in imagery and tone, but coexist under our same visual identity.

Content Series & Highlights: Create dedicated Instagram Highlights or recurring posts for each segment. For example, we could use one series for entry-level luxury properties and another for our aspirational portfolio, ensuring each maintains our playful, inviting tone.

3. Craft a Distinctive Brand Voice and Visual Identity

Our brand is known for its fun, down-to-earth, creative - yet sophisticated - vibe.

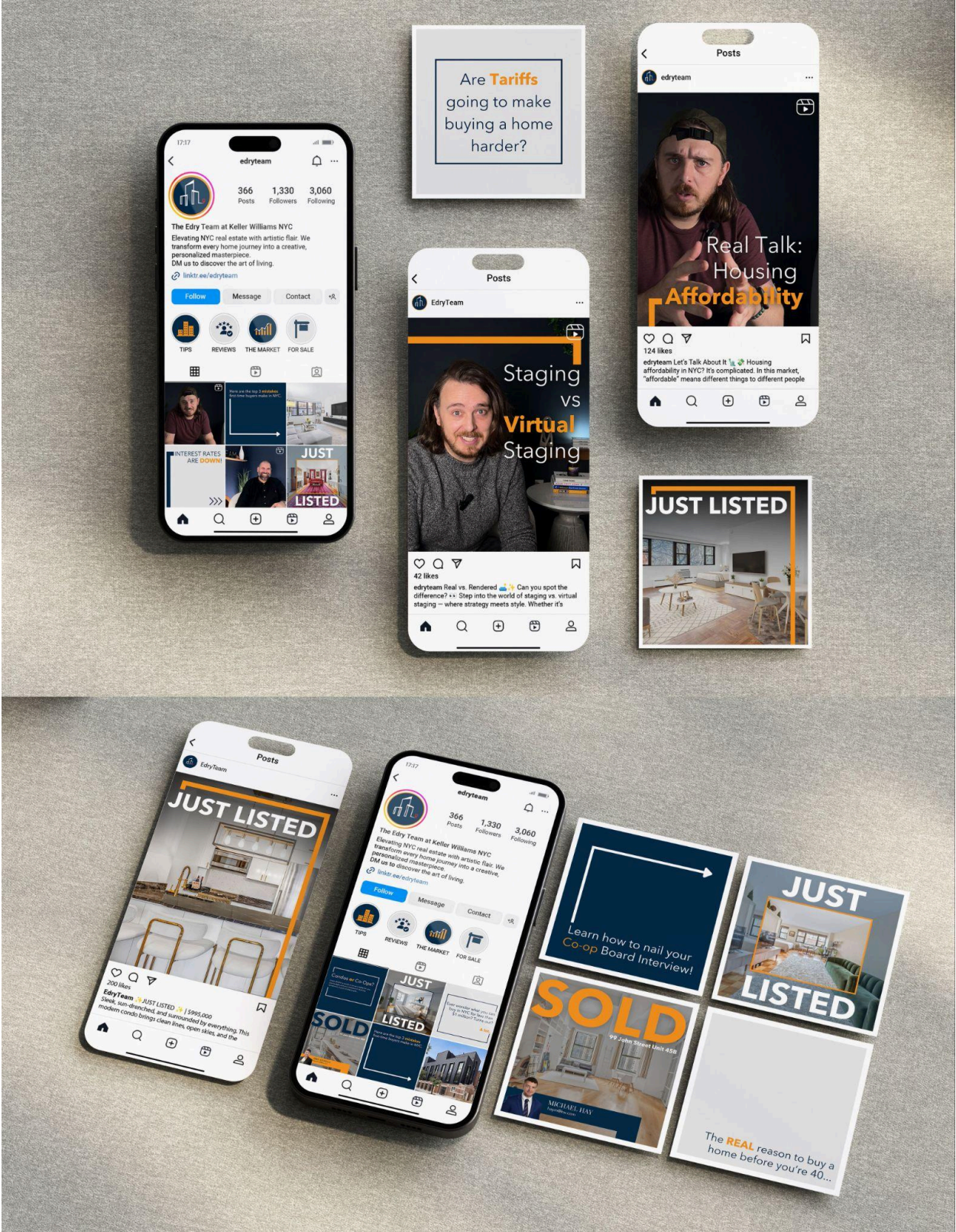
- **Visuals:** Use high-quality photography and designs that evoke both sophistication and playfulness.
- **Tone:** Maintain a formal yet playful tone that reflects expertise with a touch of humor.
- **Style Choices:**
 - **Font choice for Social Media: Avenir Next Thai Modern**
 - Why? It looks really good All Caps. It's more unique and more playful than our usual options. It's also much louder than Open Sans or Playfair Display. We already have approved this font for our mailers.
 - Distance between Title lines: 1.14
 - Colors
 - Primary Colors: Edry Blue - #042b48 | Edry Light Gray - #e6e6e6
 - Accent Color: Edry Orange - #f7931e
 - Design
 - Playing on our more fun Just Listed Mailers that looks like a Just Listed Sign. Lines will vary in thickness and length depending on the design.
 - Text is generally always either left aligned or right aligned. Rarely centered.
- **Voice**
 - "Relaxed Luxury." We're down to earth and tell you it like it is. We carry our teams values of diversity, kindness, humor, and professionalism in our voice.
 - Examples:
 - **"Let's Talk About It"** 🗽🏡 Housing affordability in NYC? It's complicated. In this market, "affordable" means different things to different people — and the math doesn't always make sense. We're cutting through the noise and talking real numbers, real options, and real strategy. Because navigating this city takes more than a pre-approval — it takes perspective."
 - **"Real vs. Rendered"** 🏠🌟 Can you spot the difference? 👁️ Step into the world of *staging vs. virtual staging* — where strategy meets style. Whether it's curated in-person or crafted on-screen, great staging tells a story that sells. Which one speaks to you?"

- “**🌟 JUST LISTED 🌟 | Midtown Magic at \$995,000** Sleek, sun-drenched, and surrounded by everything. This modern condo brings clean lines, open skies, and the energy of NYC right to your doorstep. 📍 1 Bed | 1 Bath | Condo **DM** for a private tour before it's gone!”

Sample Instagram Feed



- Cohesive Color
- Unified Look
- On brand
- Mixture of photos, text, & video.
- All titles are 1.14 line spacing.
- Varied line thickness adds playfulness
- Sticks to the primary colors with secondary as accents.
- Switches between multiple JUST LISTED designs as to not get repetitive.



4. Core Content Pillars

Just Listed / Just Sold

Showcase listings and wins. Reinforce brand credibility and market activity.

Market Insights

We go beyond basic updates, think digestible, easy to understand stories, reels, or carousels. We can offer neighborhood-level nuance to show our authority and relevance.

Design & Lifestyle

Here we can tap into our artistic angle, find interiors, architecture, styling tips, or NYC lifestyle moments that fit our page vibe and appeal to buyers and sellers that scroll who value aesthetics. They follow us - we stay top-of-mind.

Client Stories / Testimonials

Don't take our word for it. These humanize our team with before-and-after buyer/seller journeys, screenshots of kind words, or real-life stories. These reinforce trust and showcase our white-glove, down-to-earth approach.

Behind the Brand

Let people meet The Edry Team, our values, culture, community work, what "Smart. Approachable. Genuine." means day-to-day. It can help us forge emotional connections and loyalty.

Neighborhood Spotlights

Feature cool cafes, galleries, hidden-gem shops, or street scenes from areas you're active in. This not only boosts SEO locally but also connects your listings to a lifestyle.

Tips & Real Estate Education

Position yourselves as guides. This could include first-time buyer tips, luxury seller strategies, or demystifying real estate terms in a playful but refined way.

Story Highlights: Save recurring themes like "Client Love," "Neighborhoods," "Design Picks," etc.

CTA's: Approachable and easy ways like "DM for more details," "Want to see it in person?" or "We're just a message away."

Mock Weekly schedule using Content Pillars

Day	Content Type	Pillar	Post Idea
Monday	Reel/Carousel	Market Insights	3 things NYC buyers should know this week.
Tuesday	Photo/Slideshow	Just Listed/Sold	Just Listed! <i>Telling the story of the space. Bed/Bath/Price</i>
Wednesday	Story Series/Highlight	Behind the Brand	A Day with the Edry Team: <i>stories of the team out & about (showings, stagings, meetings, etc.)</i>
Thursday	Reel/Carousel	Neighborhood Spotlight	A Morning in Fort Greene: Feature a favorite cafe, or walk by brownstones, or a public park.
Friday	Testimonial Reel/Photo	Client Stories	Share a client win. Use a short quote, or a reel if we can get it.
Saturday	Image Grid	Design & Lifestyle	Inspo Saturday: 5 Design Details We're Loving Right Now: could be listing interiors or stagings
Sunday	Photo Graphic/Reel	Tips & Education	What to Know Before Making a Contingent Offer: light, digestible info

5. Leverage Interactive and User-Generated Content

Encourage engagement by:

- **Polls and Q&A Sessions:** Invite followers to share their opinions or ask questions about market trends and local neighborhoods. ex. Is this park better or this park?
- **Contests:** Host photo contests or creative challenges where followers share their favorite New York city spots. This would need to come later once our engagement rate is higher.
- **Influencer Collaborations:** Partner with local influencers and community figures to expand your reach authentically. Not sure who best to reach out to for this, but it should be a part of a comprehensive social media strategy.

6. Monitor, Analyze, and Adapt

Use meta analytics to track the performance of posts and overall engagement. Metrics to watch: reach, impressions, click-through rates, and direct inquiries. Refine the strategy based on what resonates.

7. The Plan of Implementing

- Shoot reels first Thursday or Friday of the month.
- Hershe create non video content using theme and templates.
- Fill in Just Listed/Solds as they come.
- Schedule four weeks in advanced.
- First time around, create four weeks worth of content.
- 28 posts.
- [See first tentative monthly schedule here.](#)