# 12 ~~10~~ Social Media Prompts to Grow Your Real Estate Business

Easy ideas & simple systems to automate your content calendar!

HONEYCOMB MARKETING CO.

# welcome!

I'M, AMANDA. IT'S NICE TO MEET YOU

Are you a realtor feeling overwhelmed by the thought of building a social media calendar? Don't worry. I've got your back!

I know that as a female business owner, your time is precious. You may have limited marketing experience, so I put together this resource guide filled with prompts to help you plan your social media content like a pro.

Social media today feels like an uphill battle because it really is an uphill battle–a continuous fight to get the most attention through likes and comments. As you read more, I encourage you to take a step back and look at your marketing big picture: social media is only a tiny sliver of the pie. You'll learn more about this later.

With a bit of creativity and my expert guidance, you'll be able to engage with your audience, build your brand, and grow your business on social media in no time. My goal with this guide is to take all the guesswork from social media. I can't wait to see what you come up with!

**Cheers,**

Amanda

# social media prompts

- Showcase a client's home for sale and share their favorite part about the home.
- Describe the importance of a home inspection.
- Share the benefits of working with a real estate agent.
- Share a link explaining the steps to prepare your home for sale
- Provide three tips for staging a home for sale.
- Share a post about the benefits of purchasing a home in a buyer's market
- Make a short video about the state of your local real estate market each month.
- Explain the pros and cons of buying a fixer-upper.
- Share the importance of home insurance and options.
- Describe how to choose the right neighborhood for your family.
- Share a post about the how your state grades area schools and how school grading effects resale value.
- Provide the benefits of buying a home near public transportation.

# Quick Tips

## WAYS TO USE YOUR PROMPTS

Here are some easy tips on how to make use of these amazing social media prompts. You'll be churning out captivating content in no time!

1. ***Step 1*** - Choose the kind of content you'd like to create for this prompt! Whether it's a **fun video, an eye-catching picture with text, or writing either your own blog post or curating one from another site**--the possibilities are endless. Let's get creative and make something awesome!

2. ***Step 2 -*** Don't overthink it and overwhelm yourself! Get those creative juices flowing, but if you start to feel stuck after 5 minutes of thinking then switch up the prompt. You have my full permission!

3. ***Step 3*** - Keep the endgame in mind! Each post should strengthen your relationships, build loyalty, and remind people why they love what you're offering.

4. ***Step 4*** - Tired of tediously writing copy? AI Copywriting platforms like ChatGPT and ***Jasper.ai*** are the answer! Not only will you save time, but these platforms also offer ready-made prompts to make crafting content a cinch.


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# Need Some Help? Let's Brainstorm!

Have any questions about the prompts? Or stuck on an idea? Send me a direct message on Instagram, and I'll provide you some personal feedback and advice.

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