

SOCIAL MEDIA RECHARGE



**BLANCHARD
REALTY
GROUP**

BLANCHARD MEDIA

A strong social media presence is important when fostering client engagement. Appealing visuals paired with intriguing captions incentivize profile viewers to keep up with Blanchard Realty Group and promote brand loyalty. The following guidelines for a social media recharge aim to advance Blanchard's social media presence and highlight the company's many strengths.

Username and Bio Updates:

Username Idea:

- @blanchard.realtygroup
 - o This username removes the large breaks between the words currently seen in @blanchard_realty_group and is more visually appealing.
 - Keep keywords (Blanchard Realty Group) a part of the username so that the account is as easy to find as possible.
 - Find other available usernames by clicking on the magnifying glass icon and searching for them via the Instagram search tab.

Recommendations for Updated Bio Copy:

- The Way Life Could Be
 - o Stays simple and to the point. Effectively connects with Blanchard's branding.
- Wondering about the way life could be? Let's talk!
 - o Provides an engaging call to action to profile viewers. Connects with Blanchard's branding.
- If you're looking at properties in southern Maine or wondering about the way life could be, let's talk.
 - o Connects with Blanchard's branding and includes Maine, an important keyword, which can help users find this account when searching for Maine-related content.
 - o Leaves profile visitors with a call to action to reach out to Blanchard Realty Group.

Social Media Posting Guide:

Properties for Sale Template Caption Guide:

- Start caption with “NEW LISTING” or “JUST LISTED”
- Use emojis that relate to housing or match with Blanchard’s brand to catch viewers’ attention.
- Include specific information about the listing to help clients find ideal properties.
 - Address
 - Number of bedrooms and bathrooms
- Include contact information to lead social media users directly to Blanchard.
 - Phone number
 - Email
- Avoid linking Blanchard’s website in captions; this should be included in the bio section as a clickable link.
- Include “See the link in my bio...” as a call to action to get people to visit the website.
- Use hashtags that relate to real estate and Blanchard to make the post more easily discoverable to social media users.
 - #maine or #(city)me
 - #mainerealestate
 - #thewaylifecouldbe
 - #blanchardrealtygroup

Sale Template



Social Media Posting Guide:

Sold Properties Template Caption Guide:

- Start caption with “SOLD” and emojis.
- For a more casual approach, start with “Congrats to the buyer(s)!”
 - o Pick which approach is preferred and keep it consistent throughout posts; both captions are effective, but the more casual approach may be more appealing to younger audiences who are inexperienced with purchasing a home.
 - o Include the address of the property sold.
- Write a brief synopsis of the selling experience. Use a conversational tone to show personality, keep social media users engaged and avoid monotony.
 - o “This property didn’t last long!”
 - o “These clients were great to work with!”
 - o “It was a pleasure to...”
- Close out the caption with Blanchard Realty Group’s phone number and email address where clients can reach out or learn more.
- Caption Example:

SOLD 🏡🚧
456 Lake Dr.
It was a pleasure to help my clients find their dream home in York, Maine. This 3 bed 2 bath property located at the end of a cul-de-sac was perfect for them and their growing family.
Congratulations to the buyers!
📞 (207) 752-6165
📧 scott@blanchardrealtygroup.com
#MaineRealEstate #YorkME #BlanchardRealtyGroup

Sold Template



Sold Properties Mockup



Closed for \$740,000



Blanchard_Realty SOLD 🏡🔥

456 Lake Dr.

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(207) 752-6165

scott@blanchardrealtygroup.com

#mainerealestate #yorkme #blanchardrealtygroup

For Sale Properties Mockup



1304 Timberland Dr

\$1,230,000

3



2



THE WAY LIFE COULD BE™



Blanchard_Realty NEW LISTING 🏡🔥

1304 Timberland Dr

Kittery, Maine

3 Bedrooms + 2.5 Baths

Listing Agent: Scott Blanchard

Listed by: Blanchard Realty Group

(207) 752-6165

scott@blanchardrealtygroup.com

#mainerealestate #kitteryme #blanchardrealtygroup

8 minutes ago

Instagram Post Guide:

Advice from Scotty B (Template):

- Feature advice that has been helpful to previous clients to connect with the target audience.
 - It may be helpful to take inspiration from the FAQs section on Blanchard's website.
 - Why hire a buyer's broker?
 - Do I have to sign a contract?
 - Why shouldn't I work directly with the seller's agent?
- Style the copy in a consistent way.
 - Begin the post with "Advice from Scotty B:" or begin with a frequently asked question which will then be answered by the advice.
 - Example (from website FAQs):

"Do I have to sign a contract prior to touring properties?"

At BRG, we work to earn your trust without the benefit of a contract. We are effectively putting our money where our mouth is. (When submitting an offer, the law requires us to be under contract.)"
- Give the advice in four to six sentences as shorter captions generally lead to better performance.

Advice Template



Instagram Post Guide:

Community Spotlight (Template):

- Use grid posts to showcase the Maine communities listed on the Blanchard Realty Group Website (Kittery, York, Ogunquit, Wells, The Kennebunks).
- Post the template as the first slide, followed by other images of the spotlighted community as following slides.
 - Grid posts can be reposted to Instagram stories so they can be added as a highlight and easily found by social media users.
- Use visually appealing photos of these neighborhoods to catch the eye of potential buyers.

Spotlight Template



Instagram Post Guide:

Personality Spotlight: “Hello from Scott!” (Template and Stock):

- Use these posts as an introduction to Scott where he can share about himself, his background and his life in Maine.
 - o Let personality shine here. Include fun personal details about growing up in Maine, Scott’s summer job at the local ice cream shop and his experience in real estate.
 - o Avoid exceeding 100 words.
 - o Utilize photos that help tell Scott’s story (photos of him and his family, pictures from time spent in Maine during his childhood, etc.).
- Example of potential caption (from BRG website):

“Years ago, I began a second career as a realtor. I’ve always been fascinated by the real estate business whether buying, selling, or building. I’m proud to leverage living more than 30 years of negotiating contracts gained as a senior executive earlier in my career. With hundreds of completed transactions, I am genuinely delighted by my career choice!”

Personality Template



Facebook Post Guide:

Blanchard Updates (Template):

- Share the number of Blanchard's current listings, upcoming open houses and any relevant trends in Maine's real estate market.
 - o These posts should include information and updates on things that will keep clients in the loop of what is going on.
 - o This content will help potential buyers or sellers to be aware of the market, stay up to date on Blanchard's current happenings and relay important information about any changes within the company.
- These posts can be shared with an "Updates from Blanchard" graphic or photos of Maine/Blanchard properties.

Updates Template



Facebook Post Guide:

Local Events and Attractions (Template and Stock):


- Post about local events and attractions to share opportunities for potential clients to get to know the communities.
 - o Post about upcoming events two to four weeks in advance.
 - o Share events that are lively, well attended and draw attention to the unique opportunities that come with being in the community.
 - o It is great for investor clients to get to know what's going on in the area and around the community.
- This is a great place for Scott to share his memories and experiences at these events to make the posts more personable.
 - o When sharing personal memories, include relevant personal photos.

Events Template



Updates Mockup

Recent updates in regard to our Portfolio




Blanchard Updates

See insights and ads [Boost post](#)

Like Comment Copy Share

Local Events Mockup

"Exciting times ahead by the beautiful Maine coast! 🌊
✨ Join us for an unforgettable event right by the beach, where the sea meets the sky, and good vibes are endless. Whether you're here for the live music, local food, or just to soak in the ocean breeze, this is the perfect way to spend your day. See you there! 🎵
[#MaineEvent](#) [#BeachVibes](#) [#SummerByTheSea](#)"



Local Events & Attractions

See insights and ads [Boost post](#)

Like Comment Copy Share

Facebook Post Guide:

Positive Client Testimonials (Template):

- Stay consistent to create a series similar to the “Advice from Scottie B” posts.
- Highlight positive experiences from past Blanchard Realty Group clients.
 - These posts can begin with using testimonials already present on Blanchard’s website.
- Post template and include the testimonial in the caption, no more than 100 words.
 - If the testimonial is longer than 100 words, condense it to post the most important information and invite readers to visit BRG’s website to learn more.
- These posts show potential new clients that Blanchard is reliable and trustworthy.

Testimonial Template



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Testimonial Template



General Posting Tips:

- Keep captions short and sweet. Include the necessary information and direct viewers to a phone number or email address where they can learn more.
- Keep captions relatively consistent throughout posts. When you find a strategy that works well and feels comfortable, stick with it.
- Captions should be informative and engaging but still concise.
- Use hashtags that relate to real estate and Blanchard to make the post more easily discoverable to social media users.
 - o #maine or #(city)me
 - o #mainerealestate
 - o #thewaylifecouldbe
 - o #blanchardrealtygroup
- Limit each post to information about one property, piece of advice or event so that viewers are not overwhelmed.
- Engaging with comments, both positive and negative, can help to spot patterns and common questions, improve engagement and show appreciation to followers.
- Post one to three times per week to increase engagement and boost social media presence.
- Proofread posts to avoid grammatical and spelling errors that may detract from the message being shared.
- Caption Examples:

NEW LISTING 🏡 ⚓

123 Arch Ave, Unit 2B

Kittery, Maine

3 Bedrooms + 2.5 Baths

Listing Agent: Scott Blanchard

Listed by: Blanchard Realty Group

📞 (207) 752-6165

📧 scott@blanchardrealtygroup.com

#MaineRealEstate #KitteryME #BlanchardRealtyGroup

Choosing Photos for Each Post:

- Choose eye-catching imagery that is visually pleasing to viewers.
 - Use high-quality photography that does not have any parts of the photo cut out when posted.
- Highlight unique features of Maine or of Blanchard Realty Group's properties.
- Pick photos that are relevant to the content of the post and caption.
- Avoid uploading similar-looking posts consecutively. Having a variety of posts throughout a social media feed offers a more visually appealing look.



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