

# 5-Day New Listing Marketing Blitz

*A simple, effective way to launch your listing and maximize exposure.*

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## Day 1: Announce the Listing with Photos

**Goal:** Create immediate awareness and drive traffic to the listing.

### What to Do:

- Share **3–5 of the strongest listing photos** on Facebook and Instagram with a short description and a link to the property website.

- Send an email to your database with a subject line like:

**“Just Listed! Take a Look Inside [Property Address]”**

Include a few key images and a link to the property website.

- Provide the seller with the photos and property website link so they can easily share with friends and family.
- Post **2–3 images on LinkedIn**, targeting professional contacts and potential investors.
- Use **Instagram Stories** with 2–3 vertical photos and a simple CTA such as “*DM for details*” or “*View the full listing.*”

**Tip:** Carousel posts on Facebook and Instagram tend to perform better than single images.

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## Day 2: Showcase the Property with Video

**Goal:** Increase engagement and encourage buyers to explore the listing further.

### What to Do:

- Post the listing video to **Instagram Reels and Facebook Reels**. Videos under 60 seconds typically perform best.
- Upload the full-length video to **YouTube** and include the property website link in the description.
- Share the video to **Instagram and Facebook Stories** with a CTA like *“Link in bio for full details.”*
- Send a follow-up email to your database highlighting key features of the home and linking to the full listing.
- Provide the seller with the video file so they can share it directly with their network.

**Tip:** Adding trending audio to Reels can help increase visibility and reach.

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## Day 3: Highlight the Virtual Tour & Interactive Media

**Goal:** Encourage deeper engagement through interactive content.

### What to Do:

- Post a **carousel of stills from the virtual tour** on Facebook and Instagram with a CTA to view the full interactive tour. Or Share the provided Virtual Tour Links Directly to your Facebook. Or Share the Property Website Link, found with your Social Media Marketing Kit.
- Share a short screen recording of the virtual tour on Instagram and Facebook Stories to show how easy it is to explore. -You can do this with your iPhone as you navigate the tour.
- Email your database explaining how buyers can tour the home virtually at their own pace, with a direct link to the property website.
- Encourage the seller to share the virtual tour link on their personal social media.

**Tip:** Simple captions work best, such as:

*“Explore this home from anywhere. Click the link to view the full 3D tour.”*

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## Day 4: Feature Property Flyers & Postcards

**Goal:** Reinforce credibility and provide easy-to-share marketing materials.

**What to Do:**

- Post the **digital listing flyer** on Facebook and LinkedIn with a short summary of key property details. You will find these in your Social Marketing Kit in your client portal.
- Share the flyer or postcard in Instagram Stories with a question sticker like *“Want more details?”*
- Email the flyer to interested buyers and past clients.
- Provide the seller with a digital copy to share within their network.

**Tip:** Many local real estate Facebook and LinkedIn groups allow flyer posts—great for added exposure.

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## Day 5: Highlight Drone & Floor Plan Content

**Goal:** Showcase the property from unique angles and reinforce layout and space.

**What to Do:**

- Share a **drone image** on Facebook and Instagram highlighting location, lot size, or surrounding features.
- Post a short drone video clip to Instagram and Facebook Reels with a CTA to view the full listing.
- Share the **floor plan** in Instagram Stories with a question sticker such as *“What do you think of this layout?”*
- Include the floor plan in an email to your database, emphasizing flow, functionality, and space.

- Encourage the seller to share the drone photos and floor plans with their network.

**Tip:** Drone content performs especially well when paired with captions that highlight location and lifestyle benefits.

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## Why This Works

This 5-day approach keeps your listing **front and centre**, uses a variety of media formats, and gives buyers multiple ways to engage—while keeping your marketing consistent, professional, and easy to manage.