



COLDWELL BANKER | REALTY

RESOURCES FOR SOCIAL



SOCIAL MEDIA & WEB ADVERTISING

REACH MORE LEADS BY CREATING ADS FOR FACEBOOK, INSTAGRAM (AND MORE) IN UNDER 5 MINUTES

Boost Powered by Lone Wolf makes it incredibly easy to create targeted, beautiful ads to promote your listings and create brand awareness on social media and top sites across the web. Reach hyperlocal audiences with stylish, eye-catching ads that highlight the best features of your listing. Learn more on the Boost DESK guide and attend training sessions at CBU.com.


FEATURES

- Automates targeted listing ads
- Create agent promotion ads and generate traffic to your website
- Ads run on Facebook, Instagram, and 1,000+ websites

BENEFITS

- Monitor your campaigns and track engagement
- Thousands of ad views
- Receive contact information from engaged ad viewers

AGENT PROMOTION
CAMPAIGNS

 **New!** Start advertising your services to your sphere or a specific geographic area.

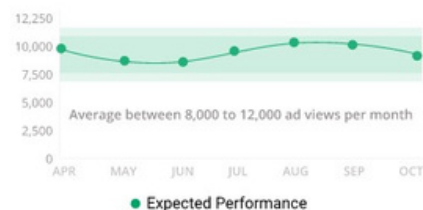
[Set-up your campaign >](#)



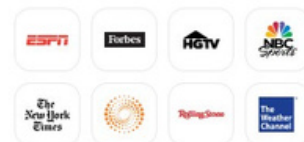
Your preview ad

Monthly subscriptions
starting at \$99/mo

EXPECTED MONTHLY AD VIEWS



VIEWED ON TOP SITES SUCH AS



SOCIAL MEDIA CONTENT OFFERINGS

1

MARKETING CENTER

Marketing Center is a digital content management solution and digital asset generator that gives agents and staff the ability to download company and brand logos, access any brand photography, and customize and post social media assets. Marketing Center also hosts materials related to any brand campaigns including St. Jude, Quotables, CB Good News, and Dream.

2

MARKET QUEST

Accurate and comprehensive MLS market share reporting. Market Snapshot tool easily creates a social media tile highlighting 5 custom statistics in the real estate market. These stats are compared with the previous month's average. Tiles are customizable with the agent's name and contact info, and the option to change the background image.

3

BLUE MATTER BLOG & GLOBAL LUXURY BLOG

Updated regularly, the Coldwell Banker Blue Matter Blog shares industry news, home buying and selling tips and more! The Coldwell Banker Global Luxury Blog offers a look into luxury homes and style, while highlighting the latest in luxury real estate trends. Both blogs are great resources for content to share on social media.

4

SOCIAL MEDIA CONTENT EMAIL

Social media content is delivered directly to your inbox each week! From lifestyle content to the latest Coldwell Banker Realty marketing campaigns, the Social Media Content Email provides agents with fresh content to share to their individual social media accounts, along with social media strategy tips, social media standouts and links to the latest CBU educational courses.

SOCIAL MEDIA CONTENT EMAIL



Not sure what to post? We've got it covered! Sign up to receive weekly social media content & advice directly in your inbox. Examples include:

- Home improvement tips
- Lifestyle content
- Coldwell Banker Realty campaigns
- Holiday posts
- Social media tips
- Social media stand-outs

SCAN HERE TO SIGN UP



SCAN HERE TO SIGN UP

LISTING SUBMISSIONS & HOME OF THE WEEK

Gorgeous listings, especially luxury listings, are ideal for sharing on social media, and we may feature properties on company social media pages, locally or on brand channels. You may submit a listing for consideration using [this form](#). The form is also located on the Social Media page, on MyCBDesk.com.

If a property is selected for feature*, we will inform you when and where it will be shared and tag you on social media (if able).

**Property features are not guaranteed. CBGL, unique listings and beautifully staged listings are more likely to be chosen. Extraordinary CBGL properties may be featured on brand accounts.*



Incredible and exceptional properties are featured in the Coldwell Banker Global Luxury® program's Home Of The Week and 10 Over \$10 Million promotions. If you have an amazing property or a property over \$10 million, it can be [submitted here](#) for the potential to be promoted on international CBGL video opportunities.

Unsure if a property is eligible? Review the [Home of the Week submission FAQs](#).

SOCIAL MEDIA EDUCATION ON CBU.COM

GROW YOUR SOCIAL MEDIA KNOWLEDGE

- SOCIAL MEDIA 101
- INSTAGRAM 1.0
- ADVERTISING FOR SOCIAL MEDIA
- MAXIMIZE YOUR FACEBOOK BUSINESS PAGE
- LEVERAGING LINKEDIN
- CRAFTING COMPELLING CONTENT
- NAVIGATING VIDEO MARKETING
- TIKTOK AND REELS WORKSHOP

SCAN HERE TO SIGN UP



SCAN HERE TO SIGN UP

**FOR MORE INFORMATION REGARDING SOCIAL MEDIA
BEST PRACTICES AND PLATFORM UPDATES,
WE RECOMMEND THE FOLLOWING RESOURCES:**

<https://sproutsocial.com/insights/>

<https://www.socialmediaexaminer.com/>

<https://blog.hubspot.com/marketing/social-media-marketing>