

2023

# COMMUNICATIONS OUTREACH PLAN



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# DEMOGRAPHICS

Finding the right demographic is important because it helps your communications team market to the correct group and receives the best return on investment (ROI) out of ad sales. Based on the [2021 Home Buyers and Sellers Generational Trends Report](#) from the National Association of Realtors, below are the characteristics of today's home buyers.

- Millennial buyers make up the largest share of home buyers at 60%. This generation has been the largest share of buyers since the 2014 report.
- Millennials were the most educated age group, holding at least an associate's degree.
- Younger Millennials were most likely to move directly from a family member's home before buying at 28%.
- Millennials were more likely than other buyers to purchase in urban areas. Convenience to their job and commuting costs were more important to this group.
- Buyers 41 to 55 (Gen Xers) comprised 24% of recent home buyers. This group remains the highest-earning home buyers, with a median income of \$113,300 in 2019.
- Buyers 40 to 54 purchased the second-most expensive homes at a median home price of \$305,000. They were the most likely to purchase a multi-generational home at 18%.
- Buyers 40 to 54 years were also the most racially and ethnically diverse population of home buyers, with 23 % identifying they were a race other than White/Caucasian.

**Gen X**  
1965–1979

**Older Millennials**  
1980–1989

**Younger Millennials**  
1990–1998

**Gen Z**  
1999 to Present



Prepared by Alesa Gerald  
Communications



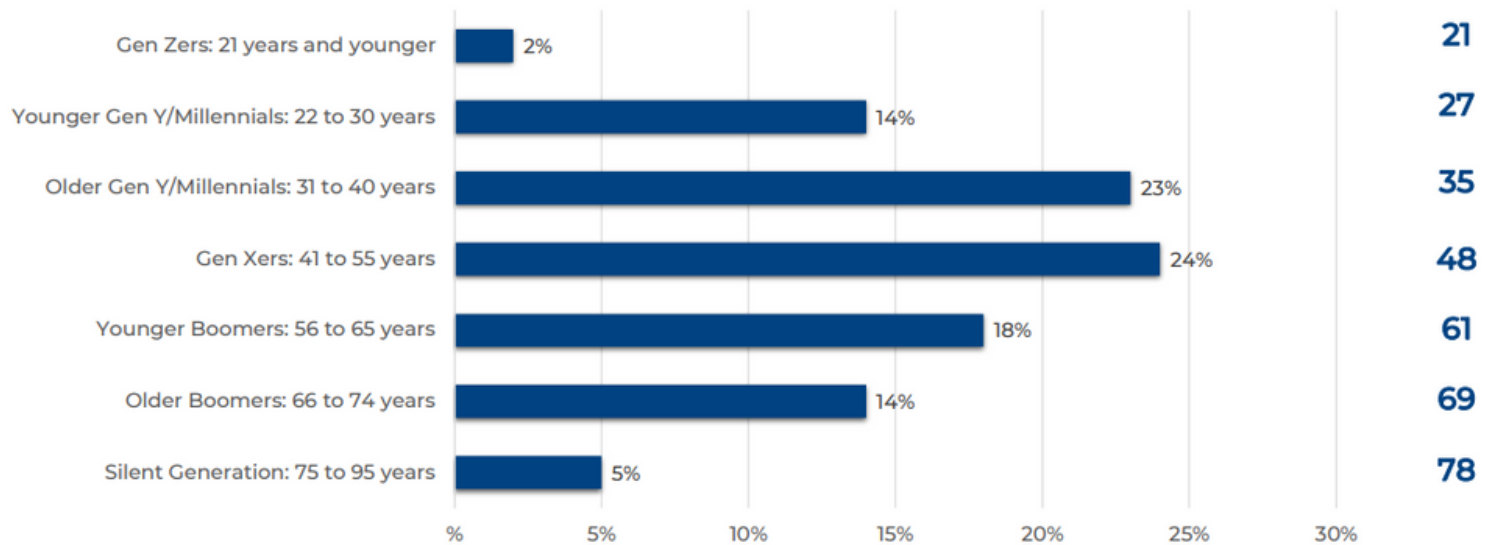
# DEMOGRAPHICS

## AGE OF HOME BUYERS

Exhibit 1-1

(Percentage Distribution)

Median Age  
in Group



- First-time buyers made up 31 percent of all home buyers, the same as last year.
- At 24 percent, buyers 41 to 50 made up the largest generational group of buyers, with a median age of 47.
- Sixty-two percent of recent buyers were married couples, 18 percent were single females, nine percent were single males, and nine percent were unmarried couples.
- Thirty-three percent of all buyers had children under the age of 18 living at home. Sixty-one percent of buyers between 31 to 40 years had at least one child under the age of 18 residing in the home.

### TARGET DEMOGRAPHIC

*Both males and females ages 60 - 23 with at least an associate's degree, making at least \$75,000 annually and married with children.*

# IMPROVING SEO

Search engine optimization (SEO) is the process of improving the quality and quantity of website traffic to a website or a web page from search engines. SEO targets unpaid traffic rather than direct traffic or paid traffic. Most people start their search for a home online. We want them to be able to find you easily and raise your visibility. Below are commonly used phrases people use when looking for a new home.



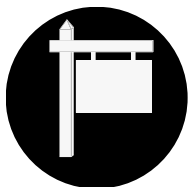
## **New Homes In *Location***

This one is easy, but for each listing, you'll want to change the location to mention where this listing is. For example, don't just say Fort Worth mention if it's in Sundance Square or the Historic Southside.



## ***Location* Real Estate**

Here, use what area the agency or brokerage does business. Is it Fort Worth or the entire DFW? This tag doesn't have to be as specific as the one above.



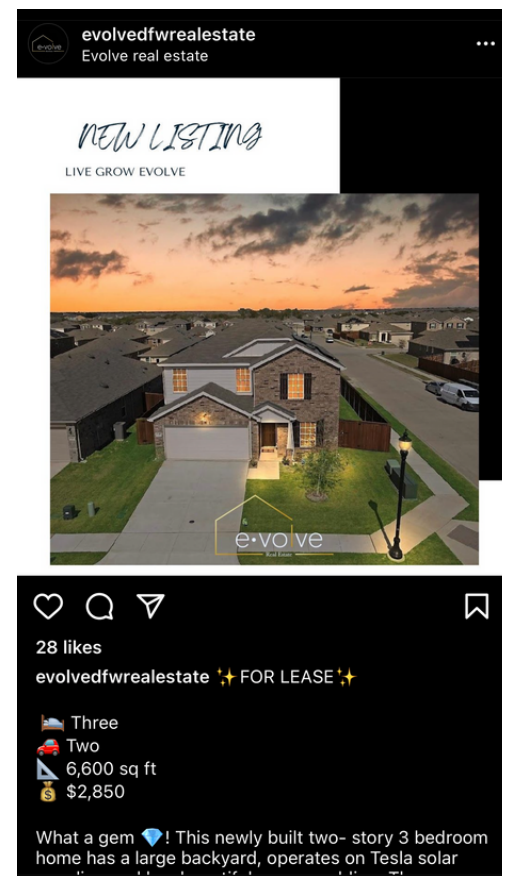
## **Homes for Sale**

This is generic but can go a long way. If you have apartments, condos or townhouses, use that too. This can go a long way in putting you above websites that have not utilized SEO tools.

# SOCIAL MEDIA GUIDE

Social media is an important part of any business plan. It can be used as a tool to provide more visibility to your current properties and also establish yourself as an industry leader. Here are some examples of some good uses of social media trends and how we can adapt them to meet your needs.

## Instagram



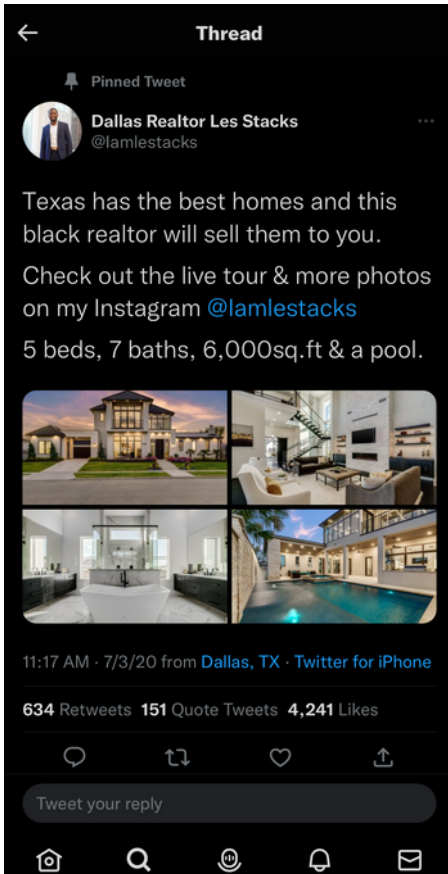
The original poster (OP) uses warm feelings like spending a holiday in a home to make people see themselves buying it. This is a tactic you could use.

This is a compelling video and the caption tells the homes details. This would be a good strategy because it could also be used on Tik Tok.

This agency uses a template to market their homes. The use of emojis also makes it fun and easy going.

# SOCIAL MEDIA GUIDE

## Twitter



This realtor does live tours and photos and tries to appeal to a mostly black audience. This could potentially work, but would leave out a large demographic.



The OP is very entuned to what social media trends are happening. This tweet is targeted at Millenials and it's working.

Until you pass this step, you haven't got your mortgage loan.

Savants say:

- ✓ No major deposits or withdrawals
- ✓ No new credit lines
- ✓ No large purchases

These changes to your finances result in not passing the underwriter, so hold off until after closing.

## un•der•write

/əndə(r)'rit/verb

An expert will review your finances and assess the risk the lender will take by giving you your loan.

Underwriting happens while the home undergoes an appraisal and can take up to a few weeks to complete.

I think this is a great way to get content than just pictures of empty homes. Teach people something new!

# SOCIAL MEDIA GUIDE

## Facebook

 **Larry Powell**  
Oct 12 · 🌐






[About this website](#)

listing.fullpackagemedia.com  
7421 Winterwood Ln, Dallas, TX 75248

  5


 Like    Comment    Share

 **Cheryl Quinn Real Estate Sales Representative**  
Aug 29 · 🌐

 JUST LISTED  - Millcroft Place Condo

1998 Ironstone Drive

- ✓ 2 Bedrooms
- ✓ 2 Bathrooms
- ... See more



+7

Using Facebook to post your listing is a great idea, but what the OP is missing is that there should be some type of caption to draw in potential home buyers.

This is a great post! It shows off photos of the home and specs. The engagement on it is even really good.



# SOCIAL MEDIA GUIDE

## Tik Tok

### Year of Earnings Trends

This trend is very popular but provides a lot of transparency. I think participating in something like this could have both negative and positive repercussions.

### What \$ Buys You In Location Texas

Videos shot like this are really trendy! If you use audio from the viral list, it automatically makes the video's potential rise and it can create content for both Facebook and Instagram.

### Squirrels In My Pants

This trend is very in right now. Next week it'll be something new, but the baseline is the same. Include your homebuyer in the video.

Knowing what content to post is only half the battle. The next course of action is getting visibility. That's where using the right hashtags come in handy. While there's no exact science, the number of hashtags you should use will vary based on the platform you're on.

On Instagram and Twitter, you'll still want to limit the number of hashtags you use, but you can use more since there is no character limit. That said, Instagram posts with approximately 11 hashtags have been shown to receive the most engagement.

For best readability, it helps to use just one or two hashtags organically in the post itself. Then, add a series of hashtags after your content to help Instagram index your post.

## What Are The Best Real Estate Hashtags?

When showcasing yourself as a realtor and trying to direct more people to your services, these hashtags can be useful:

- #RealEstate
- #Realtor
- #RealEstateAgent
- #RealtorLife
- #RealEstateLife
- #RealtorsofInstagram
- #PropertyManagement

Any time you list a new property or host an open house, you can refer to this list of hashtags:

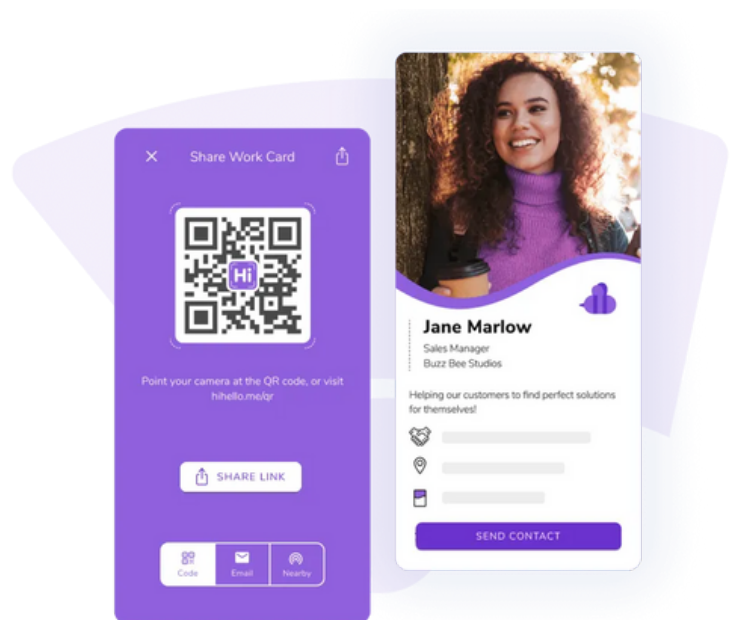
- #Home
- #Property
- #ForSale
- #NewHome
- #LuxuryRealEstate
- #HomesforSale
- #JustListed
- #NewListing
- #InvestmentProperty
- #OpenHouse

# E-BUSINESS CARDS

**Share your business card with anyone, anywhere.**

HiHello's digital business cards are free, and completely customizable, and you can share your card with anyone. (Yes, whomever you send it to does not need to have HiHello to receive your card!) There are multiple ways to share your card:

- QR code
- Email
- Text
- Airdrop
- Social media
- Link sharing
- NFC tag
- Apple Watch
- Email signatures
- Virtual backgrounds



# CONCLUSION

In any marketing strategy, visibility is important and using what we've uncovered in this report, we can properly utilize the right tools and use them to leverage the proper demographic.



## **Target Demographic:**

Both males and females ages 60 - 23 with at least an associate's degree, making at least \$75,000 annually and married with children.



## **Improving SEO**

- New Homes In Location
- Location Real Estate
- Homes for Sale



## **Social Media Guide**

- Leverage All Platforms
- Make Compelling Content that speak to your demographic
- Use the right hashtags