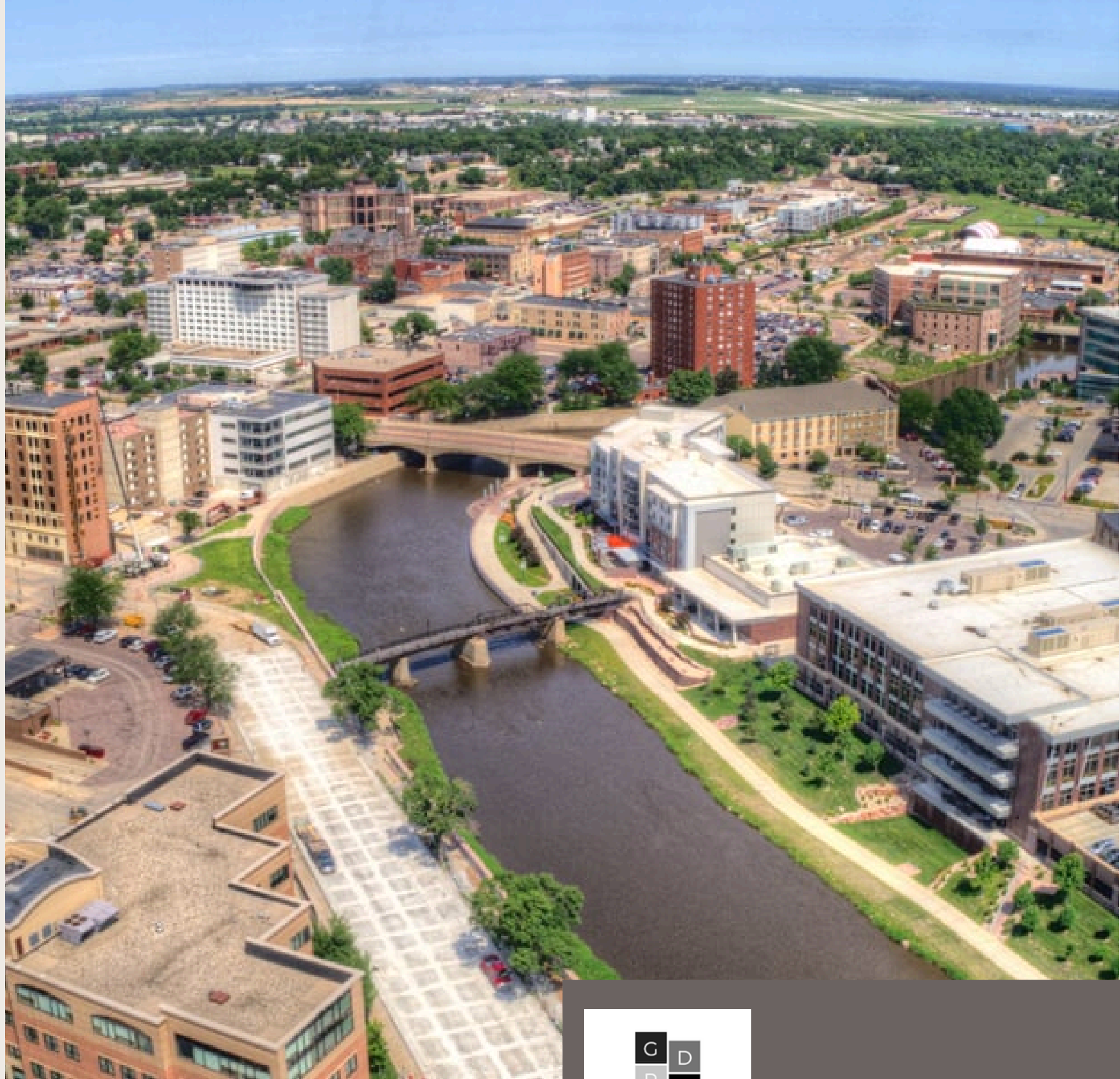


# Greg Dooohen Realty Group



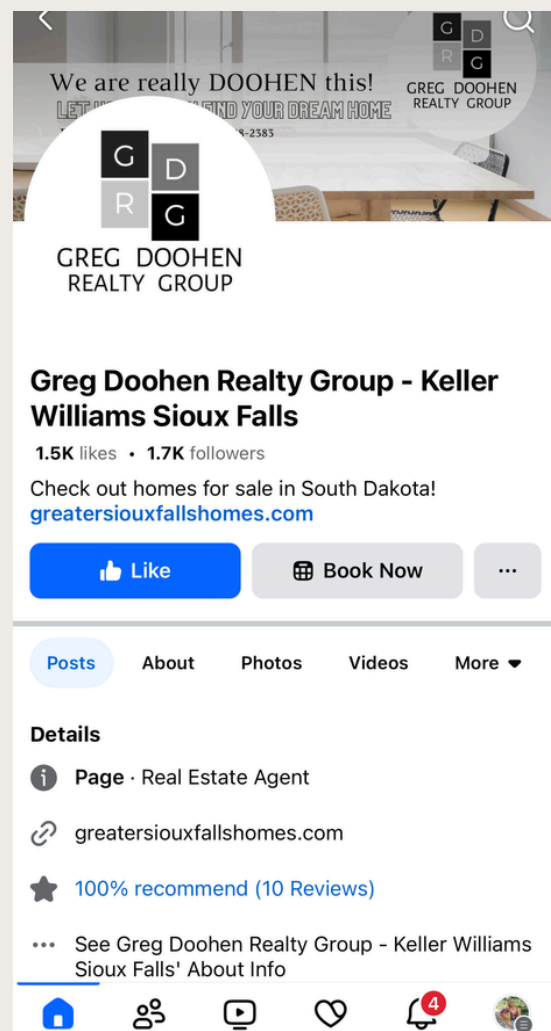
[greatersiouxfallshomes.com](http://greatersiouxfallshomes.com)



# Agenda

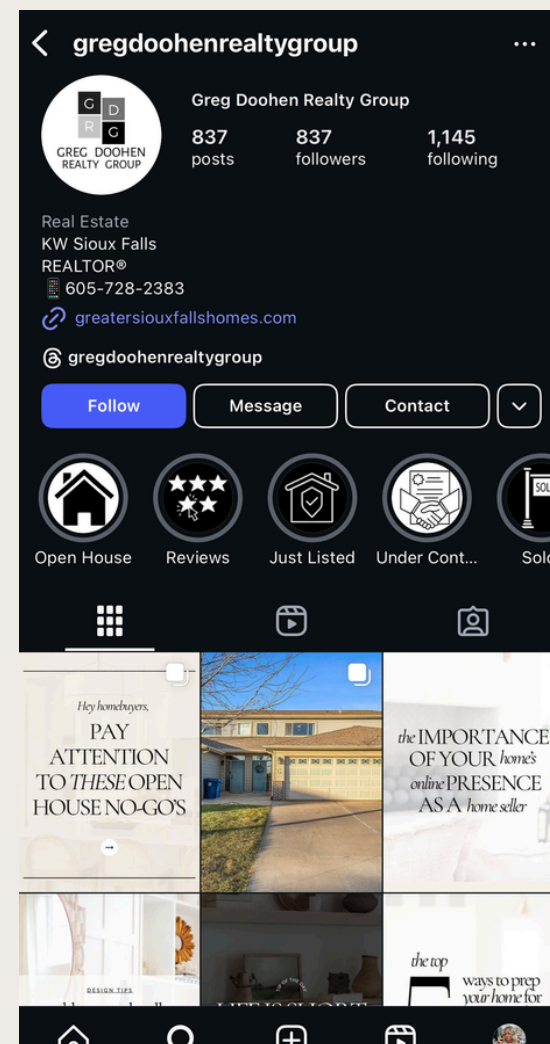
- Current Social Media Assessment
- Recommendations for Elevation
- Competitor Landscape
- Innovate Strategies to Surpass Competitors
- Next Steps





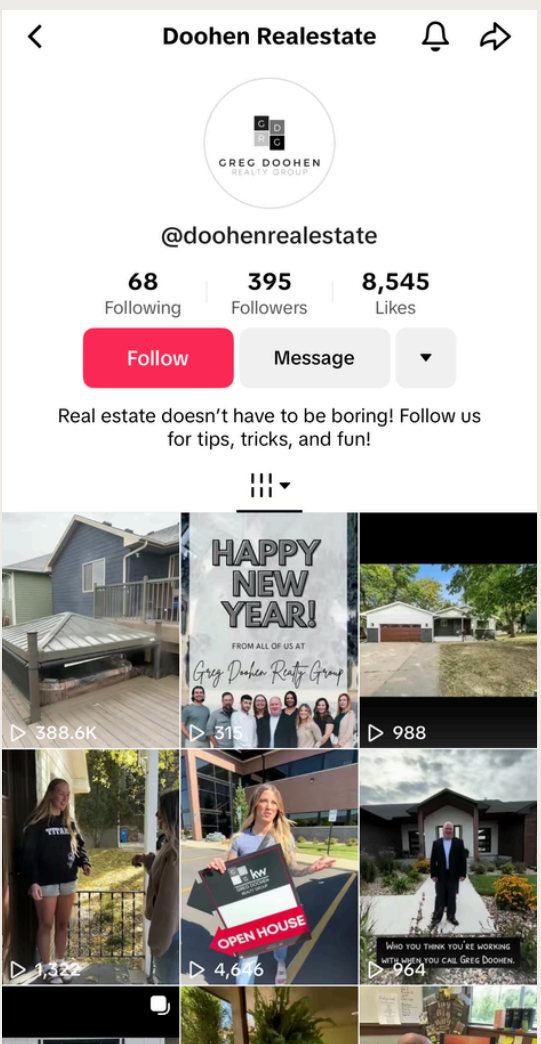
## Facebook

- 1.7k Followers
- Consistent Engagement - Likes and Comments on Posts
- Posts feature team celebrationss and property listings.
- Regular Posting Schedule
- Limited use of Video Content
- Minimal utilization of Facebook Stories for real-time engagement



## Instagram

- 837 followers
- Irregular Posting
- Limited Engagement with Followers
- Minimal use of Instagram stories and reels



## Tiktok

- 395 followers
- 8,545 likes
- Property tours
- Team highlights
- Limited use of hashtags/trending sounds
- Inconsistent posting

# Current Social Media Assessment

# Recommendations for Elevation

## Facebook

- Video walkthroughs of listings
- Client testimonial videos
- Q&A sessions

## Instagram

- Develop a cohesive aesthetic
- Regularly post high-quality images or properties, team events, and community involvement
- Utilize stories and reels for dynamic content

## TikTok

- Establish a consistent posting schedule
- Create short, engaging videos highlighting property features, home buying tips, and day-in-the-life segments of agents

## Overall

- Leverage User-Generated Content
- Implement a Content Calendar
- Engage with the community
- Monitor and adjust as needed.

# Competitor Landscape

## Tyler Goff Group @ Hegg Realtors

- Strong video presence
- Consistency in posts, testimonials, and market updates
- Less visibility on trend-forward platforms (TikTok/Instagram Reels)
- Lacks a human/relatable edge

## Amy Stockberger Real Estate

- Strong Brand Recognition
- Polished listings
- Transaction-driven (focus on speed + volume over relationship depth)
- Reliance on Facebook-heavy content



# Innovative Strategies to Surpass Competitors

## Tyler Goff Group @ Hegg Realtors

- **Out-Human Them:**
  - Launch a “Meet the Buyer/Seller” campaign that features behind-the-scenes stories, not just closings
  - “Sioux Falls Insider” TikToks (best restaurants, coffees, parks) - lifestyle over listings
- **Trend Forward Videos**
  - Lean into authentic, fast-paced Tiktok/Reels - less polished, more personality
  - Use humor and Q&A's - more relatable to customers
- **Utilize stories on all platforms!**

## Amy Stockberger Real Estate

- **Leverage ongoing relationships - not just close and forget**
- **Video Testimonials with Emotion**
  - “Why We Chose Greg” videos filmed at home closings - real people > stats
- **Younger Demographic Reach**
  - Bite-sized market tips, interactive polls.
  - First-time buyers skew younger, this is how we can reach them!
  - Capture millennial/Gen Z buyers

# Next Steps



## Optimize Current Content

- Analyze existing social media insights, find the gaps
- Refresh branding consistency across Facebook, Instagram, and TikTok

## Launch Signature Content Series

- “Sioux Falls Insider” lifestyle video series
- “Keys in Hand” client story campaign - emotional, trust-building testimonials

## Boost Engagement with Interactive Tools

- Integrate Instagram Polls, TikTok Q&As
- Drive participation & visibility

**REDEFINE HOW REAL ESTATE FEELS IN SIOUX FALLS!**