

60-Day Social Media Marketing Guide

Need marketing templates, graphics, and social media content? Skip the hassle—everything you need is ready for download in the CNAT Agent App! Log in now and grab your listing materials instantly

Phase 1: Pre-Listing & Teaser Campaign (Days 1-15)

 **Goal:** Build anticipation & generate early interest before going live.

 **Marketing Materials from CNATAgent.com to Use:** ✓ **Coming Soon**

Graphics – For Instagram & Facebook posts

✓ **Neighborhood Highlight Templates** – Showcase local perks

✓ **Agent Intro Video Template** – Record a quick teaser about the upcoming listing

✓ **Market Trend Infographics** – Educate potential buyers in the area

 **Content Ideas & Captions**

✓ **“Coming Soon” Post (IG/FB/LinkedIn)**

 **Caption:**

 **COMING SOON!** This gorgeous home in [Neighborhood] is almost ready for market! ✨

 **Features include:**

✓ [Feature 1]

✓ [Feature 2]

✓ [Feature 3]

Want early access? DM me “FIRST LOOK” for details before it’s public! 

✓ Neighborhood Spotlight Post (IG/FB/Google My Business)

📌 Caption:

Thinking about moving to [Neighborhood]? Here's why people LOVE living here! ❤️

- 📍 [Local Hotspot #1]
- 📍 [Best School/Commute Feature]
- 📍 [Parks & Community Perks]

Would you live here? Tell me in the comments! 📌

✓ Behind-the-Scenes Story (IG/FB)

📌 Caption:

🏠 "Another day, another listing! Follow along as I prep this home for the market." 🎥

📅 Phase 2: Listing Launch (Days 16-30)

- 📌 Goal: Maximize visibility & attract buyers within the first two weeks.
- 📌 Marketing Materials from CNATAgent.com to Use: ✓ Just Listed Graphics – Eye-catching templates for IG & FB
- ✓ Listing Video Template – Record a walk-through & add branding
- ✓ Open House Flyers & Posts – Auto-generated materials for easy promotion
- ✓ Facebook Ad Templates – For targeted paid promotion

🔥 Content Ideas & Captions

✓ Just Listed Post (IG/FB/LinkedIn/Google My Business)

📌 Caption:

🏠 **JUST LISTED!** This stunning [#Beds]-bed, [#Baths]-bath home in [Neighborhood] is officially on the market! 🏠✨

- 📍 [Highlight top feature]
- 📍 [Sq Ft] | [Lot Size] | Built in [Year]
- 💰 Listed at [\$XXX,XXX]

Want a private tour? DM me or call [Your Number]! 📧🏠

✓ Open House Promo Post (IG/FB Story & Reels)

📌 Caption:

🏠 OPEN HOUSE ALERT! 📅 Join us this [Day, Time] to tour this amazing home in [Neighborhood]!

📅 [Open House Date]

📍 [Property Address]

🕒 [Time Range]

✓ Live Home Tour (IG/FB/YouTube Live)

🎥 Video Idea: Walkthrough tour of the home, answering live questions.

📌 Caption: "Going LIVE from our newest listing in [Neighborhood]! Drop your questions in the comments!"

✓ Behind-the-Scenes Story (IG/FB)

📌 Caption: "Ever wonder what goes into selling a home? Follow me today as I prep for an open house!" 🎬

📅 Phase 3: Ongoing Marketing (Days 31-50)

📌 Goal: Maintain momentum, attract new buyers & increase engagement.

📌 Marketing Materials from CNATAgent.com to Use: ✓ Price Improvement

Templates – Announce new pricing

✓ FAQ Post Templates – Answer common buyer questions

✓ Testimonial Graphics – Share client reviews

✓ Social Media Ads – Retarget previous post viewers

🔥 Content Ideas & Captions

✓ Price Improvement Post (IG/FB/LinkedIn)

📌 Caption:

💰 PRICE DROP ALERT! 📈 This incredible home is now listed at [\$XXX,XXX]!

📍 [Top Feature]

📍 [Beds/Baths/Sq Ft]

📍 [Neighborhood Perks]

✅ FAQ Reel: "What Buyers Need to Know" (IG/TikTok/YT Shorts)

🎥 **Video Idea:** Answer top 3 buyer questions about the home or area.

📌 **Caption:** "Thinking about buying in [City]? Here's what you **NEED** to know before making an offer!"

✅ Testimonial Post (IG/FB/LinkedIn/Google My Business)

📌 **Caption:**

🎉 Another happy client!

"[Insert client review]"

📅 Phase 4: Closing & Final Push (Days 51-60)

📌 **Goal:** Secure final interest, celebrate closing, generate future leads.

📌 **Marketing Materials from CNATAgent.com to Use:** ✓ Under Contract & Just Sold Graphics

✓ Closing Day Photo Templates

✓ Thank You Posts for Clients

✓ Email & Social Post Templates for Post-Sale Lead Gen

🔥 Content Ideas & Captions

✅ Under Contract Post (IG/FB Story & Post)

📌 **Caption:**

🔑 **UNDER CONTRACT!** Another happy buyer is on their way to owning this beautiful home! 🎉🏠

✅ Just Sold Post (IG/FB/LinkedIn/Google My Business)

📌 **Caption:**

🏠 **SOLD!** Another home off the market and another happy homeowner! 😊

✉️ DM me to start the conversation!