

# Luxury Real Estate Team Social Media Marketing Strategy

## Objectives

- Generate high-quality luxury buyer and seller leads.
- Position your team as trusted luxury market experts.
- Build a recognizable, aspirational brand.
- Drive traffic to listings, open houses, and exclusive events.

## Target Audience

- High-net-worth individuals (local & international)
- Investors seeking prime residential/vacation properties
- Celebrities, executives, entrepreneurs
- Luxury lifestyle enthusiasts
- Referral agents in other luxury markets

## Key Platforms

- **Instagram:** Visual storytelling, Reels, Stories.
- **LinkedIn:** Professional credibility, market insights.
- **Facebook:** Community groups, retargeting.
- **YouTube:** Property tours, neighborhood features.
- **Pinterest:** Luxury home inspiration.
- **TikTok** (optional): Short, aspirational lifestyle clips.

## Content Pillars

1. **Property Showcases:** Cinematic video tours, drone footage.
2. **Lifestyle Content:** Highlight luxury living — dining, clubs, local events.
3. **Market Insights:** Stats, trends, buyer/seller tips.
4. **Team Spotlights:** Agent bios, client success stories.
5. **Behind-the-Scenes:** Staging, open houses, community events.

## Posting Schedule

Platform	Frequency
Instagram	4–6 posts/week, daily Stories, 1–2 Reels/week
LinkedIn	2–3 posts/week
Facebook	3–4 posts/week
YouTube	2–4 videos/month
Pinterest	5–10 pins/week
TikTok	1–2 videos/week

## Brand Voice & Visuals

- Tone: Sophisticated, warm, aspirational.
- Visuals: Bright, editorial photography, consistent filters.
- Templates: Branded graphics for Stories, Reels, and posts.

## Paid Strategy

- Geo-targeted ads for listings.
- Facebook/Instagram retargeting.
- YouTube pre-roll ads.
- Influencer collaborations with luxury brands.



## Engagement & Community

- Respond to DMs and comments daily.
- Use Stories polls & Q&As.
- Host live virtual tours & webinars.
- Partner with local businesses for co-branded content.



## Analytics & KPIs

- Monthly: Followers, engagement rate, clicks to listings, qualified leads, ad ROI.

## Tools

- Scheduling: Later, Planoly.
- Design: Canva Pro.
- Video: Drone & professional editing.
- CRM: Integrate social leads for nurturing.

## Next Steps

- Assign roles for content, scheduling, and engagement.
- Build a 30-day content calendar.
- Invest in pro photography & video.
- Set quarterly reviews.

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**Tip:** Elevate your brand by partnering with luxury local businesses, securing press coverage, and offering exclusive “coming soon” sneak peeks.

Download & share this strategy with your team to align on your luxury social media game plan!