



THE DEETS

CLIENT: SILVERCREEK REALTY GROUP

SPECIALITY: REAL ESTATE

LOCATION: MERIDIAN, IDAHO

MARKETING BUDGET: \$6,500 PER MONTH

GOAL: CUSTOMIZED AGENT CONTENT SUPPORT



THE PROBLEM

BROKER/OWNER AARON AND HIS MARKETING DIRECTOR LIZ NEEDED SUPPORT FOR THEIR ROBUST RECRUITMENT EFFORTS AND ONGOING AGENT MARKETING SUPPORT.

THEY WERE ALREADY PAYING A HIGH SALARY FOR A SINGLE GRAPHIC DESIGNER, BUT UNABLE TO SCALE THEIR AGENT MARKETING SUPPORT WITH ONLY ONE SALARIED EMPLOYEE. THEY NEEDED A SOLUTION TO HELP THEIR GROWING REAL ESTATE BROKERAGE AND EVENTUAL VENDOR PARTNERS.



SOLUTIONS

INSTANT SOCIAL + SOCIAL MEDIA MANAGEMENT

OUR TEAM REFRESHED THE BRANDING ON SILVERCREEK FOR THE BROKERAGE AND UPDATED SOCIAL MEDIA SITES WHILE OUR INSTANT SOCIAL TEAM REDESIGNED THEIR CONTENT TEMPLATES AND BUILT OUT A WHITE-LABELLED INSTANT SOCIAL PLATFORM TO SUPPORT THEIR AGENTS. THEIR AGENTS ARE ABLE TO REQUEST THEIR CUSTOM GRAPHICS YEAR-ROUND WHILE ALSO ACCESSING MONTHLY CUSTOMIZABLE CONTENT AND CONTENT CALENDAR THAT IS BRANDED FOR THE BROKERAGE.

WHILE THEIR SOCIAL MEDIA MANAGEMENT CAME SECONDARY TO THEIR ULTIMATE GOAL OF AGENT CONTENT CREATION, DUE TO THE MULTIPLE FILM SHOOTS PER YEAR AND COLLABORATION FROM THEIR MARKETING DEPARTMENT, OUR TEAM HAS BEEN ABLE TO STEADILY BUILD THEIR OVERALL PRESENCE AND AWARENESS THROUGH BOTH ORGANIC AND PAID EFFORTS.



FMO MEDIA'S 3 SOLUTION STEPS

PROGRAM LEVEL: FOUNDER

1. WHITE LABELLED INSTANT SOCIAL
2. DESIGN AND CONTENT REBRANDING
3. SOCIAL MEDIA MANAGMENT



SILVERCREEK SOCIAL



CREEK.MEDIA

HOME

CREATE DIGITAL CONTENT

MARKETING VIDEO LIBRARY

THE LATEST

LOG OUT

SILVERCREEK.MEDIA

CREATE CAPTIVATING CONTENT, REFINE YOUR MESSAGE, ELEVATE YOUR BRAND.

SILVERCREEK MEDIA FAVORITES

CUSTOM POSTS

CONTENT CALENDAR

LUXVT

SILVERCREEK S

CONTENT CALENDAR

Unsure what to post today? Looking for inspiration?
Use this dynamic content calendar with fully customizable posts!

Posts are complete with graphics, copy, hashtags, emojis, etc.

All posts are editable in Canva.

Need help with Canva? [click here](#)

Search...

Content Pillars

Content Pillars

Content Type



January 1

New Years Day

Cheers to new beginnings, fresh starts, and the endless possibilities that the New Year brings! 🥂🌟

Holiday/Event

Educational

Engagement

Open Template



January 2

The Ultimate Home Buying Checklist

Unlock Your Dream Home: The Ultimate Home Buying Checklist! 🏡📋 From budgeting essentials to inspection musts, this checklist is your roadmap to homeownership success. Let's turn your dream home into a checklist victory! 🏠🔍 #HomeBuyingGuide #ChecklistSuccess #DreamHomeJourney

Moving Tips

Buying

Home Tips

Open Template



January 3

Stunning Kitchen Upgrades Under \$500

Elevate your kitchen on a budget! 🍴🔧 Discover practical and stunning upgrades, all under \$500. From sleek hardware to stylish lighting, these affordable enhancements will breathe new life into your culinary space. 🏡💡 #KitchenUpgrade #AffordableElegance

Home Tips

Educational

Open Template



SILVERCREEK SOCIAL

Printed
MATERIAL

LUXURY COLLECTION

INTRODUCING OUR LUXURY COLLECTION, WHERE ELEGANCE AND SOCIETY. OUR LUXURY COLLECTION IS DEDICATED TO CREATING A SENSE OF EXCLUSIVITY AND A
PREPARE TO BE CAPTIVATED BY OPULENT VISUALS, EXQUISITE DESIGN AND A VISUAL JOURNEY. EXPLORE THESE SAMPLES FROM OUR LUXURY STYLE COLLECTION TO GET THE IMPRESSION OF SOPHISTICATION AND PRESTIGE ON YOUR AUDIENCE!

Featured Property

728 SATIA LANE, KIMBERLY, ID





Malvina Foto

REALTOR®
208-871-9642

Silvercreek REALTY GROUP

Finding the Home of your Dreams



Shelley Wallace

Silvercreek REALTY GROUP

New Listing



2351 N Brandon Rd, Star, ID

SILVERCREEK MEDIA

Making Social Media easier!

Silvercreek Graphic Requests

Use this form to submit a creative request so our team can assign and deliver it back to you via email.

[Here's our Creative Menu for reference on style options.](#)

Please submit only one request at a time.

To receive your request, please look out for an email from graphix@fmmmedia.com (NO-REPLY EMAIL)
for any edits please submit another request form

Please keep in mind our approximate turnaround times and our business hours.
(9-5 pm EST, Mon-Fri)

Any requests submitted past 5pm EST will be added to the queue on the following business day

Expected Timelines for:

- *Short Form Video edits (Reels, Tik Tok, Etc): 3-4 Business Days
- *Logos: 5-7 Business Days
- *Print Designs (Flyers, Postcards, etc): 3-4 Business Days
- *Other Digital Media Designs (Facebook Cover Photos, Youtube Thumbnails, Digital Business Cards etc): 3-4 Business Days
- *Social Media Graphic Requests: 1-2 Business Days

Name *

Enter your name

Email address *

Enter your email address

Please share your phone number in case we need to give you a call!

Enter your answer

Please share the style from the creative menu you'd like us to use for your creative request. Reference our Creative Menu linked above. *

Choose one... ▾

What is the type of request? *

IN 2023 WE RECEIVED
OVER 1K CUSTOM
GRAPHICS REQUESTS
AND CREATED
APPROXIMATELY
1,500 PIECES OF
MONTHLY BRANDED
CONTENT FOR
DOWNLOADING!



CONTENT REDESIGN



Graphics

CLASSIC COLLECTION

INTRODUCING OUR CLASSIC COLLECTION, WHERE TIMELESS ELEGANCE AND REFINED AESTHETICS STEAL THE SPOTLIGHT! THIS COLLECTION IS DEDICATED TO CREATING A STATEMENT THAT TRANSCENDS TRENDS AND CAPTURES ATTENTION WITH ITS ENDURING CHARM.

PREPARE YOURSELF FOR SOPHISTICATED VISUALS, EXQUISITE DESIGNS, AND AN UNFORGETTABLE VISUAL JOURNEY. TAKE A MOMENT TO EXPLORE THESE SAMPLES FROM OUR CLASSIC STYLE AND GET READY TO MAKE A LASTING IMPRESSION ON YOUR AUDIENCE WITH A TOUCH OF TIMELESS ALLURE.

Silvercreek

Price REDUCTION

404 W 4000 S RD., DRIGGS, ID 83422

Incredible opportunity just minutes from the quaint towns of Driggs & Victor. World class skiing and abundance of out door recreation with in minutes awaits you.

Bring your plans and start living the dream.

SCOTT SHEER | REALTOR®

307.699.7344 | SCOTTSSHEERREALESTATE@GMAIL.COM

TRAYCE SELLS IDAHO

\$852,900

new LISTING

2303 N FOUNTAINHEAD WAY, EAGLE, ID

OPEN HOUSE: MARCH 19TH, 2023 | 12PM-2PM

- INSERT FEATURE
- INSERT FEATURE
- INSERT FEATURE

TRAYCE GHISLAIN | REALTOR®

208.407.1094 | TRAYCESELLSIDAHO@GMAIL.COM

OPEN HOUSE

1105 N MERIDIAN RD.

SUNDAY JUNE 25TH

1PM - 3PM

MINDY LOVE | REALTOR®

208-805-6084

\$1,74

FEATURED LIST

6298 SALMON FALLS LANE STAR, ID 83669

ABOUT THE PROPERTY

- PROPERTY DETAIL
- PROPERTY DETAIL
- PROPERTY DETAIL

JASON ARCHER

208.866.5955 | Jason@ArcherGroupRealEstate.com


FELECIA ARCHER

208.866.5955 | Jason@ArcherGroupRealEstate.com

@BoilerRealtor

@BoilerRealtor

ALL BRANDED & LOOKING FOXXY!



Silvercreek® Realty Group

@silvercreekrealtgroup · 1.65K subscribers · 231 videos

Welcome to the Silvercreek channel, where our utmost commitment is to ensure client satisfaction.

silvercreekrealtgroup.net and 6 more links

Subscribe

Home Videos Shorts Live Playlists Community

Introducing Aaron Doughty | Silvercreek

AARON DOUGHTY

INTRO

0:00 / 1:14

Introducing Aaron Doughty | Silvercreek

1,185 views · 1 year ago

OUR AGENT IS OUR CUSTOMER. ALWAYS. We know that doing what's BEST for our REALTORS supporting them fully helps them grow better business, it helps them better support their clients. Achieve your Goals with Silvercreek Realty Group! Check out how we support our agents with Leadership, Marketing, Technology, and Education...

READ MORE

Shorts

CONFERENCE ROOMS.

THE REAL

WHAT.W

2:33

silvercreekrealtgroup

802 Posts 2,479 Followers 420 Following

Silvercreek Realty Group

Real Estate

Idaho's brokerage.

The #1 brokerage in the state of Idaho through agents, service, and total sales volume... more

1099 S Wells St, Ste 200, Meridian, Idaho

www.silvercreekrealtgroup.net

Following Message Call

Tips & Tricks Reviews Million \$ M... Our Team Market St

How to Read a Property Listing

ACCESSIBILITY FOR AGENTS & THEIR SUCCESS

HOW WAS REAL ESTATE 15 YEARS AGO?

HOME Sweet

MY ADVICE FOR AGENTS

Silvercreek REALTY GROUP

THE LARGEST REAL ESTATE BROKERAGE IN THE STATE OF IDAHO.

Silvercreek Realty Group

Brokerage

Meridian, ID · 865 followers · 1K-5K employees

wing Contact us

About Posts Jobs People

Realty Group was founded in the Treasure Valley in 2008 by the Doughty Family: Aaron and Roger. The amazing staff and the Doughty family are highly invested in the happiness and the success of our REALTORS®. Our family of REALTORS® stretches through ...

Show all details →

Posts

Silvercreek Realty Group 865 followers 21h

Agents, your success is our priority! Exp our commitment to accessibility, the resources offer, and how we empower you every ...see more

How to Read a Property Listing

ACCESSIBILITY FOR AGENTS & THEIR SUCCESS

Comment Repost Send Like Comment Repost

Silvercreek Realty Group

3.2K likes · 3.3K followers

Reels Photos Videos

Silvercreek Realty Group 6h

Unlocking the secrets of property listings - join us as we break down the jargon and make it easy for you to find your dream home. 🏡🔍

Idaho's #1 brokerage!

@silvercreekrealtgroup

(208) 377-0422

#... See more

Group is dedicated to o they can better serve clients.

Agent

te 200, Meridian, ID, ho

ekreality.com

Silvercreek REALTY GROUP

Square Footage. Square footage is essential to any home buyer's search, as it indicates the amount of space you'll have in your new home.





Fans

3.1K

12.6%



Engagement

9K

685%

[See section](#)



Impressions

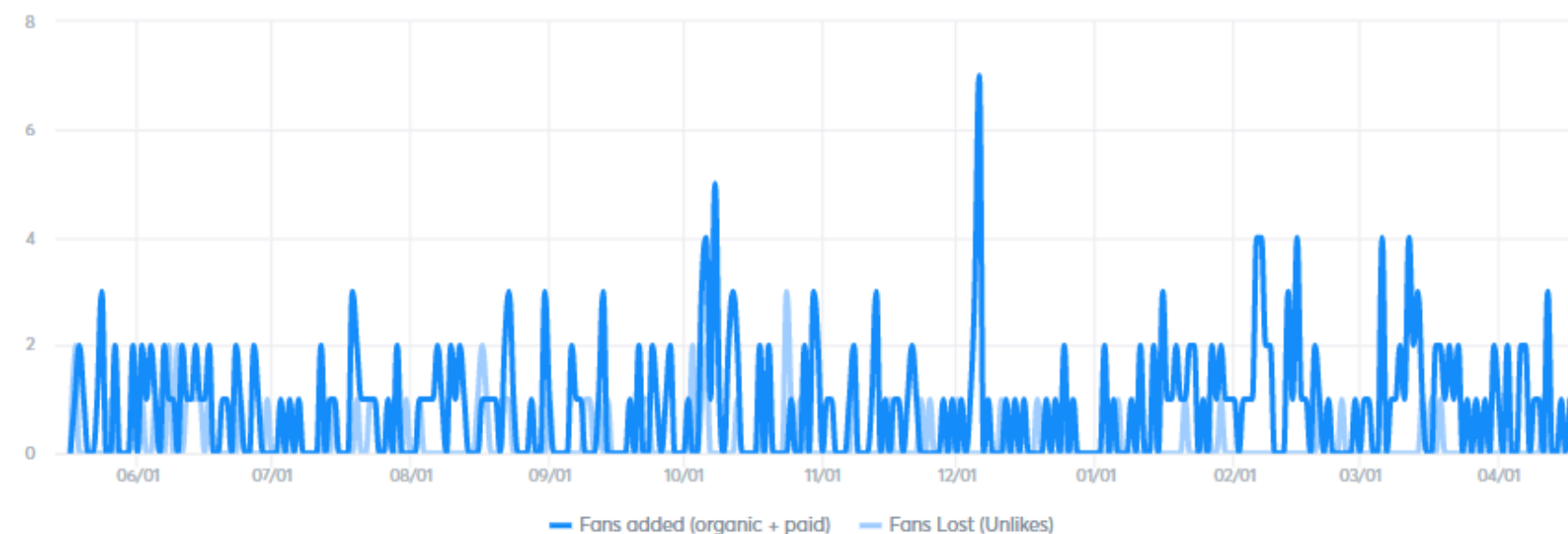
517K

1498.4%

[See section](#)

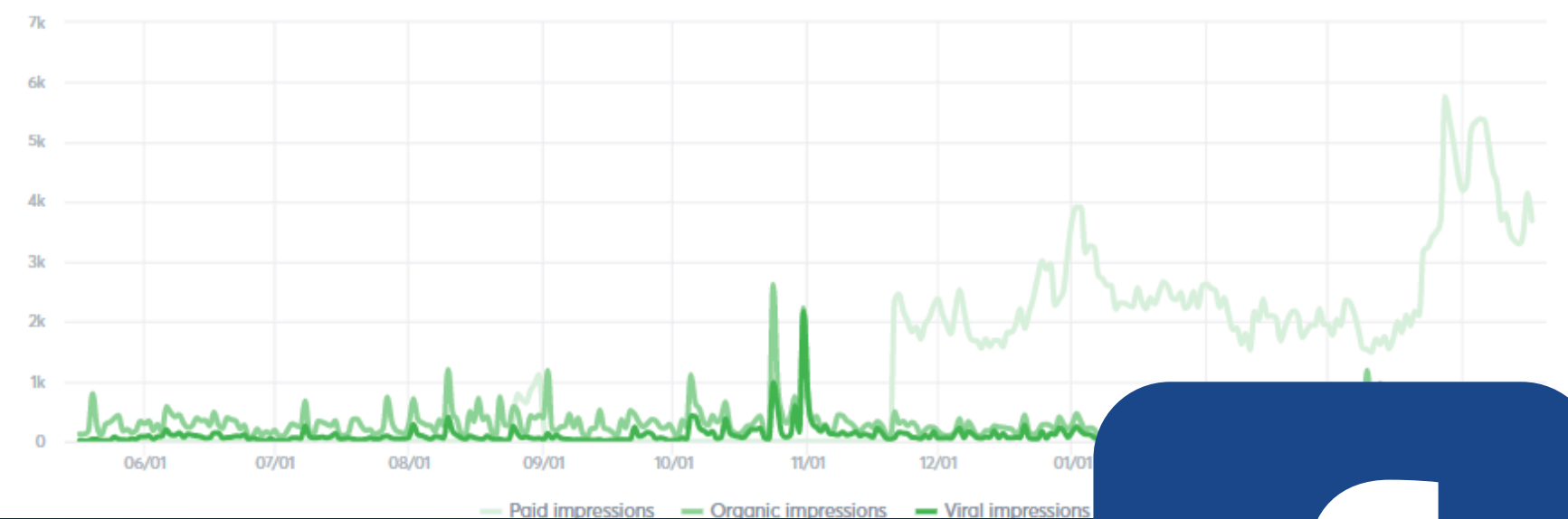
Audience growth

Number of fans gained and lost for the selected period.



Impressions

Number of times your page's content has been viewed during the selected period. This includes paid, organic, and viral impressions.



CLIENT'S FACEBOOK AUDIENCE GROW 12.6% WITH FOLLOWERS AND THEY REACHED A MASSIVE INCREASE IN ENGAGEMENT AND IMPRESSIONS DUE TO BOTH ORGANIC AND PAID EFFORTS COMPARED TO THE YEAR PRIOR WORKING WITHOUT OUR TEAM.





Followers

2.2K

17.3%



Engagement

2.3K

1205.2%

[See section](#)

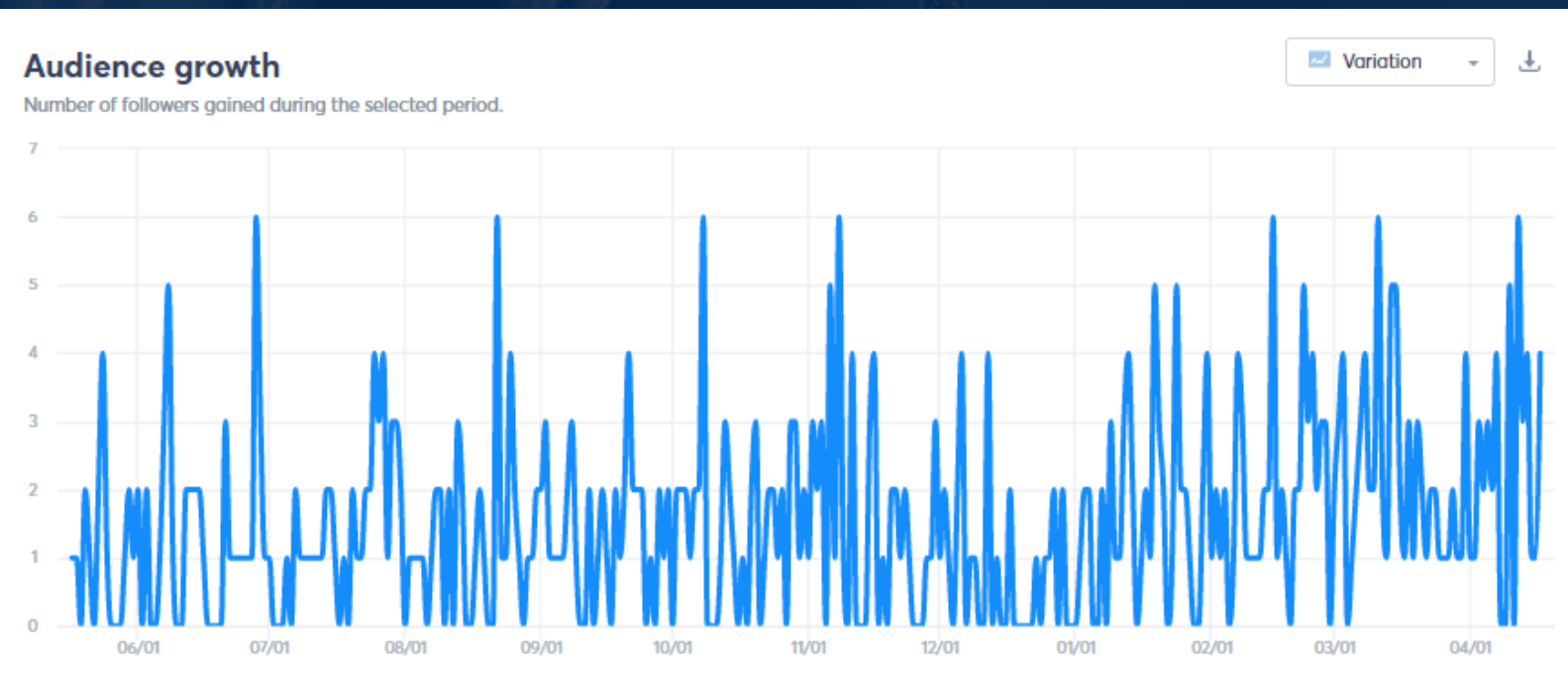


Impressions

271K

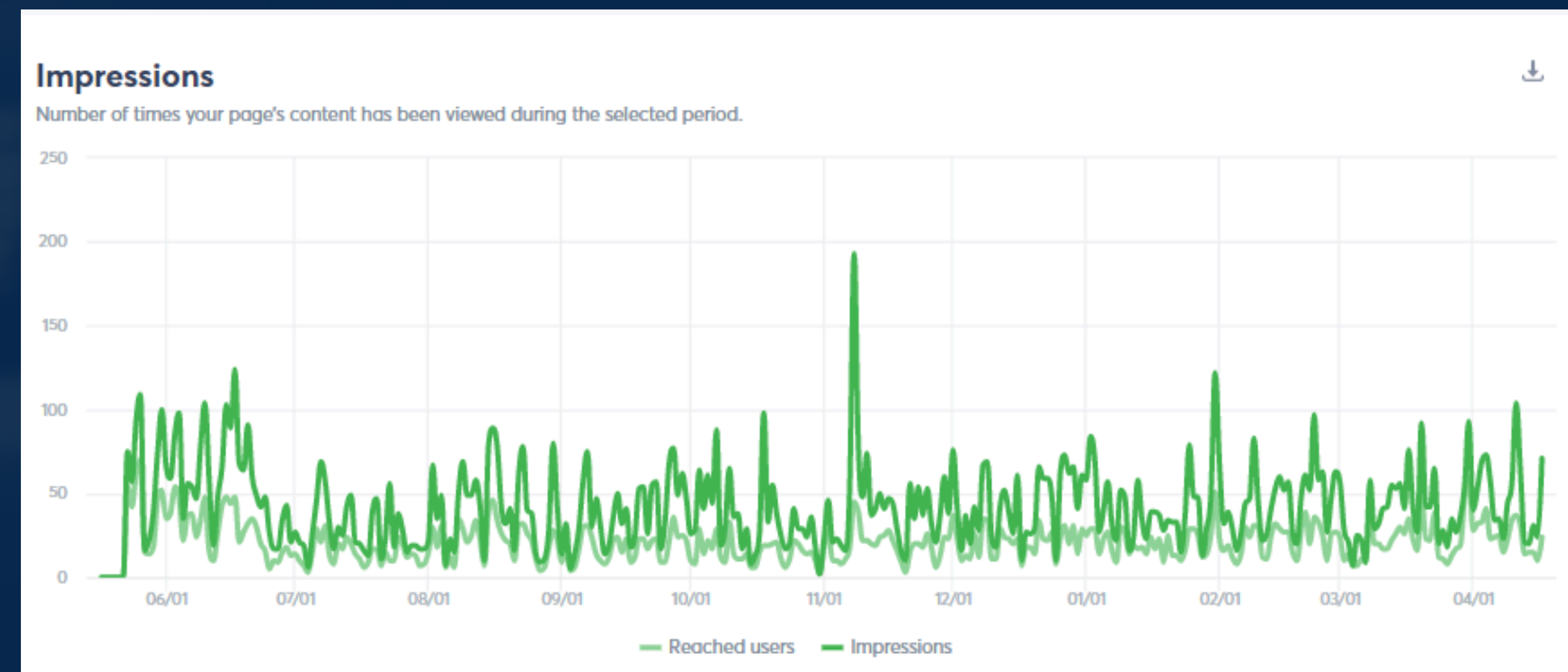
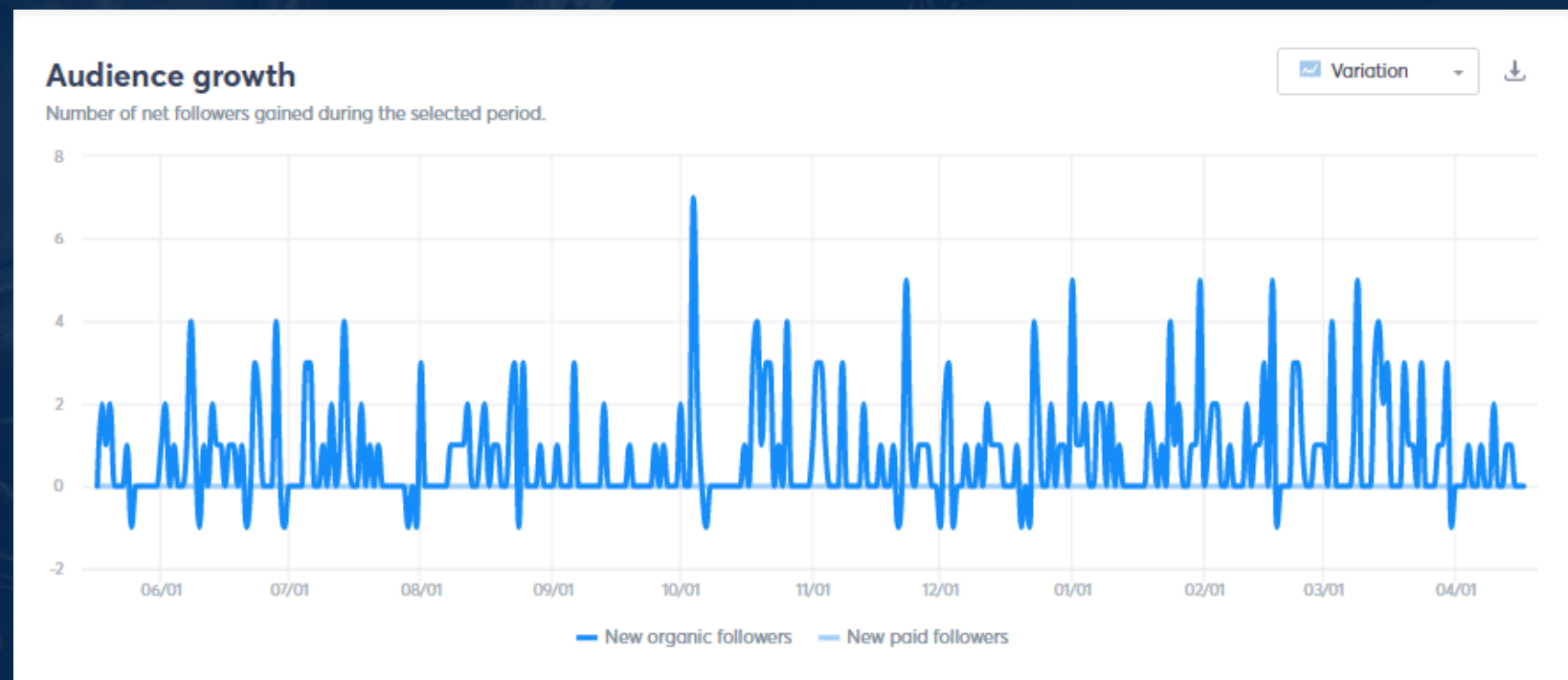
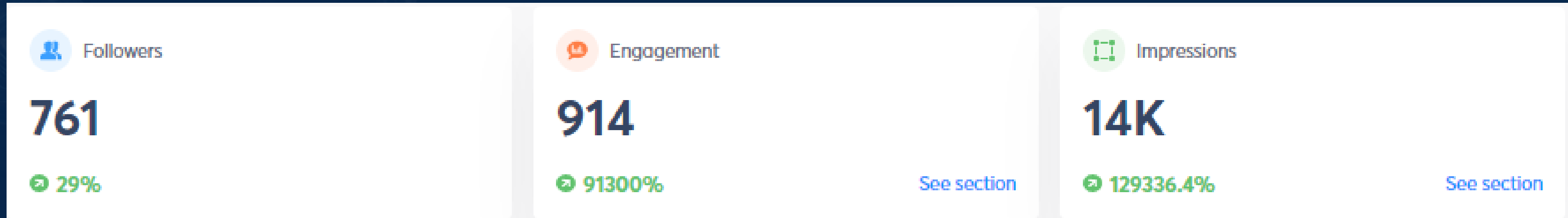
3109.1%

[See section](#)



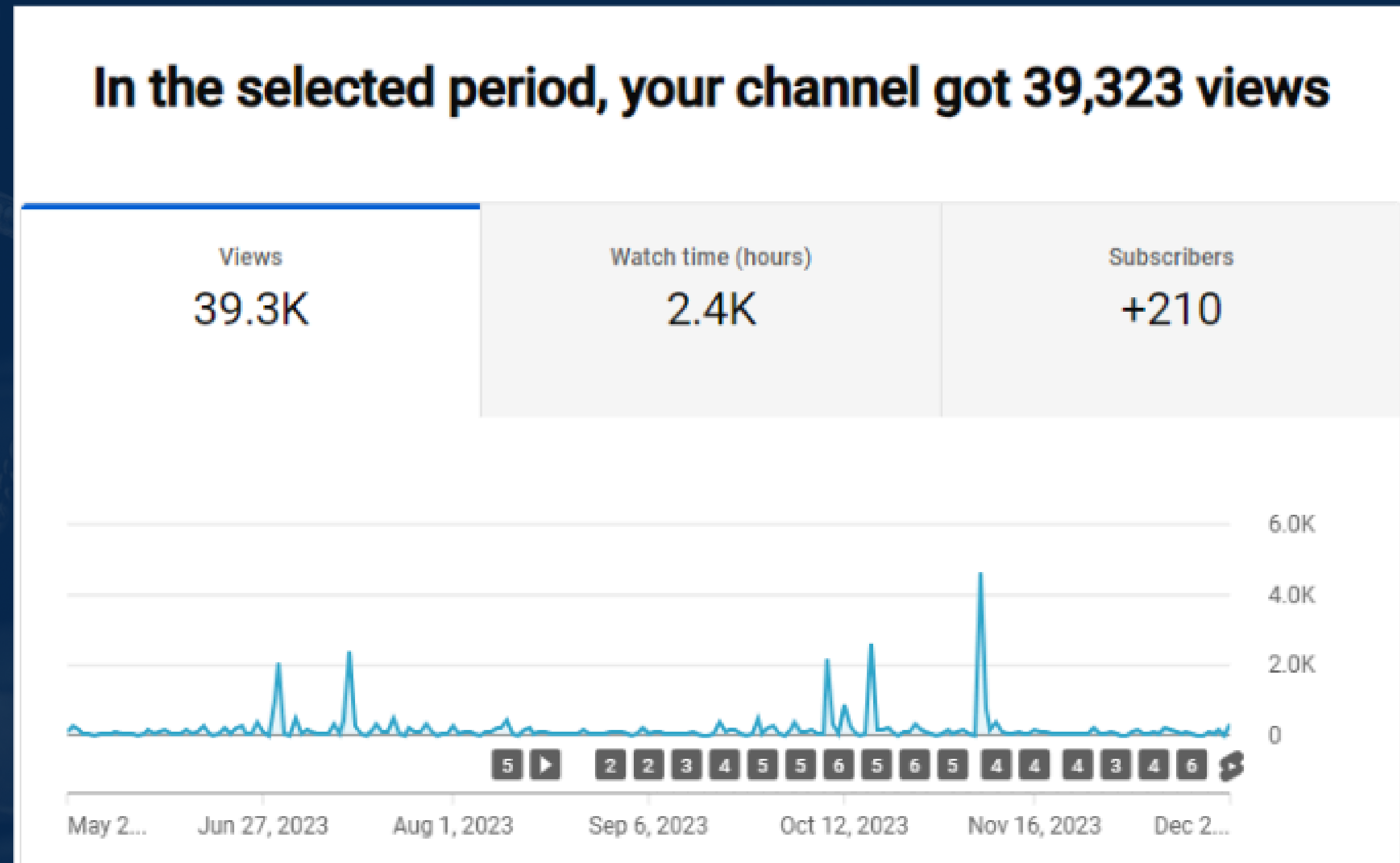
CLIENT'S INSTAGRAM AUDIENCE GREW 17.6% WITH FOLLOWERS AND THEY REACHED A MASSIVE INCREASE IN ENGAGEMENT AND IMPRESSIONS DUE TO BOTH ORGANIC AND PAID EFFORTS COMPARED TO THE YEAR PRIOR WORKING WITHOUT OUR TEAM. THIS IS ALSO ATTRIBUTED TO THE FACT THAT THEIR AGENTS ARE HIGHLY ENGAGED ON SOCIAL MEDIA SHOWING THE IMPORTANCE OF COMPANY BUY-IN.





CLIENT'S LINKEDIN AUDIENCE GREW 29% WITH FOLLOWERS AND THEY REACHED A MASSIVE INCREASE IN ENGAGEMENT AND IMPRESSIONS DUE TO ALLOWING US TO RUN PAID CAMPAIGNS AND GENERATE GREATER ENGAGEMENT COMPARED TO THE YEAR PRIOR WORKING WITHOUT OUR TEAM.





CLIENT'S YOUTUBE AUDIENCE GREW 29% WITH FOLLOWERS AND THEY REACHED A MASSIVE INCREASE IN ENGAGEMENT AND IMPRESSIONS DUE TO ALLOWING US TO RUN PAID CAMPAIGNS AND GENERATE GREATER ENGAGEMENT COMPARED TO THE YEAR PRIOR WORKING WITHOUT OUR TEAM.



RESULTS



AGENTS RETENTION RATE INCREASE 5% DUE
TO ADDITIONAL MARKETING SUPPORT

LOAN PARTNER/VENDOR REDUCED COMMISSION
SPLIT FOR A SAVINGS OF AT LEAST:

\$300,000 PER YEAR

AND NOW FOR NEW AGENT ROI...



PAID MEDIA APPROACH

GOAL: AGENT RECRUITMENT AND RETENTION

BRAND AWARENESS

HAVING PREVIOUSLY RAN ADS BEFORE WITH ANOTHER COMPANY WITH NO HISTORY OF THE ADS, WE HAD TO START FROM SCRATCH. A BRAND AWARENESS CAMPAIGN ON SEVERAL PLATFORMS WAS THE FASTEST WAY TO GET RESULTS FOR SILVERCREEK REALTY. WE BEGAN ADS ON LINKEDIN, META, AND GOOGLE.

LEAD GENERATION

ONCE ADS RAN FOR THE 1ST 6 MONTHS AND WE HAD ENOUGH DATA ABOUT OUR AUDIENCE, WE BEGAN LEAD GENERATION CAMPAIGNS, BOTH WITH LANDING PAGES ON THE WEBSITE AND FORMS THAT WERE FILLED OUT DIRECTLY ON THE PLATFORM AND INTEGRATED WITH THEIR CRM FOR LEAD ALERTS.

RETARGETING

WE GATHERED ENOUGH DATA ACROSS MULTIPLE PLATFORMS AND WERE ABLE TO RUN EVENT RESPONSE ADS TO PEOPLE MOST LIKELY TO RESPOND.

RETARGETING ALLOWED US TO LOWER THE CPA AND CPC TO GET THE MOST “BANG FOR THEIR BUCK” WHEN RUNNING FUTURE AD CAMPAIGNS.



AUDIENCE INSIGHTS!



- GOOGLE ADS CAMPAIGN RAN FOR
- 1.WEBSITE CLICKS (PPC KEYWORDS)
 - 2.LEAD GENERATION - PHONE CALLS
 - 3.LEAD GENERATION - EBOOK DOWNLOADS
 - 4.BRAND AWARENESS - PERFORMANCE MAX (YOUTUBE VIDEOS, IMAGES, AND PPC)



During the reporting period spanning from **April 01 to November 09, 2023**, our total expenditure amounted to **\$1.08k**, which led to **111 conversions** (referring to the individuals who took actions after interacting with or clicking on an ad). Throughout this period, our ads received **49.3k impressions**, resulting in **2.38k clicks** at an average cost of **\$0.46 per click**.

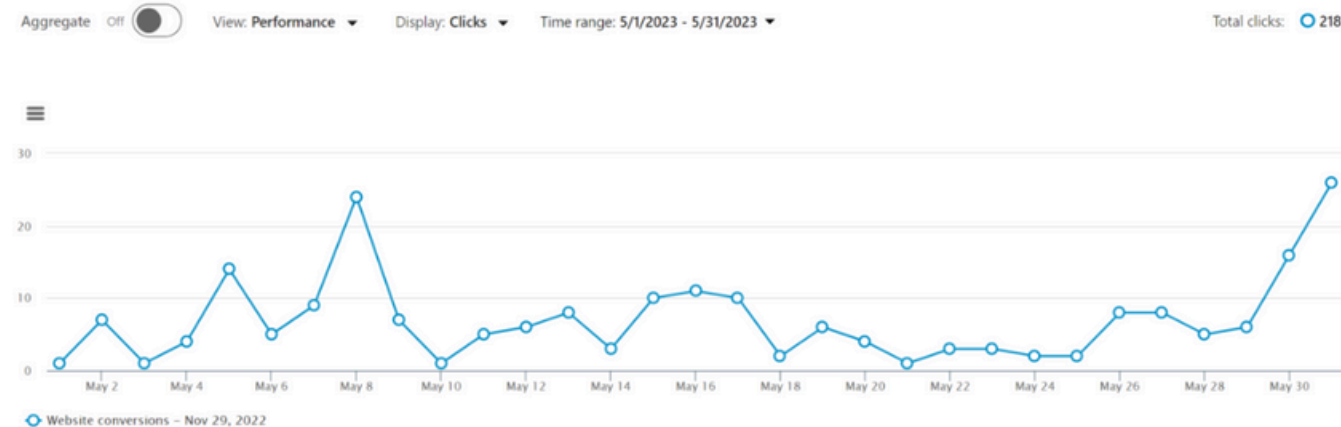
Both ads also resulted in 177 Phone Calls over the last 6 Months.

Phone call lead				
Account-default goal 4 of 4 campaigns				
<input type="checkbox"/> Conversion action	Action optimization ↓	Conversion source	All conv.	All conv. value
<input type="checkbox"/> Calls from ads	Primary	Call from Ads	177.00	177.00

Summary of how your keywords are performing			
	Impressions	Clicks	Avg. CPC
Silvercreek Realty Group	63	31	\$0.33
real estate agent	45	8	\$0.20
realty companies	41	3	\$0.23
homes for sale in	11	0	\$0.00
Real estate agent Idaho	7	3	\$10.45



LinkedIn Ad Summary



In May, LinkedIn website conversion ads generated **218 clicks** from a total budget of **\$628.42**. This is an average of **\$2.88 per click**. The ad has a **0.36% clickthrough rate**.

- LINKEDIN CAMPAIGN RAN FOR
- 1.RECRUITMENT BRAND AWARENESS
 - 2.RECRUITMENT LEAD GENERATION

Silvercreek
REALTY GROUP

THE LARGEST REAL ESTATE BROKERAGE
IN THE STATE OF IDAHO.

Silvercreek Realty Group

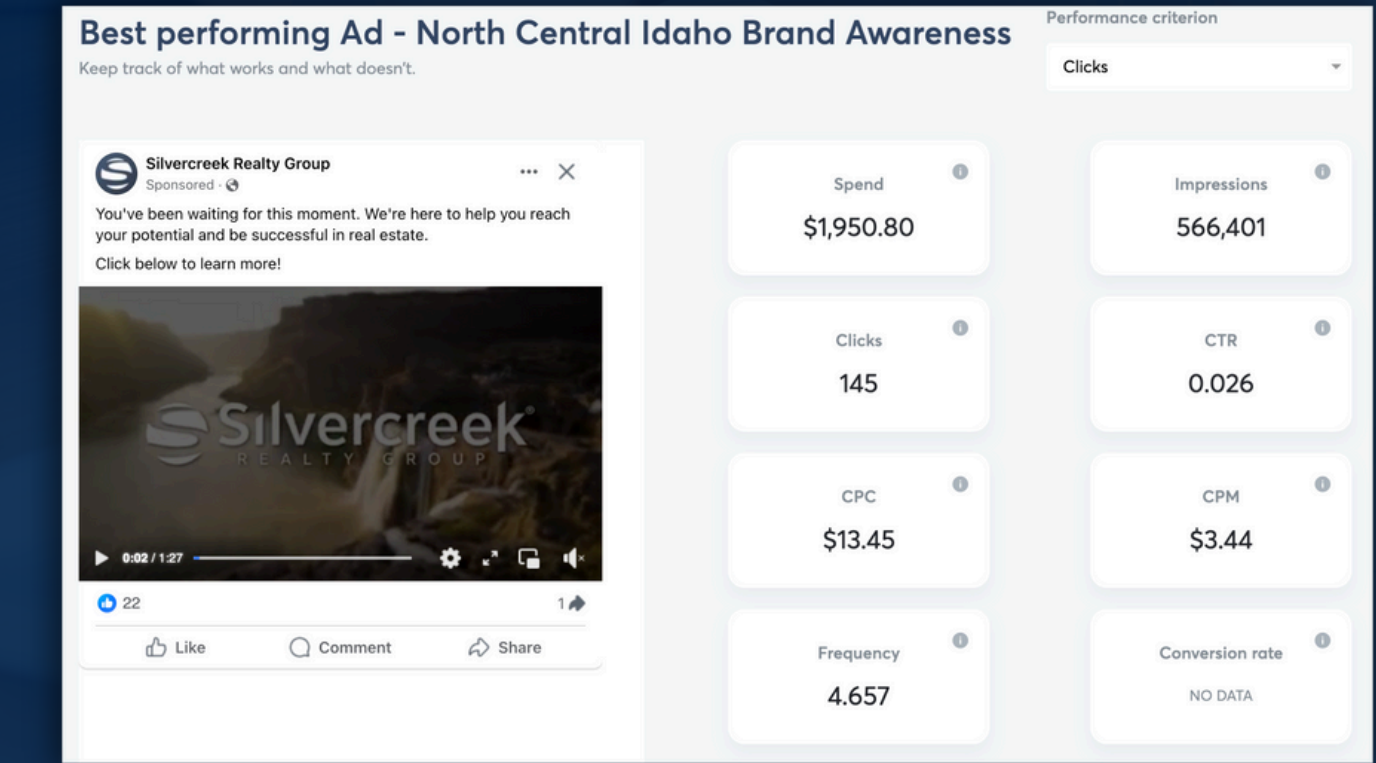
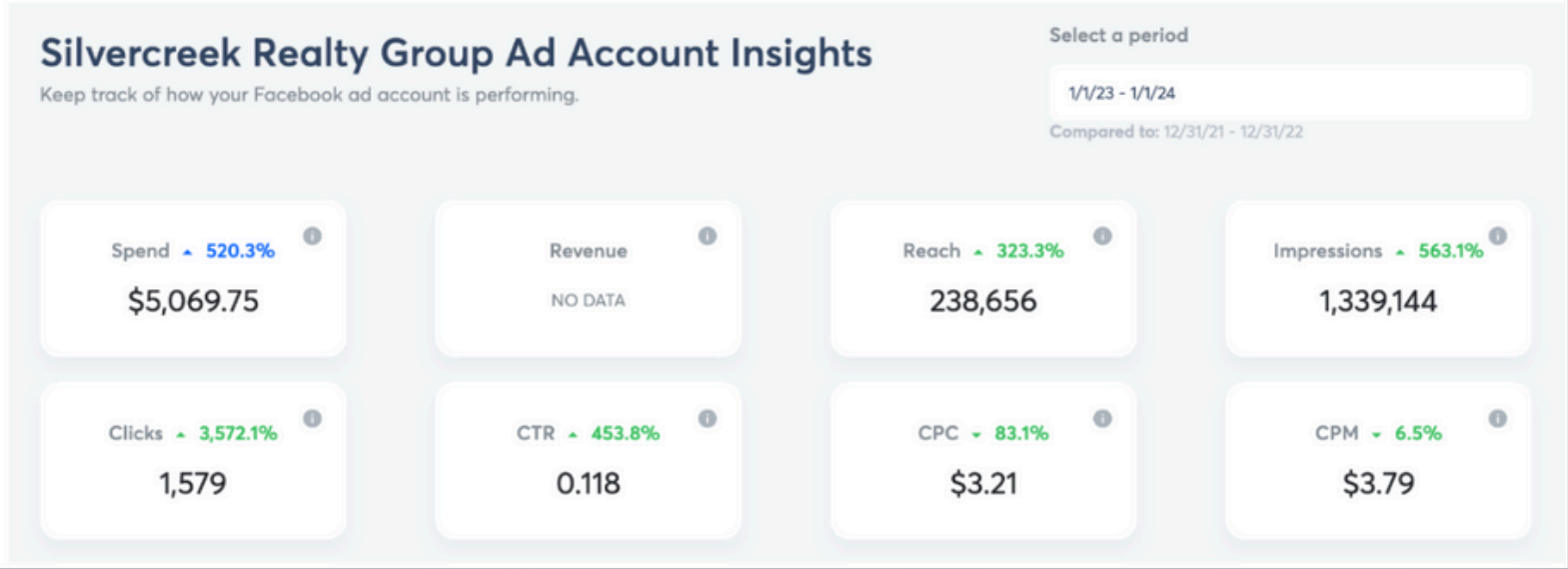
Idaho's #1 Brokerage

Real Estate · Meridian, ID · 866 followers · 1K-5K employees

A. Silvercreek North Idaho Brand Awareness

The Silvercreek North Idaho Brand Awareness Campaign, which has been active since November 21, 2022, successfully engaged 28,941 individuals and achieved 57,266 impressions. We will be retargeting the most engaged audiences as the ad is starting to fatigue and expect to keep the lower CPC (cost per click)

The first 6 Months of the ad spent a total of \$3,426, through retargeting and A/B tests the ad over the last 6 months has reduced by 60% to \$1,312.79 at \$14.18 per result [reach]

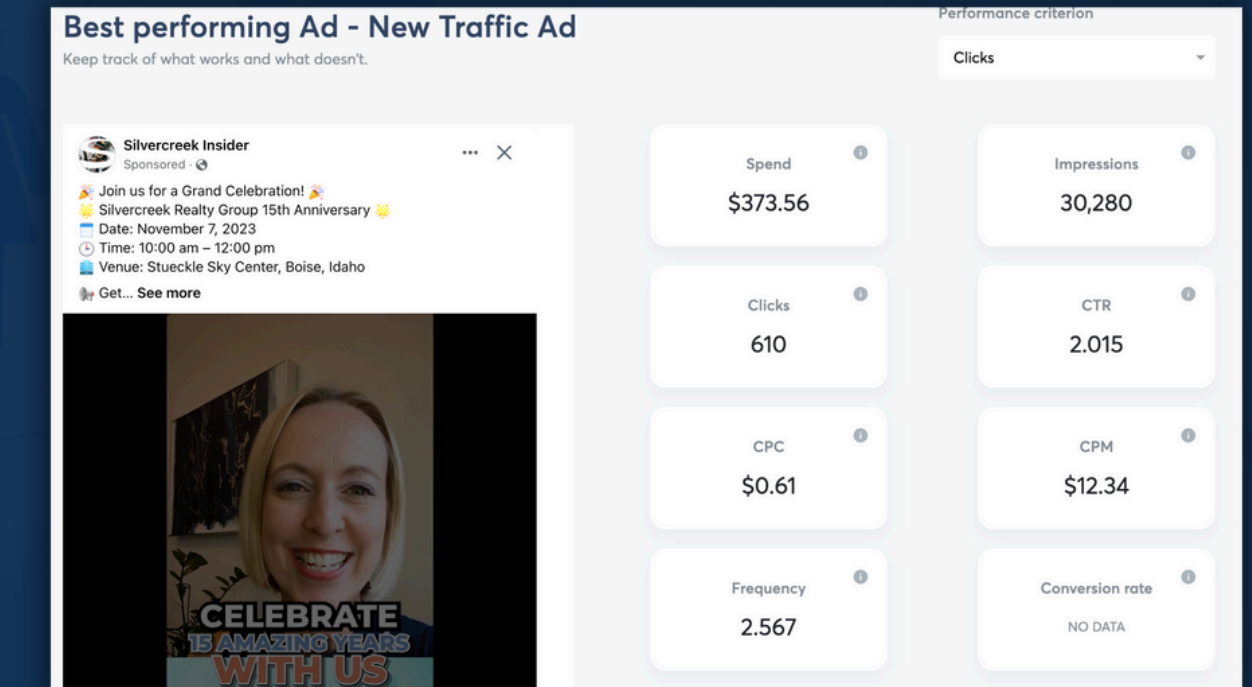
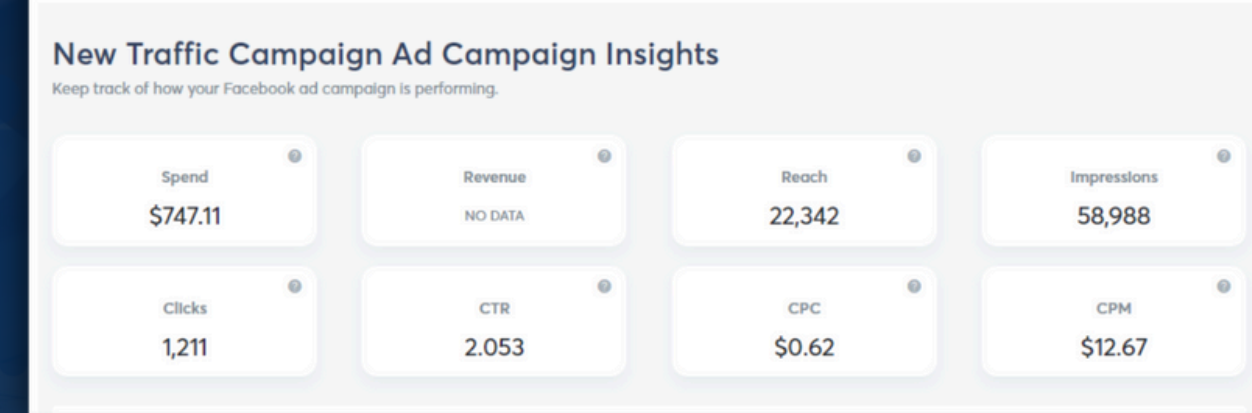


META ADS RAN: BRAND AWARENESS CAMPAIGN LEAD GENERATION EVENT RESPONSE

A. New Traffic Ad Event Campaign

Please see below for the results of your two campaigns:

The Traffic Ad Event Campaign, which ran from October 25 to November 7, 2023, garnered 1,211 clicks, reached 22,342 people, and delivered 58,988 impressions. The total expenditure for this campaign amounted to \$747.11 with **only \$0.62 per link click.**
Feedback: Event was Sold Out Ahead of Time!



RESULTS



\$ SPENT IN 9 MONTHS : \$6,705

CLICKS: FORM LEADS + DIRECT CALLS: 2,085

LEADS: FORM LEADS + DIRECT CALLS: 111

COST PER LEAD: \$60.40

LEADS CONVERTED: 73 NEW AGENTS

**AGENTS IN FIRST YEAR PAY TO BROKERAGE
IN COMMISSION AND FEES : \$14,200 AVG**

ROI: \$1,036,600

Key Results

- ✓ SUPPORT AGENTS MARKETING
- ✓ BRAND AWARENESS
- ✓ AMPLIFY REACH
- ✓ ENHANCE CONTENT

