

# STEVE ABRAMS REAL ESTATE CASE STUDY

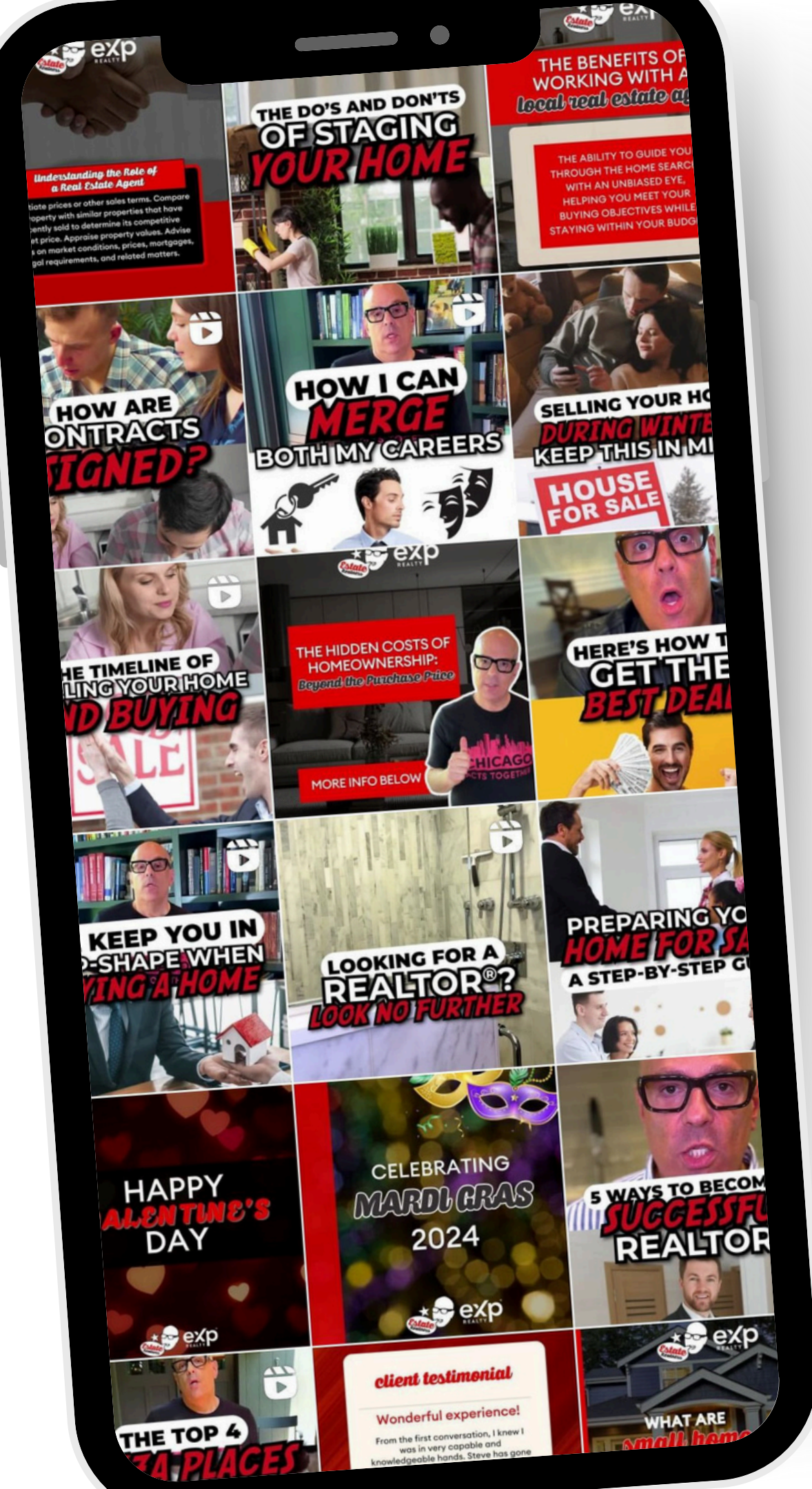
*2025*

CASE STUDY

# SOCIAL MEDIA MANAGEMENT

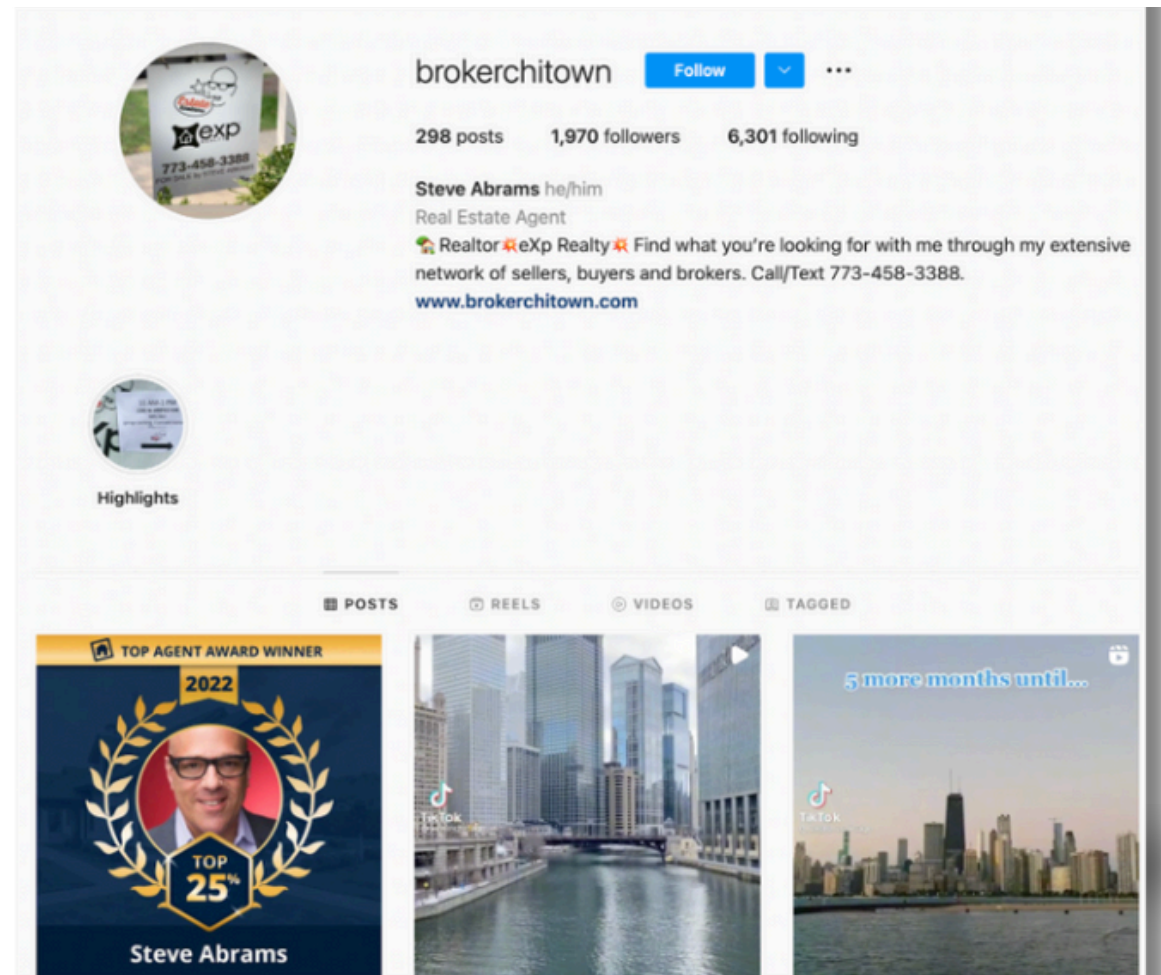
STEVE ABRAMS, REALTOR

GOLD



# BEFORE

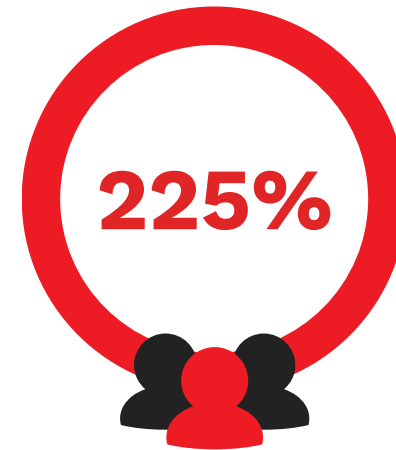
FEBRUARY 2023



1,970 FOLLOWERS



## PERSONAL BRANDING

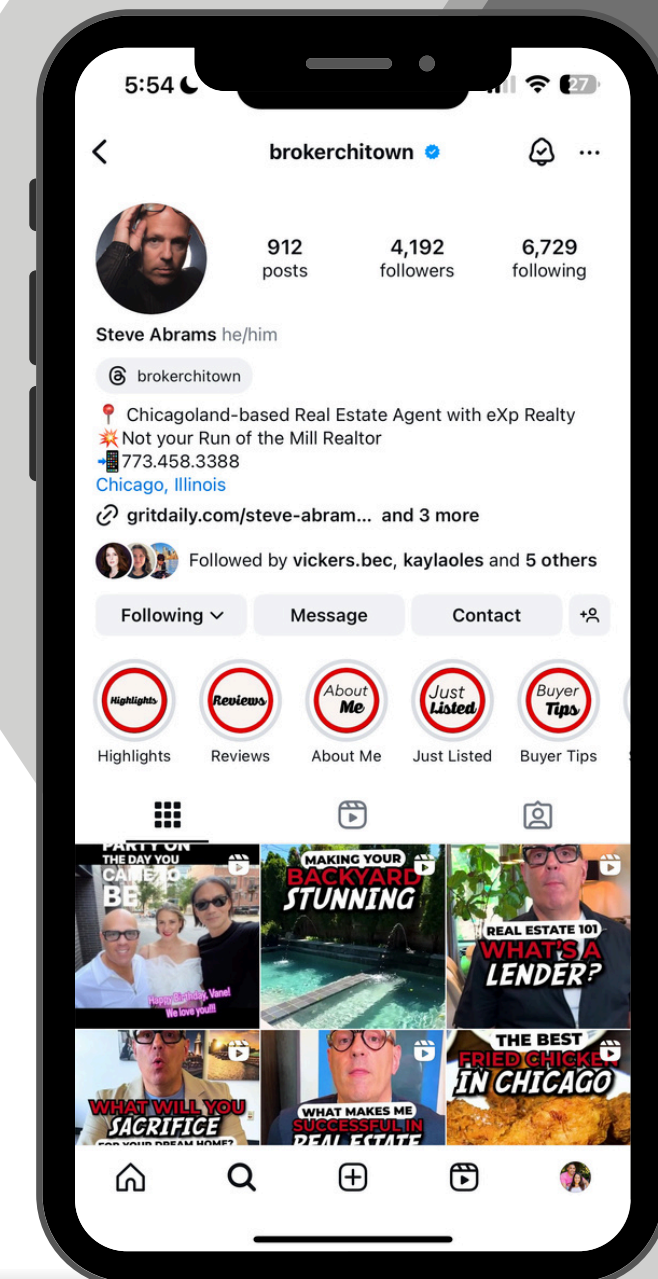


### MORE THAN DOUBLED GROWTH YEAR 1

### THEN DOUBLED AGAIN IN 1 MONTH

# AFTER

AUGUST 2024



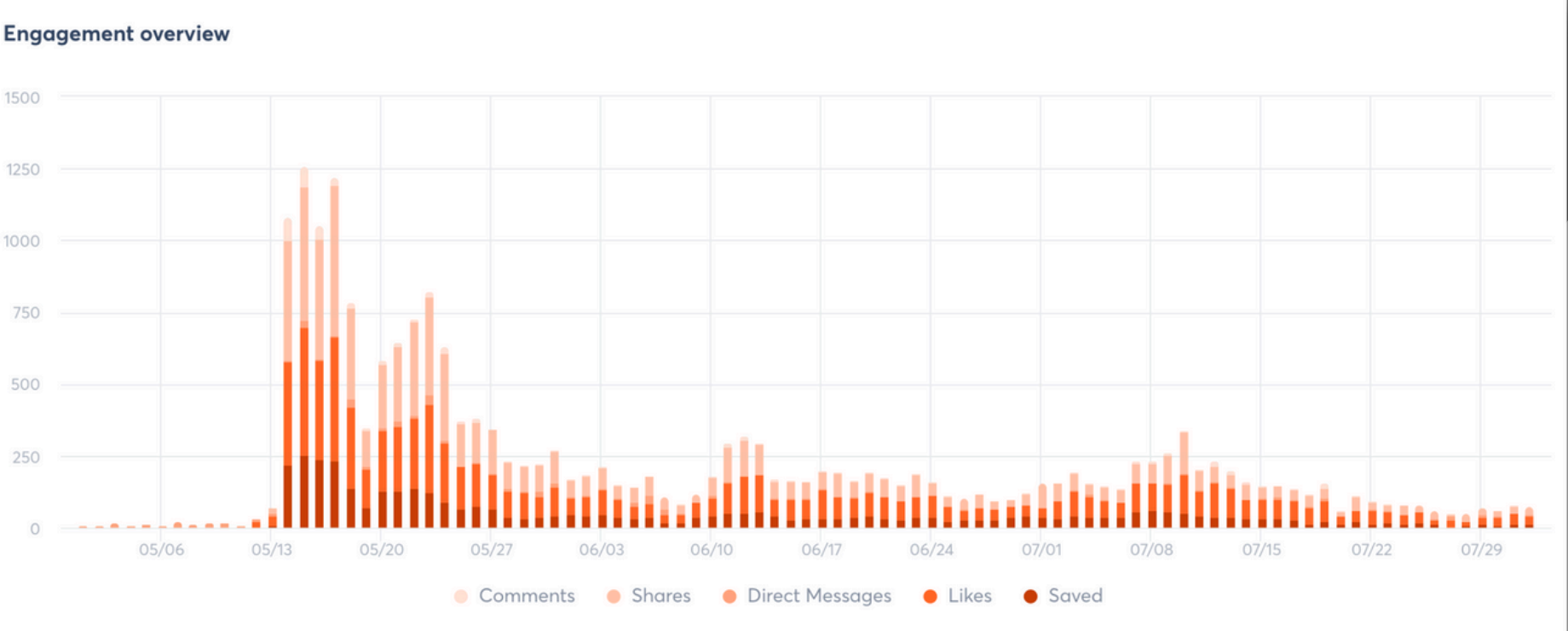
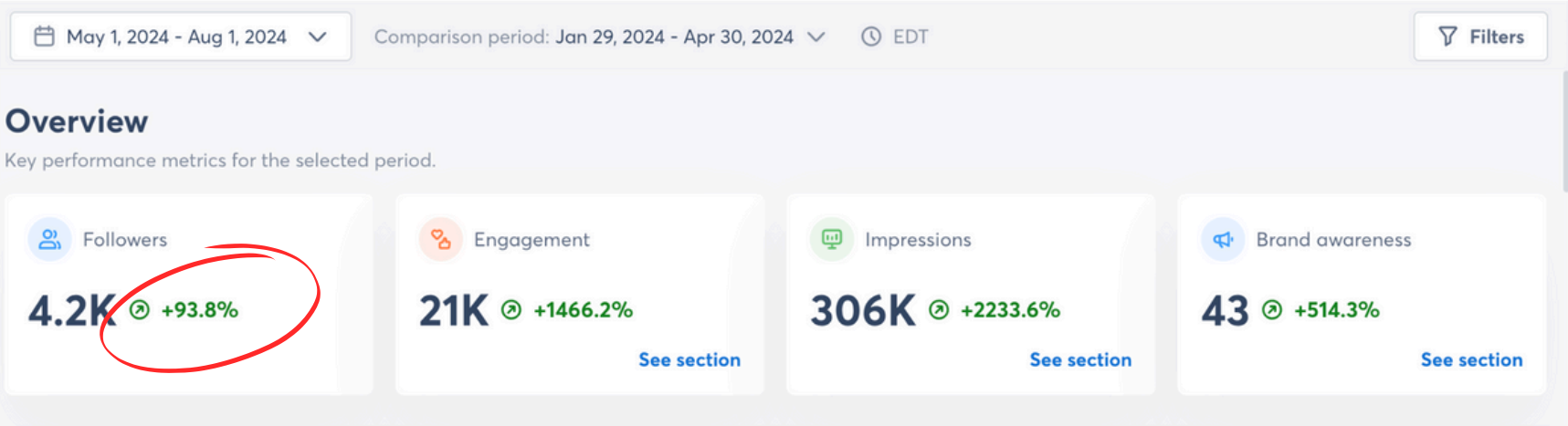
4,192 FOLLOWERS

RECENT NUMBERS: YEAR 2 QUARTER 2  
MAY 1 - AUGUST 1 2024

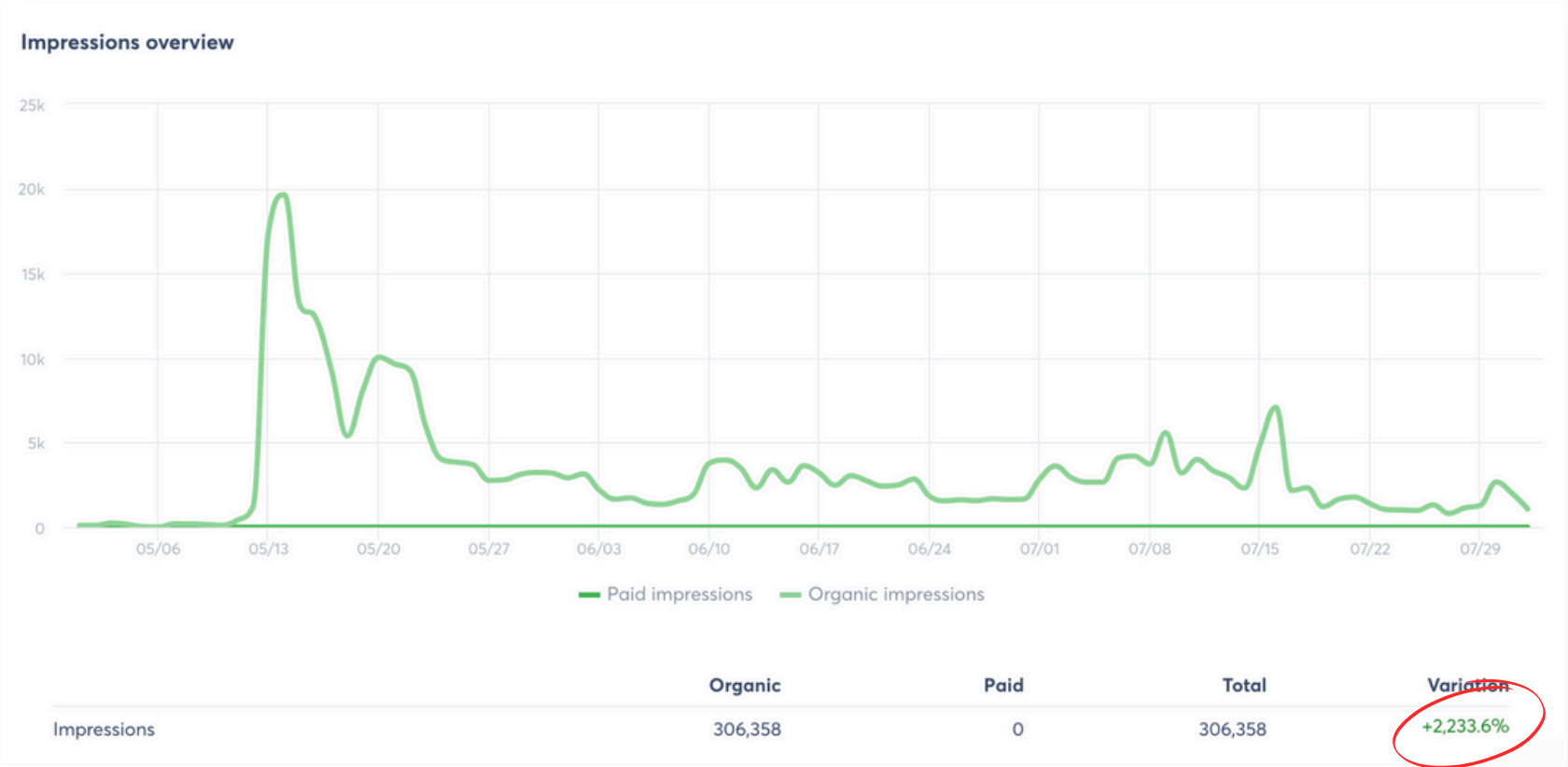


PERSONAL BRANDING

RECENT NUMBERS: YEAR 2 QUARTER 2



Q1 : 2,233%+ ORGANIC IMPRESSIONS

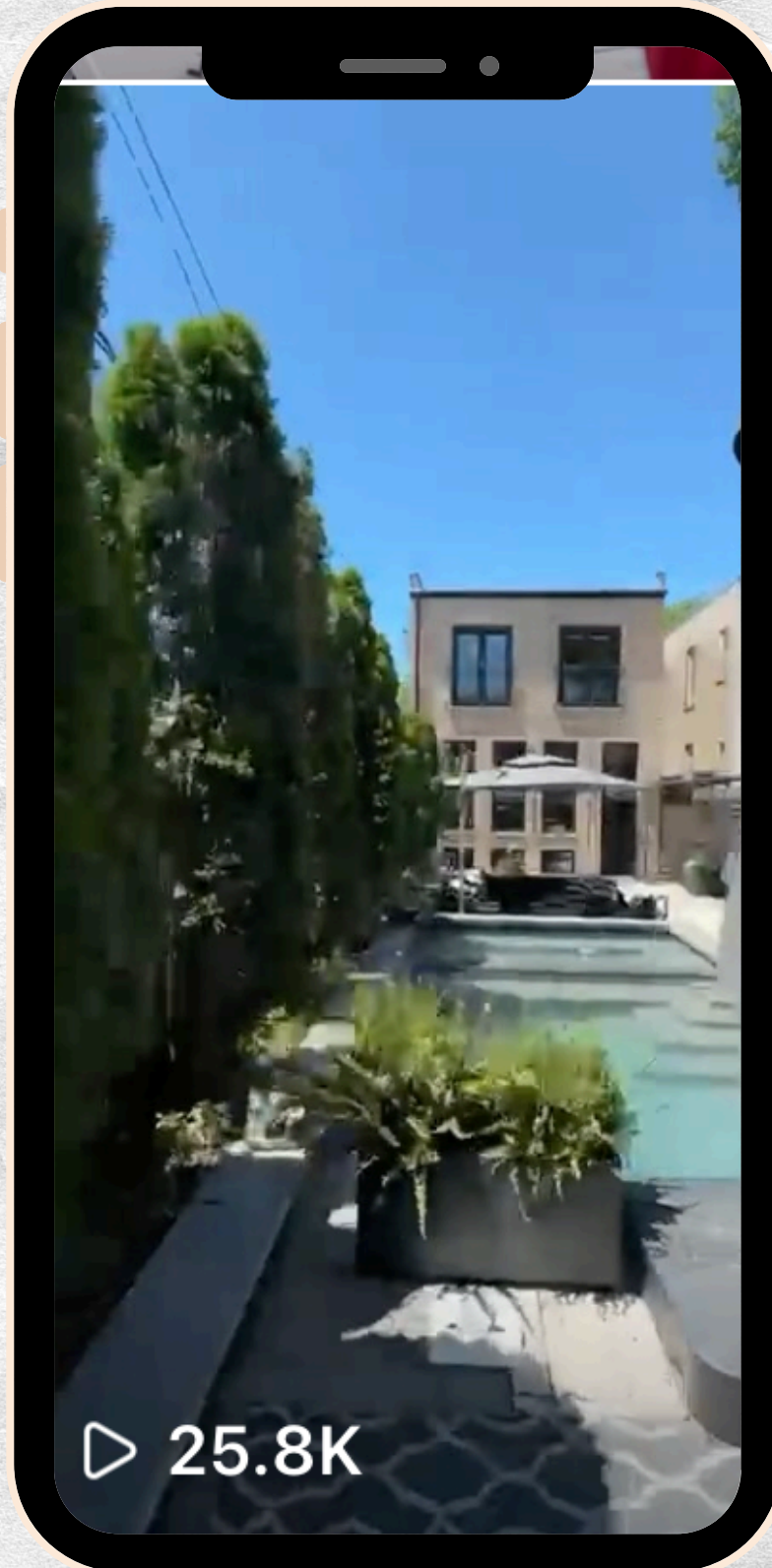


	Organic	Paid	Total	Variation
Likes	7,889	0	7,889	+1,596.6%
Saved	4,207	0	4,207	+70,016.7%
Comments	669	0	669	+2,475.1%
Shares	7,706	0	7,706	+29,538.5%
Direct messages	—	—	626	-24%
Total engagement	20,471	0	21,097	+1,466.2%

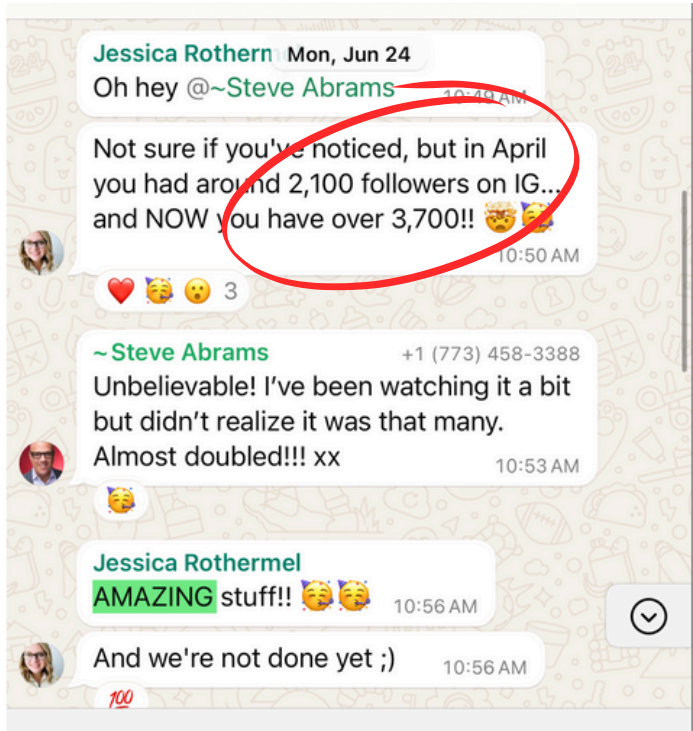
Q2: ENGAGEMENT  
70,016% INCREASE IN SAVES  
AND 29,538% INCREASE IN SHARES

# VIDEO CONTENT VARIETY

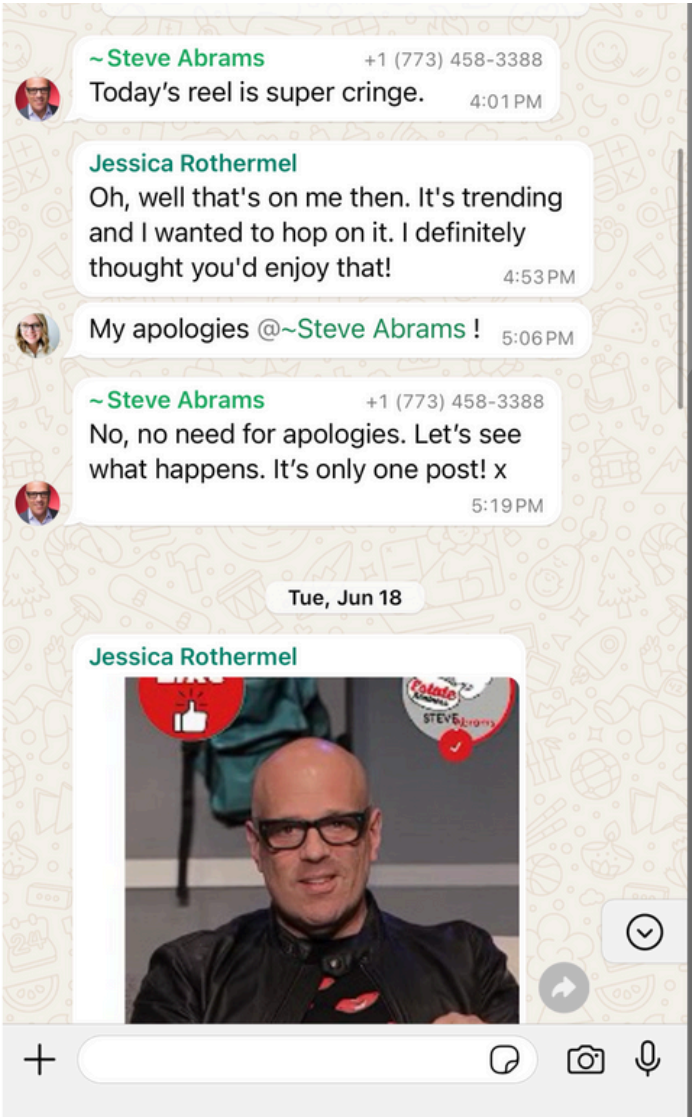
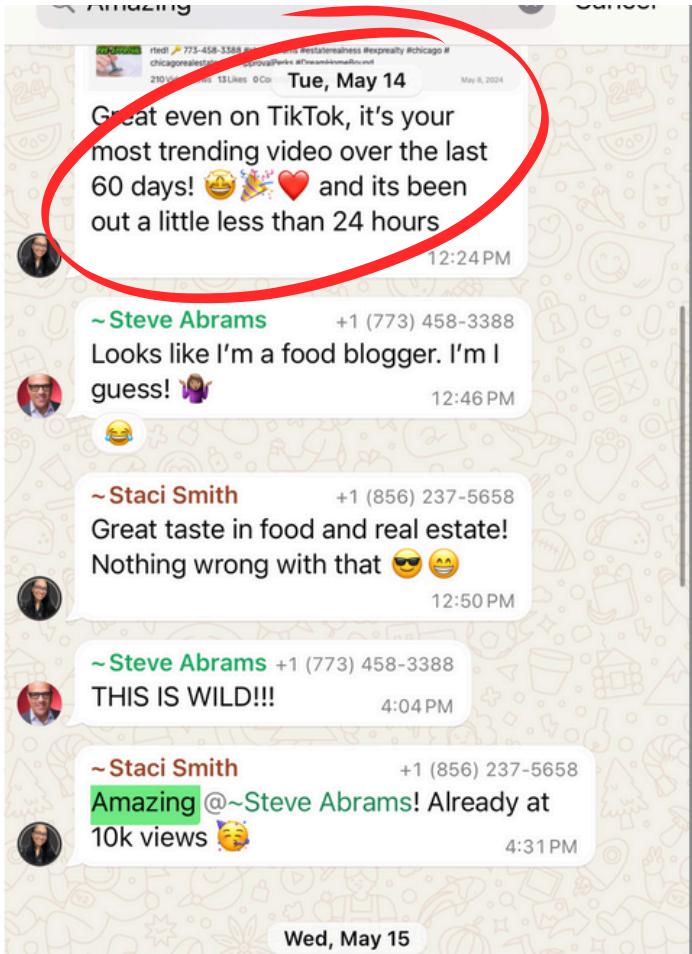
A VARIETY OF CONTENT  
BUCKETS TO FIND WHAT  
STEVE'S AUDIENCE  
RESPONDED TO



# TRUSTING THE PROCESS

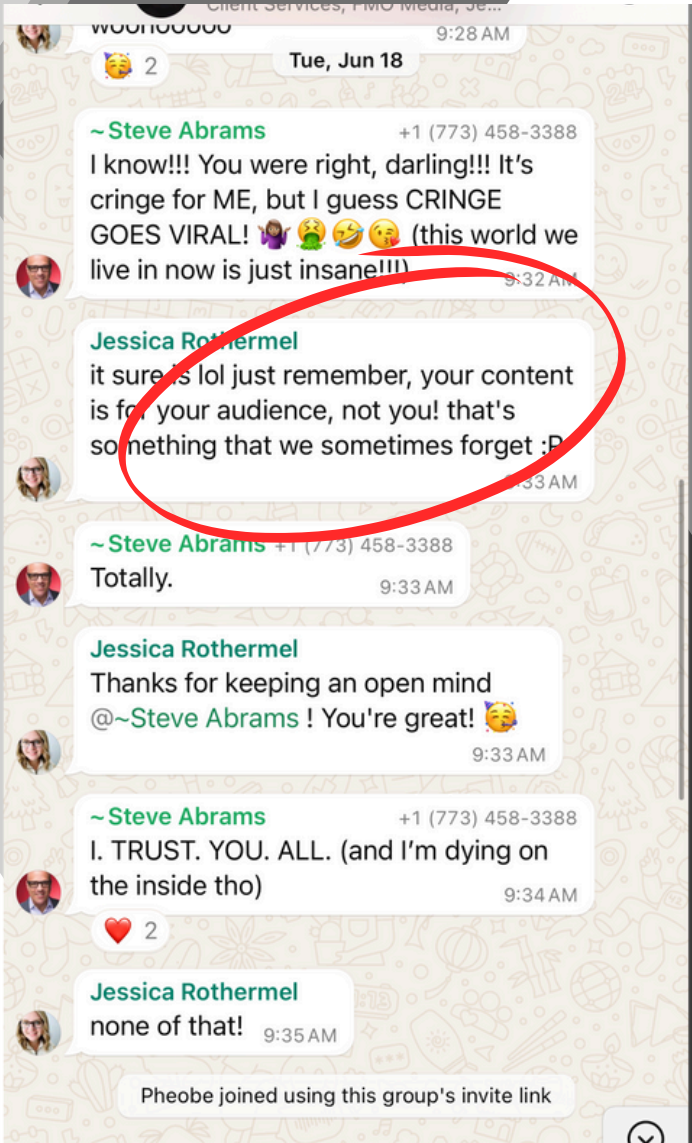


**CONSTANT UPDATES ON  
HOW YOUR CONTENT IS  
PERFORMING**

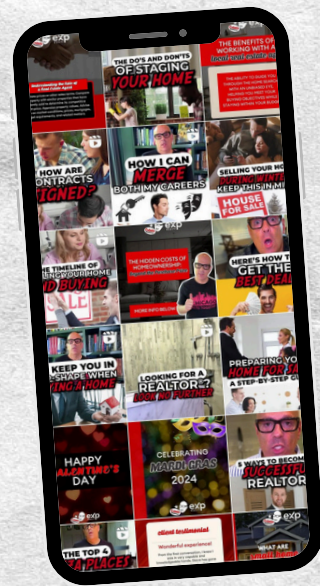


**STEVE WASN'T TOO  
SURE ABOUT A  
TRENDING VIDEO - BUT  
HE DID IT AND KEPT IT UP  
AND IT WENT VIRAL!**

**WE LOVE WHEN CLIENTS  
TRUST OUR STRATEGY!**



# CONTRIBUTING FACTORS TO SUCCESS:



- 1 FILMING A VARIETY OF CONTENT
- 2 CONSISTENT POSTING- NO DELETING VIDEOS!
- 3 REPOSTING VIDEOS WITH DIFFERENT HOOKS
- 4 WILLINGNESS TO “BE HIMSELF”!

OUR GOAL WITH STEVE ABRAMS WAS TO **SOLIDIFY HIS BRAND AND STAND OUT IN THE BIG CITY OF CHICAGO**. IT’S IMPORTANT FOR PEOPLE TO **KNOW, LIKE, AND TRUST YOU** WHEN THEY LOOK YOU UP ONLINE (BECAUSE THEY WILL!)

WE WENT THROUGH 2 DIFFERENT VIDEO STYLES IN HIS FIRST YEAR, REPOSTED SEVERAL VIDEOS WITH DIFFERENT HOOKS, AND CAREFULLY PLANNED FILM AGENDAS. **STEVE RECORDED NEARLY 200 VIDEOS YEAR 1 AND OVER 350 VIDEOS IN YEAR 2** (INCLUDING SOME TRENDING SELF RECORDED VIDEOS).

STEVE DID NOT RUN ANY PAID MEDIA YEAR 1, **ALL SUCCESS SHOWN IN THIS CASE STUDY IS ORGANIC**, AND HE IS NOW LOOKING TO BEGIN TARGETED PAID MEDIA CAMPAIGNS TO AMPLIFY HIS EFFORTS.

NOT ONLY HAVE SEVERAL OF STEVE’S VIDEOS GONE VIRAL, **BUT HE NOW HAS A PORTFOLIO OF CONTENT TO STAY TOP OF MIND WITH POTENTIAL CLIENTS WHEN HE MEETS THEM - WHETHER THAT’S ONLINE OR IN PERSON!**

# FMO Media

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