# ZACH SCHER REAL ESTATE CASE STUDY





CASE STUDY

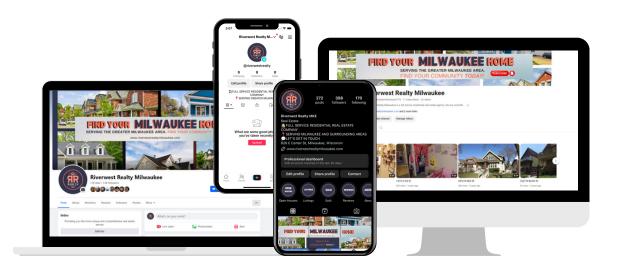
# SOCIAL MEDIA MANAGEMENT

ZACH SCHER, REAL ESTATE BROKER
FOUNDERS



# Social Media Strategy

Builds brand awareness, offers connection & interaction to keep you top of mind and engaged with your prospects and current clients.

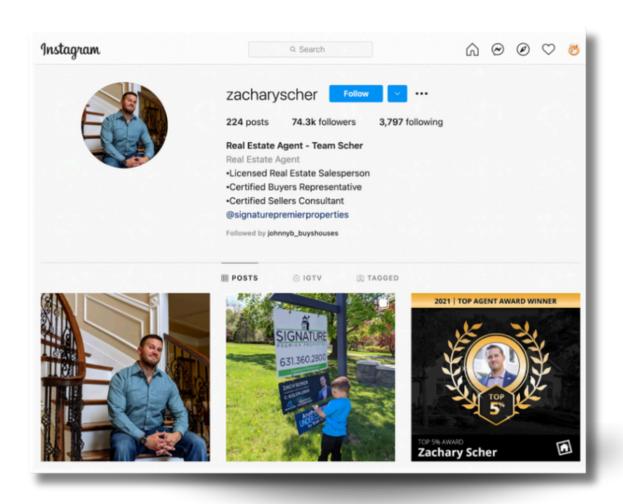


- CONSISTENT BRANDING: USE A CONSISTENT TONE AND VISUAL STYLE ACROSS ALL PLATFORMS.
- WITH THE AUDIENCE THROUGH
  COMMENTS, MESSAGES, AND
  COMMUNITY POSTS.
- SCHEDULING: PLAN AHEAD AND SCHEDULE POSTS FOR OPTIMAL ENGAGEMENT TIMES.



#### BEFORE

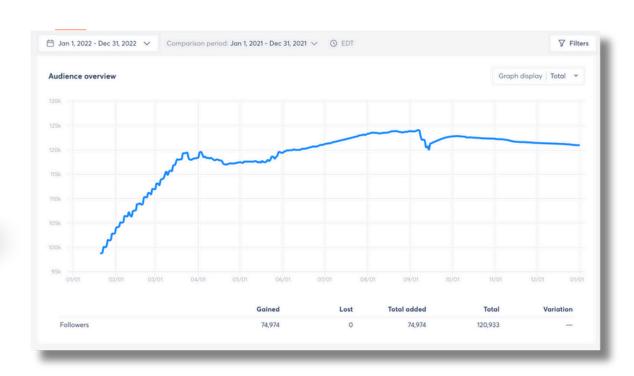
**JANUARY 2022** 



#### **PERSONAL BRANDING**

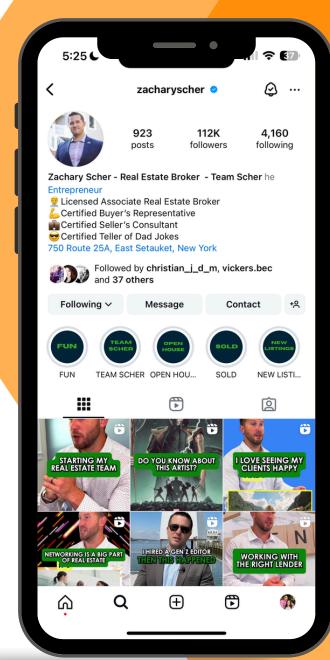


## GROWTH IN 1ST YEAR!



#### AFTER

**JUNE 2023** 

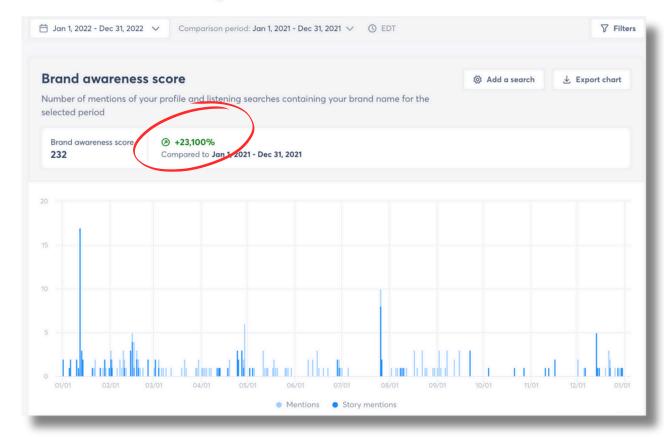


**75K FOLLOWERS** 

112K FOLLOWERS



#### YEAR 1: 23,100% INCREASE IN BRAND AWARENESS



#### Q1: 280,000+ ORGANIC IMPRESSIONS

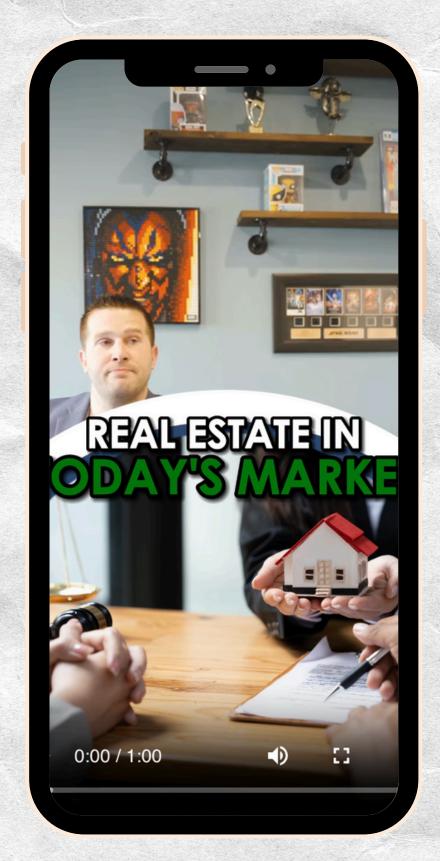




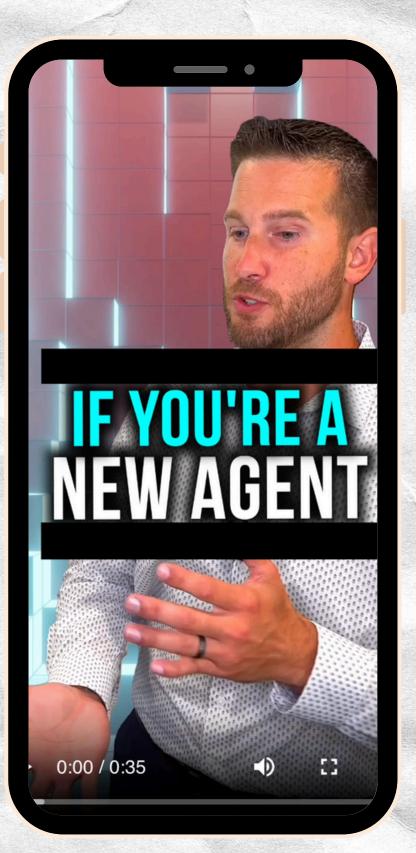
Q1: 1,034% INCREASE IN LIKES AND 3,323% INCREASE IN DMS

#### VIDEO CONTENT BRANDING

ADDITIONAL VIDEO STYLES TESTED TO AMPLIFY ENGAGEMENT ON MULTIPLE PLATFORMS



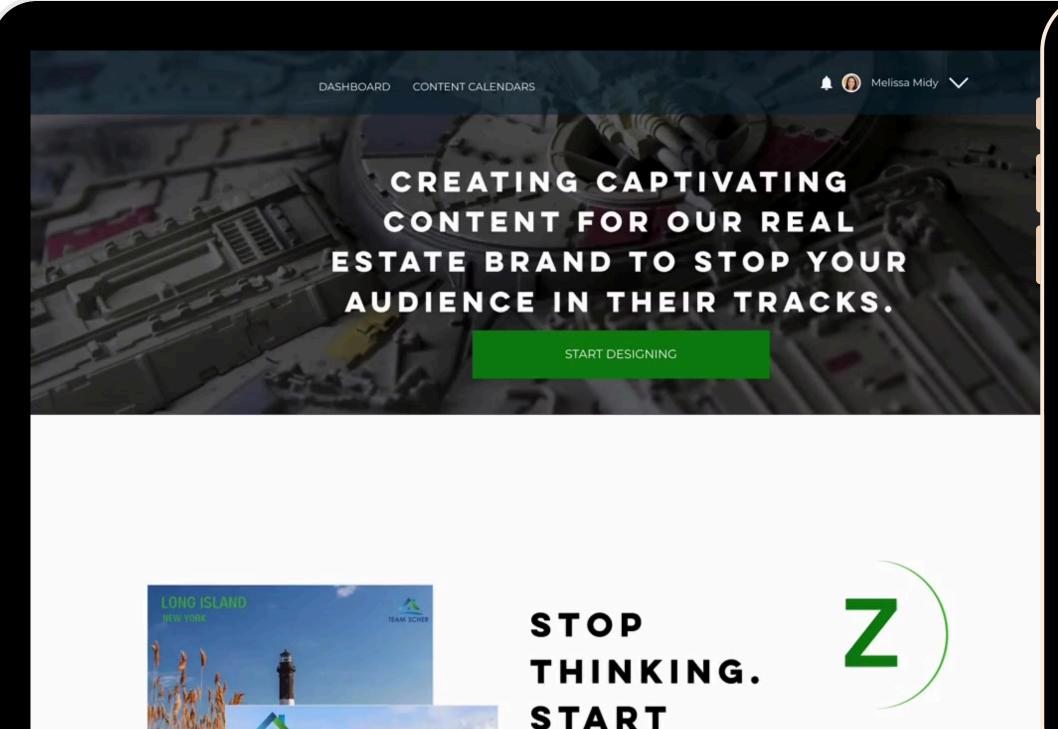








#### SCHER TEAM SOCIAL: WHITE LABEL



CREATING.

\*Please submit only one request at a time.\* To receive your request, please look out for an email from graphix@fmomedia.com! (NO-REPLY EMAIL) \*for any edits please submit another request form\* Please keep in mind our approximate turnaround times and our bus (9-5 pm EST, Mon-Fri) \*Any requests submitted past 5pm EST will be added to the queue following business day\* **Expected Timelines for:** \* Short Form Video edits (Reels, Tik Tok, Etc): 3-4 Business Days \*Print Designs (Flyers, Postcards, etc): 3-4 Business Days \* Other Digital Media Designs (Facebook Cover Photos, Youtube Th Digital Business Cards etc): 3-4 Business Days \* Social Media Graphic Requests: 1-2 Business Days Today's Date \* Enter a date Enter your name Email address\* Enter your email address Request Type/Name: \* Enter your answer

**Scher Team Graphic Requests** 

it back to you via email.

Use this form to submit a creative request so our team can assign a

WE RECEIVED 10 SHORT
FORM VIDEO EDIT
REQUESTS WEEKLY ON
AVERAGE FOR A TEAM
OF 20 AGENTS AND
CREATED APPX. 1,500
PIECES OF MONTHLY
BRANDED CONTENT FOR
DOWNLOADING IN 2024!





## COHESIVE BRANDING FOR AGENTS.

