

ZACH SCHER REAL ESTATE CASE STUDY

2025

CASE STUDY

SOCIAL MEDIA MANAGEMENT

ZACH SCHER, REAL ESTATE BROKER

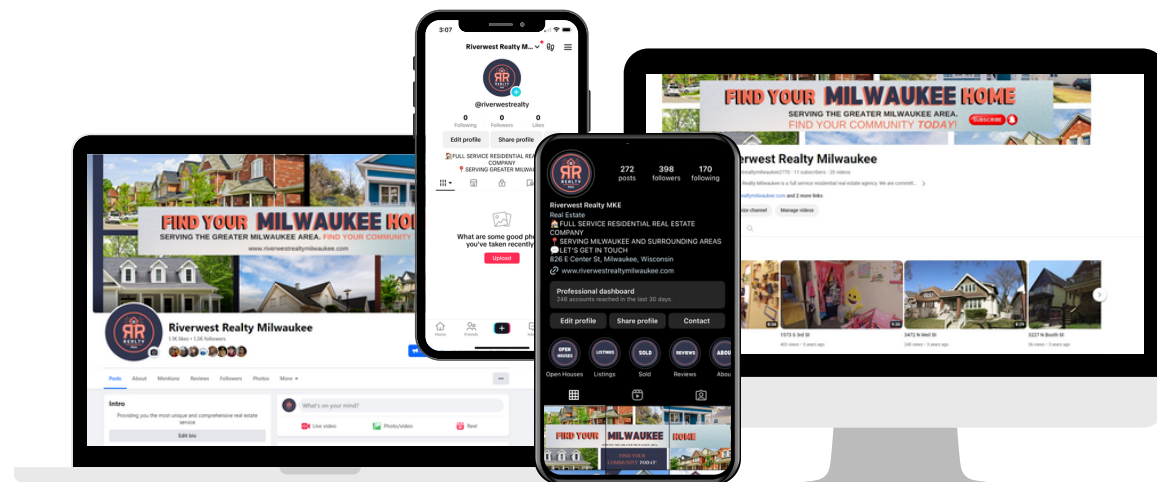
FOUNDERS



35 AGENTS

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.
- ✓ **ENGAGEMENT:** ACTIVELY ENGAGE WITH THE AUDIENCE THROUGH COMMENTS, MESSAGES, AND COMMUNITY POSTS.
- ✓ **SCHEDULING:** PLAN AHEAD AND SCHEDULE POSTS FOR OPTIMAL ENGAGEMENT TIMES.



PERSONAL BRANDING

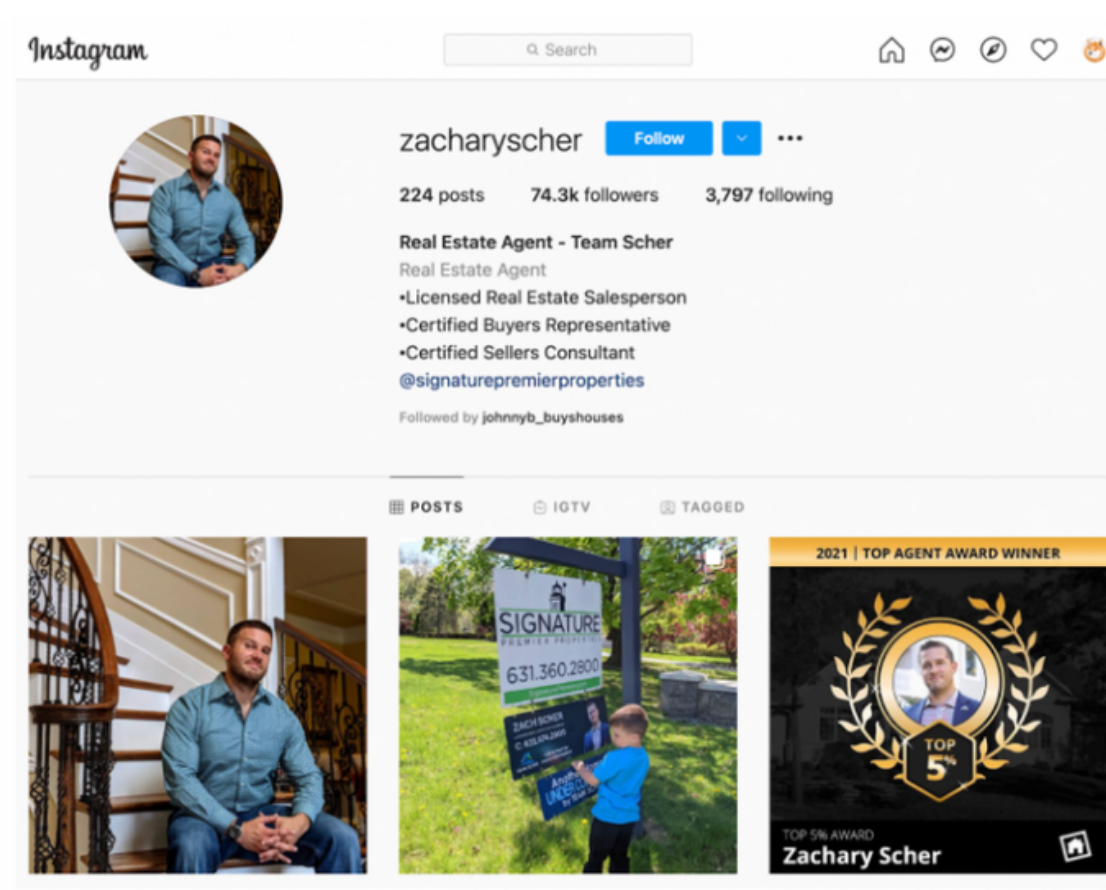


GROWTH IN
1ST YEAR!



BEFORE

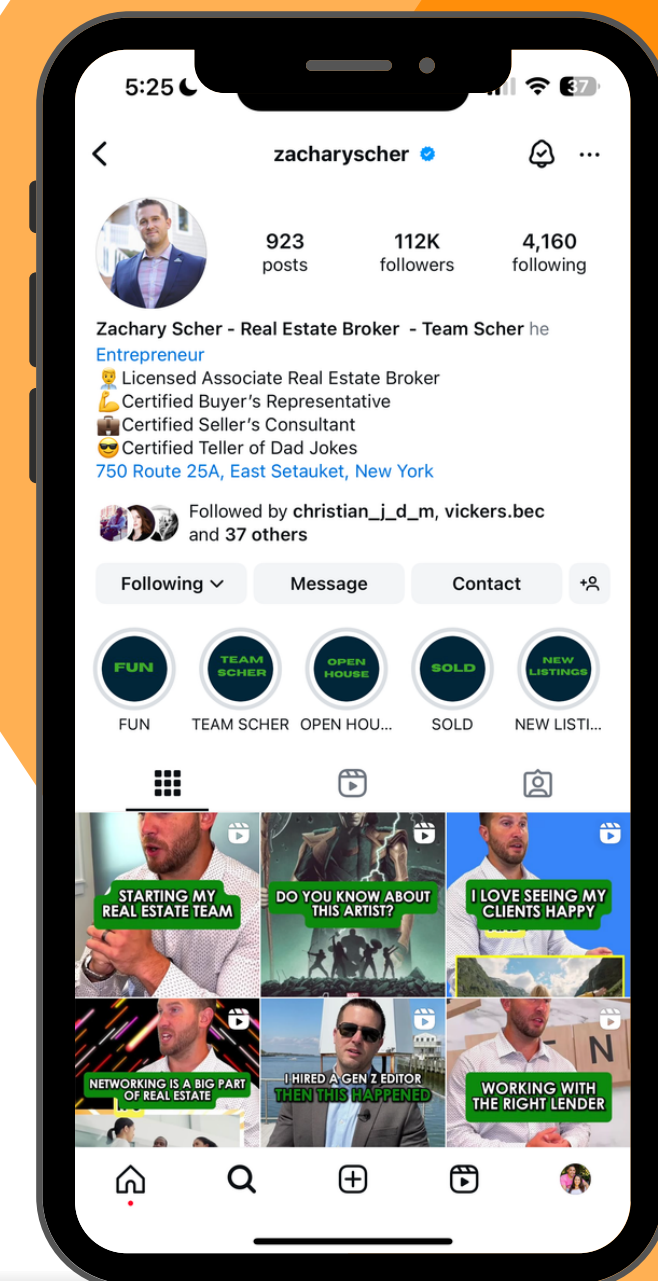
JANUARY 2022



75K FOLLOWERS

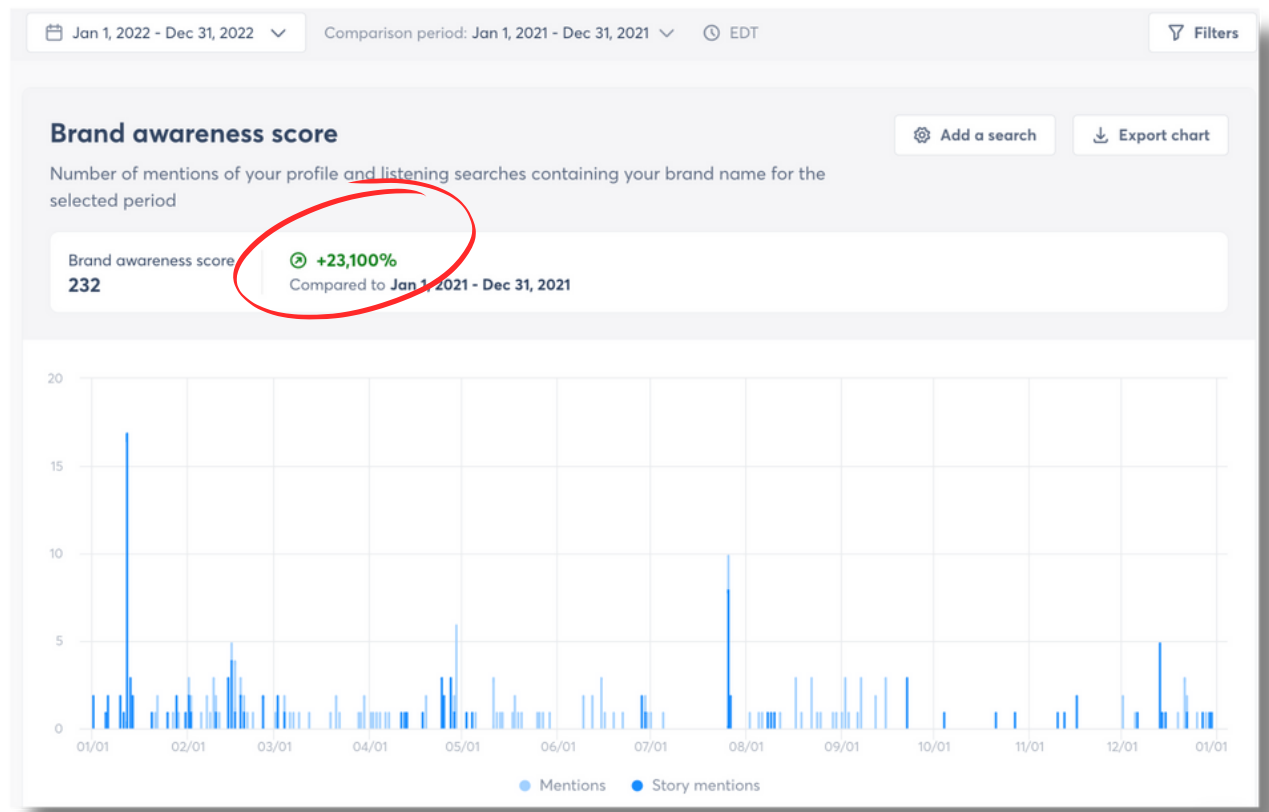
AFTER

JUNE 2023



112K FOLLOWERS

YEAR 1 : 23,100% INCREASE IN BRAND AWARENESS



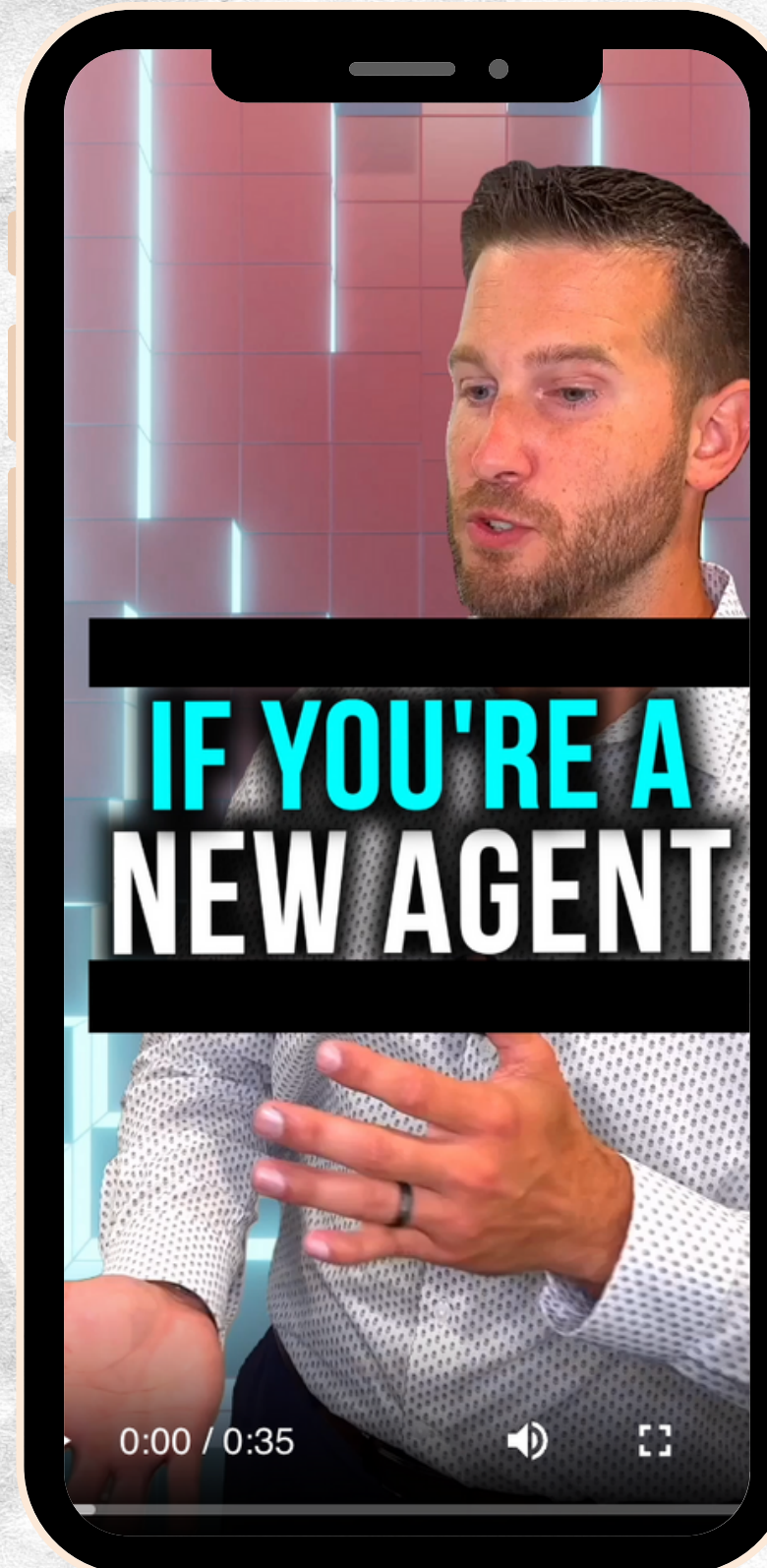
Q1 : 280,000+ ORGANIC IMPRESSIONS



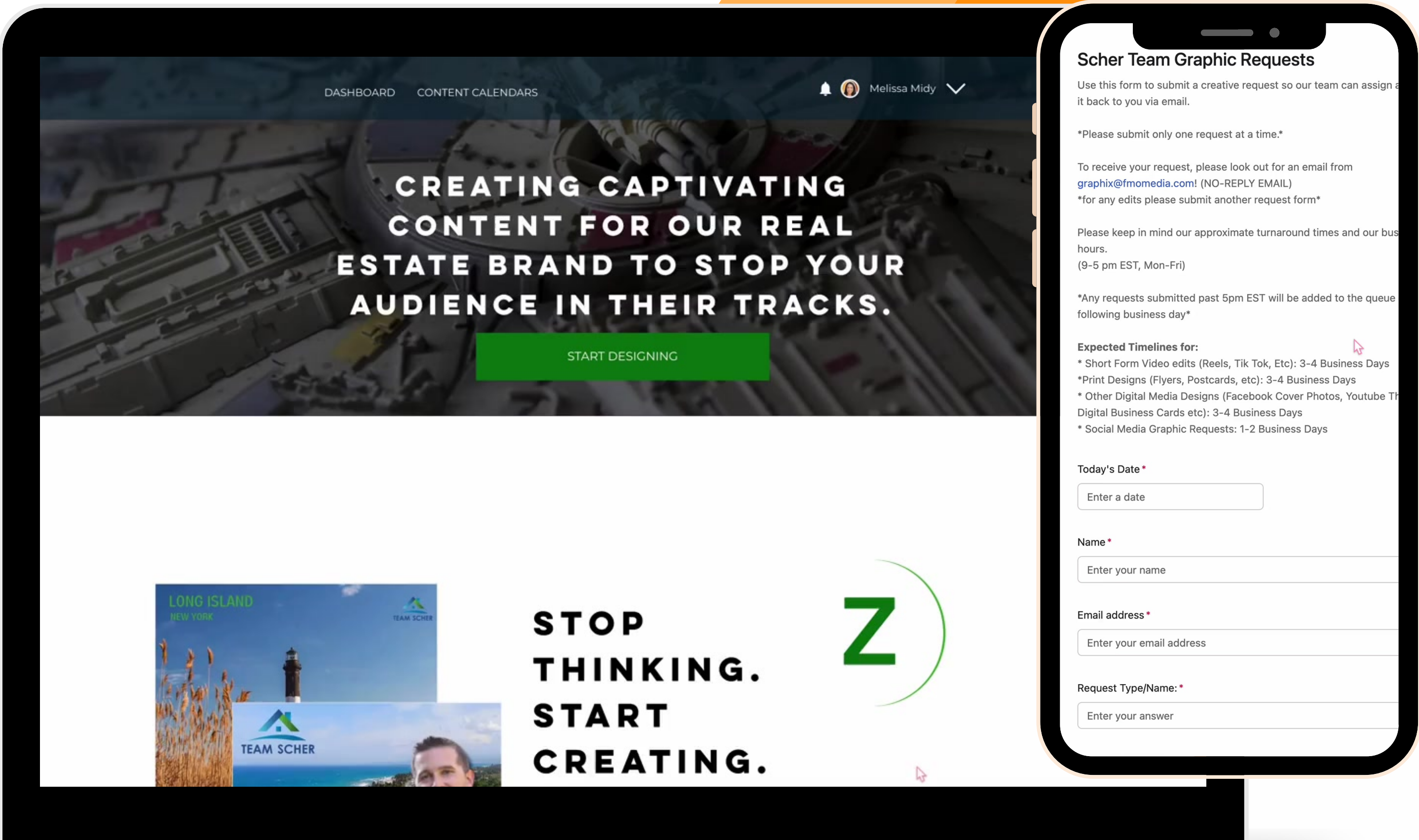
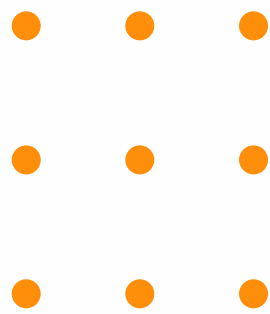
Q1: 1,034% INCREASE IN LIKES
AND 3,323% INCREASE IN DMS

VIDEO CONTENT BRANDING

ADDITIONAL VIDEO
STYLES TESTED TO
AMPLIFY ENGAGEMENT
ON MULTIPLE PLATFORMS



SCHER TEAM SOCIAL: WHITE LABEL



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!



