

MARKETING MEETING

FEBRUARY 25TH

WHAT'S GOING ON IN THE MARKETING DEPARTMENT

AGENDA

- Meet Julia
- Content updates
 - What we have started
 - Social media changes happening
 - What's coming
- Agent shout outs
- Meeting topic suggestions

MEET JULIA

CONTENT UPDATES

- Monthly blogs
 - Sharing on social media
 - Featuring in the Fitzpatrick Team newsletter
 - January: Real Estate Market Trends for 2025: What Buyers and Sellers Need to Know and Ben Willett Team Announcement
 - February: 2025 Home Seller's Checklist: How to Maximize Your Property Value and 2024 RE/MAX Awards
 - March: How to Navigate the Real Estate Market in 2025 as a First-Time Buyer
 - Please use these as a resource for your social media, conversations with your clients, etc.

CONTENT UPDATES

[HOME](#)[PROPERTIES](#)[BUYERS](#)[SELLERS](#)[SERVICES](#)[RESOURCES](#)[NEWS](#)[JOIN](#)[CONTACT](#)[JOIN RE/MAX RESULTS](#)

CONTENT UPDATES

- New listings
 - When a property is listed, it will get an Instagram/Facebook story within 24 hours
 - It will get an Instagram/Facebook carousel post within one week of being listed
- Open houses
 - Instagram/Facebook story the Friday before
- Sold properties
 - Adding these to the post list, within one week of being sold, it will get an Instagram/Facebook post

CONTENT UPDATES

- Agent spotlight videos
 - Starting soon
 - Recording these videos in house with marketing
 - List of questions to choose from that you want to answer
 - Will share these out on social media
 - Post to your personal YouTube and social channels
 - Leverage across other marketing assets

CONTENT UPDATES

- New buyer and seller presentations are coming

CONTENT UPDATES


- FAQ social media series
 - Will be starting this
 - What questions do you get often that would be helpful to include?




SHOUT OUTS

- Jeanne's Guide to Newport
- Joan's Real Estate on the Rocks video series
- Nicole's mailer with buyer and seller discounts with local partners
- Lauren's Private Club Living Magazine Ad

HELPING YOU NAVIGATE THE REAL ESTATE MARKET EVERY DAY







ACE YOUR NEXT MOVE WITH THE BEST IN RHODE ISLAND


Lauren Peters has been in the real estate industry for over ten years and is known for matching people with homes that complement their passions.

Her clients say, "Lauren helped us find and buy our dream home. You will not find a nicer, more hard working, knowledgeable, and professional realtor. Lauren goes above and beyond and I highly recommend her!"

Whether you're buying, selling, investing, or simply seeking expert advice, connect with Lauren today to get the conversation started.



LAUREN PETERS
REAL ESTATE BROKER
THE QUINN GROUP AT RE/MAX RESULTS
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GET A SLICE OF THESE REAL ESTATE DEALS

Hey there! My name's Nicole Noury and I'm a Realtor with The Quinn Group at RE/MAX Results. I know that buying or selling a home can be stressful, so I'm here to make it easier on you. See below for some exciting promotions, including \$5 off your next pizza order, because why not?! Give me a call and let's chat about your real estate needs and how these offers can make a huge difference in the process!

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UPCOMING MARKETING MEETINGS

- What topics do you want to see covered?



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