



A.J. DWOSKIN
— & ASSOCIATES, INC. —
Real Estate
Leasing | Management | Investment

AJD

Social Media Project

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Goal, Bring it in house, Cost Reduction,
Understanding the Communities

01 Ironmark responsibilities



Branding

- Logo Typography
- Services logo
- Color Palette
- Primary logo



Social Media

- Facebook
- Instagram
- Google My Business



SoCi

- Scheduled posts
- Responses to negative/positive engagement
- Insights per location

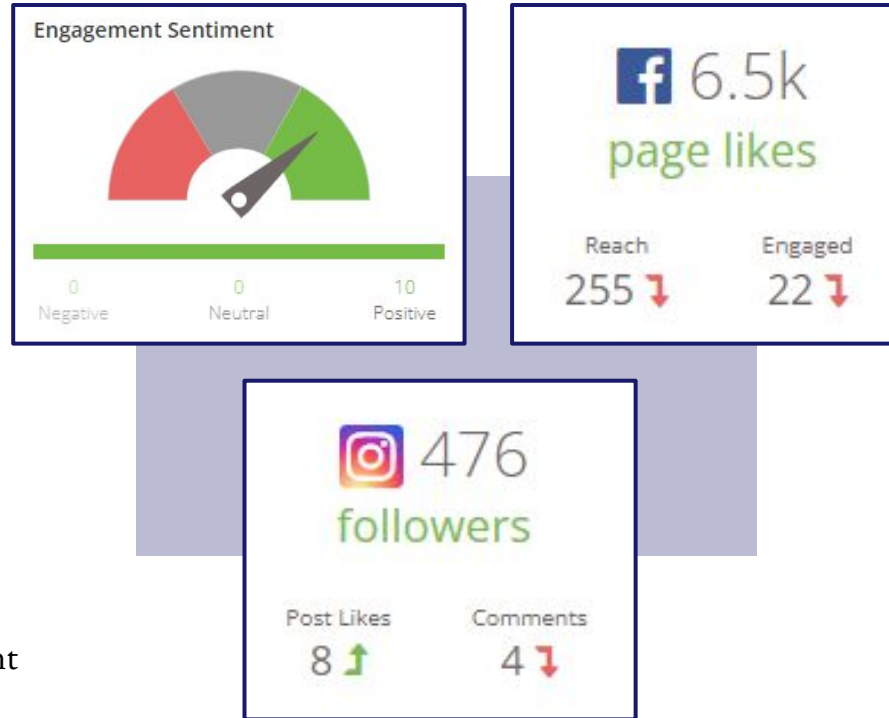


Paid Search

- Focused on 4 properties (not CLOs)
- Landing Pages
- Paid ads
- Search terms

01

Current Social Analytics



- Followers → Engagement ratio: very low

01

Residential Communities Platforms



Posts: 274
Followers: 61

Likes: 654
Followers: 653



Posts: 382
Followers: 128

Likes: 384
Followers: 380



Posts: 272
Followers: 91

Likes: 463
Followers: 470



Posts: 268
Followers: 55

Likes: 2.5K
Followers: 2.5K



Posts: 292
Followers: 71

Likes: 1.3K
Followers: 1.2K



Posts: 263
Followers: 59

Likes: 658
Followers: 687



Posts: 114
Followers: 2

Likes: 3
Followers: 3



Posts: 118
Followers: 3

Likes: 3
Followers: 4



Posts: 118
Followers: 3

Likes: 1
Followers: 1



Posts: 1
Followers: 0

Likes: 412
Followers: 417

01

Mobile Homes Platforms

02 Competitive Analysis

IRONMARK



gradymanagement

Follow

Message



572 posts 321 followers 47 following

Grady Management Inc.

Real Estate Company

We are a full service residential, commercial, and consulting real estate firm.
Exceptional People. Exceptional Communities.

www.gradymgt.com



Likes:

2.1K

Followers:

2.1K



southernmanagementcompanies

Follow

Message

408 posts 1,692 followers 648 following

Southern Management Companies

Creating great places to live, work, play and stay is our business.

#LiveSMC

www.southernmanagement.com



Likes:

15K

Followers:

15K



rentdittmar

Follow

Message



1,136 posts 903 followers 422 following

RentDittmar

20 Apartment Communities in Northern Virginia || 703-525-3130 ||

Because Where You Live Matters

linktr.ee/rentdittmar



Likes:

12K

Followers:

12K



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Real Estate
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A.J. Dwoskin & Associates

Real Estate Leasing, Management, & Investment

Real Estate · Fairfax, VA · 1,307 followers · 90 employees



Grady Management, Inc.

Real Estate · Silver Spring, Maryland · 1,405 followers · 165 employees



LIVE. WORK. STAY. PLAY.

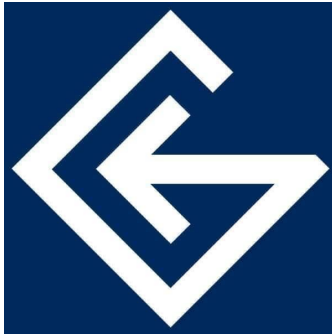
Southern Management Companies

Real Estate · McLean, VA · 7,300 followers · 729 employees

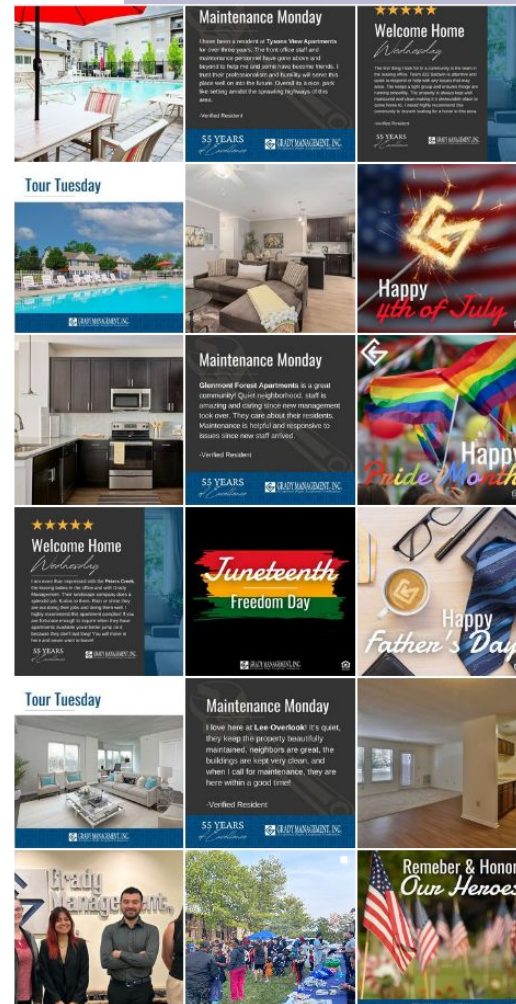
02

Competitive Analysis

02 Content Type



Engagement: 0-6 likes
Frequency: July - 6 posts
June - 9 posts
May - 15 posts



02 Content Type

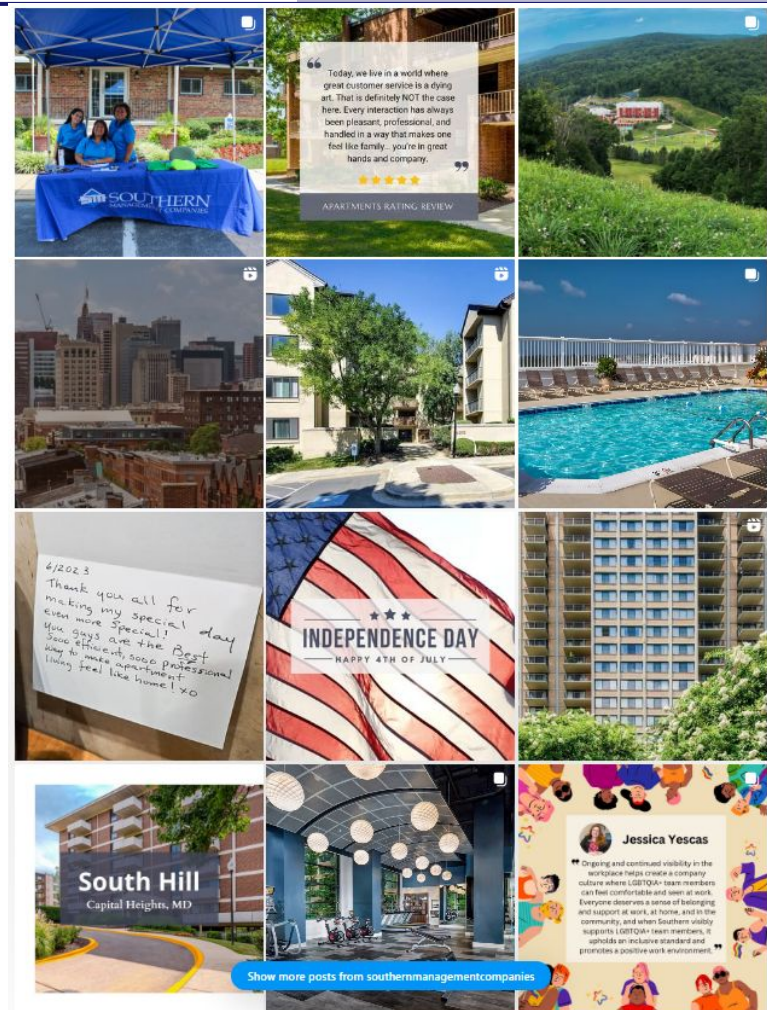


Engagement: 7-18 likes

Frequency: July - 9

June - 8

May - 7



02 Content Type

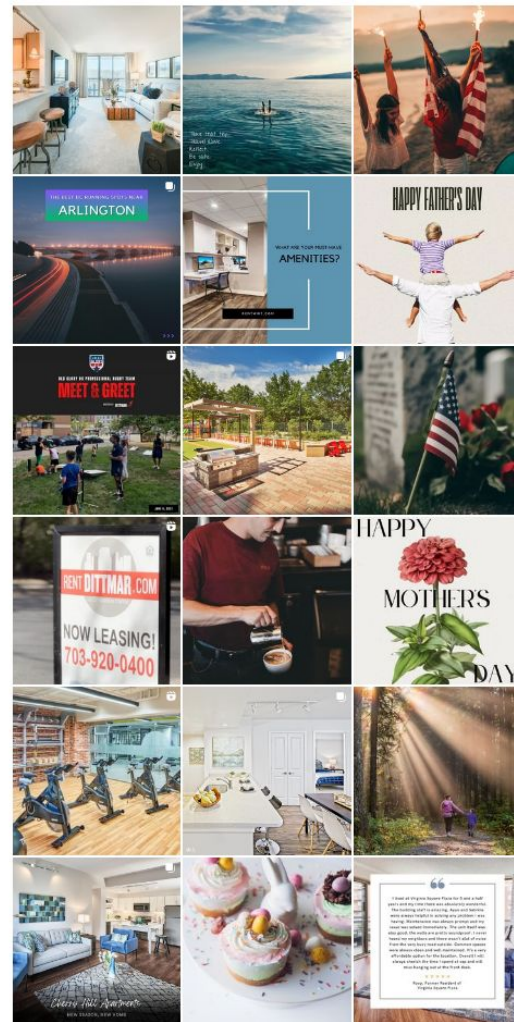


Engagement: 3-18 likes

Frequency: July - 3 posts

June - 4 posts


May - 5 posts



03

Best Practices: From Class B to Class A

< scoutonthecircle ...



391 Posts

380 Followers

1,086 Following

Scout on the Circle
Apartment & Condo Building

- | Bright, Spacious Homes
- | Sparkling Resort-Inspired Pool
- | Near Orange Line Metro... more

9450 Fairfax Blvd, Fairfax, Virginia


bit.ly/ScoutOnTheCircleApts

Follow


Message

Call


+>




Features




Amenities






Studio

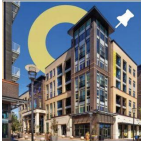
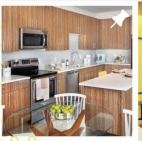






1 Bedroom




2 Bedroom

< thefallsatflinthill ...



888 Posts

584 Followers

2,513 Following

Lerner Falls At Flint Hill

Step into some of the largest floor plans in the Oakton area of Fairfax County and enjoy our luxurious amenities!

10520 Rosehaven St, Fairfax, Virginia


livelerner.com/lerner-falls-at-flint-h...

Follow


Message

Contact


+>




Specials




Contests






Vibes




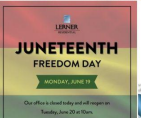




Events




Local

< lumenapts ...



728 Posts

964 Followers

705 Following

Lumen Apartments

32 FLOORS OF ENLIGHTENED LIVING, Studio, 1 Bedroom, 2 Bedroom, 3 Bedroom and Penthouse Apartments in #TysonsCorner.

1747 Tyson's Central St, Tysons Corner, Virginia


linktr.ee/Lumenapts

Follow


Message

Contact




+>

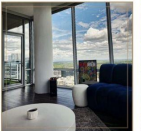
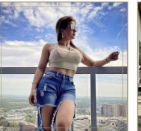
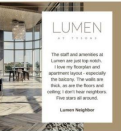





Events!



From reside...

Strategies to Improve

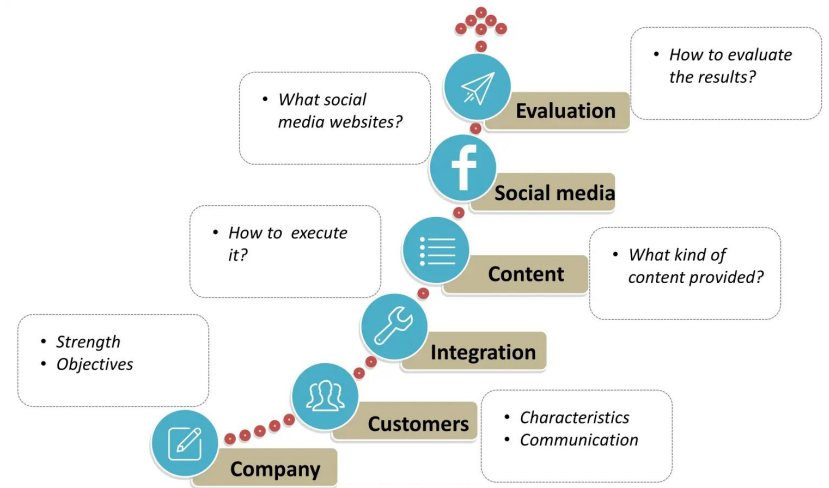
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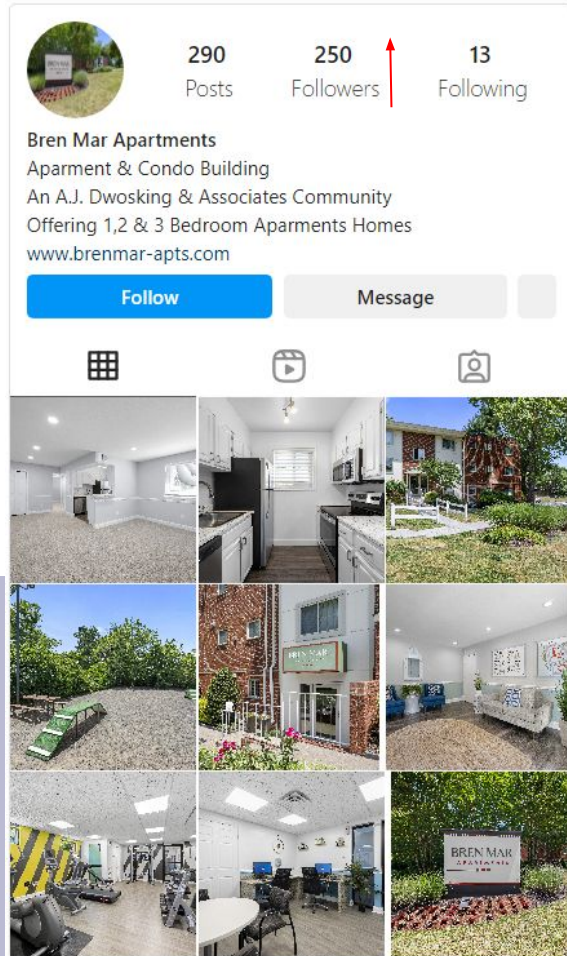
Ultimate Goal:
Reach visibility to future residents

Steps to accomplish:

1. Gain a following & engagement from current residents
2. Advertise social media to prospects
3. Boost engagement with all followers

Social Media Marketing Strategy





1. Gain a following & engagement from current residents

- 2 events each month per property
 - 1 holiday themed event per month
- Take as many photos as possible
 - Delegate task to a leasing agent or a corporate employee if Social Media is brought in-house
- Resident Testimonials
 - “Resident of the Week” submissions accepted through instagram survey
- Leasing Office Team Testimonials
 - Introduce property manager, leasing agents, maintenance, etc.
- **Advertise** socials at resident events
 - People want to see themselves/ neighbors featured
 - QR Code signs displayed at events

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Sponsored
ID: 790244008932336

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\$1355
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APARTMENTS FOR RENT

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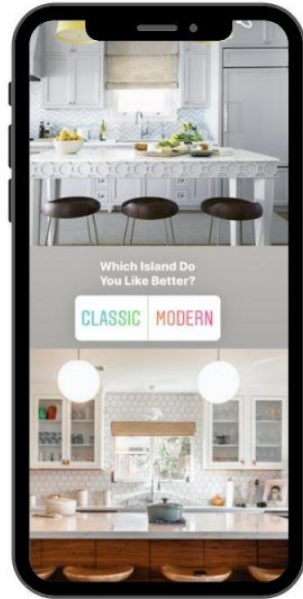


Learn More

aptscom PointeWest
If you're looking, the perfect home is right here. Come take a look.

2. Advertise social media to future residents

- Promote the town, not just the housing
- Have a genuine and authentic feed/page
- Pick a target audience based on geography, demographics, etc.
- QR Code signs displayed around leasing office for more information
- “Follow us on Socials for a chance to win X”
 - Winner chosen out of every 50 followers



3. Boost engagement with ALL followers

- Instagram giveaways: home store gift cards, decor, appliances, gift baskets, etc.
- Instagram Q & As for prospects
 - once a week
- Instagram polls
 - Inquire about event preferences
- **Instagram giveaways:** home store gift cards, decor, appliances, gift baskets, etc.
 - Entry: follow us, tag a friend in the comments, repost to your instagram story
- Collaborate with (local) businesses
 - Mutually beneficial cross-promotion
 - Can help fund social media giveaways

05 Next Steps

Should Social Media be brought in-house?

Ironmark

- More experience and larger team
- Possibly more familiar with analyzing engagement
- Have cultivated the Instagram and Facebook followings so far

vs.

In-house

- Greater flexibility
- Corporate employee can cultivate personal connections with leasing offices
 - Can attend and capture all events
- Can directly collaborate with nearby businesses
- Possibility to expand to TikTok
- Employee will become aware of specials specific to each property before Ironmark does