A Social Media Marketing Plan for Premiere Property Group

Emma Claire Pittman

Boise State University
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Emma C. Pittman
Boise State University
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Abstract

This project took the current stats of Premiere Property Group, LLC’s (PPG) current social media presence and curated a plan to increase both engagement and brand awareness for the company. The social media marketing plan was created to set specific goals for the marketing department and to utilize the techniques and tools of current social media platforms to market the company without a large budget. The current social media platforms, Instagram, Facebook, and LinkedIn, were assessed for followers, likes and views, as well as overall engagement. A social media marketing plan was then created specific to PPG’s target audiences and goals, and adjusted for each platform. The social media marketing plan was presented to the Vice President of PPG’s Marketing Department, analyzed, and will be further discussed among the marketing team. This project highlights the opportunities and challenges of creating a social media marketing plan for a large company with desired outcomes and outlines the importance of a strong social media presence for marketing purposes.

*Keywords:* social media, Instagram, Facebook, LinkedIn, marketing plan, engagement, brand awareness
Introduction

Social media is widely used throughout the United States, and is utilized for more than just entertainment. With the large number of people on various platforms, there is an opportunity to market themselves or their company for nearly no cost. Facebook alone captivated 69% of Americans, followed by Instagram holding 40% of Americans in 2021 (Auxier & Anderson, 2021). The inspiration behind this project started with a love for watching others succeed on social media, along with the recognition of the lack of presence from Premiere Property Group, LLC (PPG) on these platforms. As a locally-owned real estate brokerage for both Oregon and southwest Washington, making their company widely known would increase their driven by passion for making social media work for individuals and organizations, the idea of a useful social media marketing plan was carefully crafted.

This project was conducted in order to utilize social media to increase the engagement and brand awareness of PPG. It started with basic research on social media, led to a generic outline of a social media marketing plan, and then meetings with the PPG Vice President (VP) of Marketing began. From there the social media marketing plan was adjusted to meet the needs and goals of the company. Finally, the social media marketing plan was presented to the PPG marketing team and discussed further. The importance of social media marketing for PPG was deliberately considered and outlined to provide an easy and adaptable way to communicate goals and track success. With the use of a social media marketing plan, PPG can increase its agent engagement and brand awareness among several platforms.

The Elements

This project required several forms of innovation, perspectives being one of the biggest
challenges. The either/or statement that was curated was originally centered around marketing to customers, or more specifically buyers and sellers. After going through some trial and error, and learning more about the company and its challenges, the either/or statement changed. It became less about marketing to the customers, and more about marketing to the agents themselves to join the company.

With this in mind, the either/or statement also strived to challenge marketing with or without a budget and how that might be done. In order to really appeal to the corporate leaders, it became apparent that getting creative about how to market without a budget was the way to go. This meant that PPG would not need to increase marketing funds to see an increase in marketing effects. That is where the idea of utilizing social media algorithms came into play. By understanding the target audience, the platforms they are on, and the way to best distribute content across platforms, a social media marketing plan would be the key to a successful marketing campaign without breaking the bank (Pophal, 2022). As a large corporate company, it was not easy to express the importance of a social media presence to those with the most power, but it needed to be done in order to make a difference.

Throughout this project, understanding and having both self-awareness and awareness of others was critical. First, understanding what biases and opinions may surround the issue at hand is important. Self-awareness is constantly being addressed, from presentation style, to major decisions, and knowing that what one may find interesting and appropriate, may not be fully understood or embraced by a large company. It is important to be flexible and resilient as well as understand one’s own biases so that ideas can be modified to fit the needs and goals of the company.

Second, understanding who the target audience is for a company is crucial. Without this
awareness of others, it can be difficult to market to that specific audience. The more trust a company can gain from its audience, the better (Iovox, 2023). Along with that, understanding which platforms the audience spends their time on and what content they most engage with, can aid in decision-making for a social media marketing plan. It is important not to waste time and energy on content that doesn’t reach the target audience or intended goals (Pophal, 2023).

One of the first mistakes that was quickly identified was the audience that PPG has. Originally, the intended audience was PPG customers, and it was anticipated that their customers were the buyers and sellers of homes. After speaking with the VP of Marketing, it was confirmed that the intended audience for PPG is other real estate agents, rather than their buyers and sellers. As a property group, their goals are to gain agents who join their company, pay annual dues, participate in company-wide training and events, utilize their listing marketing platform and vendors, and create a community of agents for support and assistance. These agents have a different emotional intelligence level than a typical buyer and seller, so content would need to be shifted to accommodate that. What a buyer and seller values in content is completely different than that of an agent. For PPG, it was expressed that as a company they wanted to highlight community, education, and resources to their agents. Luckily, with the use of social media, the advantage of offering multimedia to these different agents would be in favor of PPG (Crown et al., 2023). With these things in mind, it was important to utilize a unique and creative process in the creation of the social media marketing plan.

The creative process of this project was an ever-changing one. Rather than a general marketing plan for PPG, a social media-specific plan was created. In order to accomplish this, it was key to understand PPG’s target audience and goals. Along with that, knowing who the plan would ultimately be presented to was also important. The social media marketing plan itself
needed to be directed at the agents both currently part of PPG and also those who would potentially join the company later on. Not only did PPG want to encourage, support, and recognize the agents they actively employ, but they also wanted to spread brand awareness, and gain more agents to the company. Content marketing changed with this goal. Rather than posting about home tips or current listings, tactics changed to recognition, highlighting educational opportunities, and even highlighting what the marketing team has to offer agents. Not only did the plan itself change, the presentation of the plan changed. Knowing that busy corporate leaders would be viewing and reading this plan, it became obvious that a more visual presentation would be more effective. Instead of sitting down to read a long paper, or hearing a long speech, the team was presented with a visually appealing booklet to see the goals in mind. This everchanging creative process ultimately led to the innovative solution of the visual social media marketing plan.

The initial dilemma for this project started out as a lack of useful and successful marketing strategies for PPG. Once the solution of the visually appealing social media marketing plan became clear, putting it together was rather simple. It was clear that the current statistics for each platform, as well as the goals for the increase in engagement needed to be highlighted. It was also important to add the current strengths, weaknesses, opportunities, and threats, or SWOT analysis. On top of those things, having the executive summary and target audience analysis, also held value in showing a true understanding of the company and its goals.

The visual portion came into play by creating an easily readable booklet consisting of nine pages with graphics, charts, images, and descriptions. Utilizing a website called Visme, creating this visual booklet and presenting it was fairly easy, and offered a handful of examples with tips and tricks depending on the type of marketing plan being created (Sheikh, 2023). The
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marketing team viewed the booklet and understood the information provided. They seemed intrigued by the boldness of not increasing the marketing budget, but rather utilizing the current social media platforms to advertise their company to current and potential agents. The visual social media marketing plan was successful in conveying the ideas and goals created for the company, and started an important conversation among the leadership of the company.

Results

The results of this project were measured by the feedback received from the marketing department at PPG including the VP and two other members. In order to understand the effects of the social media marketing plan, it was necessary to gather feedback from the stakeholders before putting the plan into action. Because of the large corporate views of the company, making immediate changes is not easy. Due to the lack of control over the company's social media platforms, it wasn’t possible to put the plan into action, though it did strike up interesting conversations within the marketing team. After reviewing the visual plan, the VP of marketing was able to express her gratitude for such a plan. Seeing that social media could gain so much traction and attention for the company was something she was very interested in pursuing. There were talks of applying this plan in the near future. The feedback received from other members of the marketing team was also positive, with both members agreeing with the fact that PPG’s social platforms are lacking consistency and engagement.

The benefits of the social media marketing plan to the stakeholders were explained. From the PPG itself; to the agents currently part of the company, to the potential agents, to the preferred providers, and even to the potential buyers and sellers of homes, each would be positively impacted. Gaining a larger social media presence would add to each stakeholder in a
different light. The current agents would feel more appreciated. The potential agents would see what PPG has to offer. The preferred providers would be highlighted and their role with PPG would be known. PPG’s overall brand would be shared with the world of social media and potential buyers and sellers could get connected with agents in their area.

Due to the lack of action that was able to take place with this project, its efforts were unable to be observed. The hope is that this social media marketing plan will stir a desire for action within the marketing department and the company as a whole so that steps can be taken to see goals being met. Though the visual social media marketing plan was not able to be tested, the conversations that are now taking place within the marketing department are positive and in the direction of possible action on this plan in the near future.

**Conclusion**

Throughout this project, there were many opportunities for change, success, and even failure. With an action plan in mind, the creation of the visual social media marketing plan was born. The visual portion came into play by creating an easily readable booklet consisting of nine pages with graphics, charts, images, and descriptions. Utilizing a website called Visme, creating this visual booklet and presenting it was fairly easy, and offered a handful of examples with tips and tricks depending on the type of marketing plan being created (Sheikh, 2023). The marketing team viewed the booklet and understood the information provided. They seemed intrigued by the boldness of not increasing the marketing budget, but rather utilizing the current social media platforms to advertise their company to current and potential agents. The visual social media marketing plan was successful in conveying the ideas and goals created for the company, and started an important conversation among the leadership of the company.
References


Appendix

https://my.visme.co/view/kk1qzmy0-capstone-project-ppg-social-media-marketing-plan