



Marketing Audit Presentation

Project Goals

Increase **brand awareness** and visibility for Tony Johal Real Estate team through targeted retargeting on all major social media platforms.

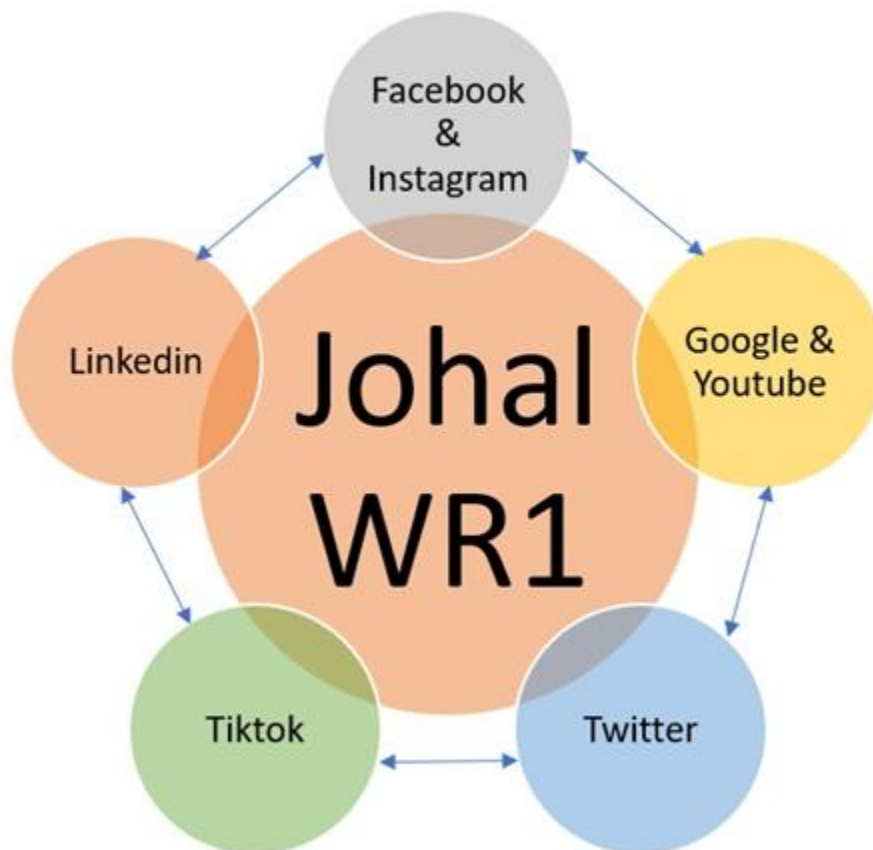
Increase **website traffic** and **lead generation** through retargeting ads on social media platforms.

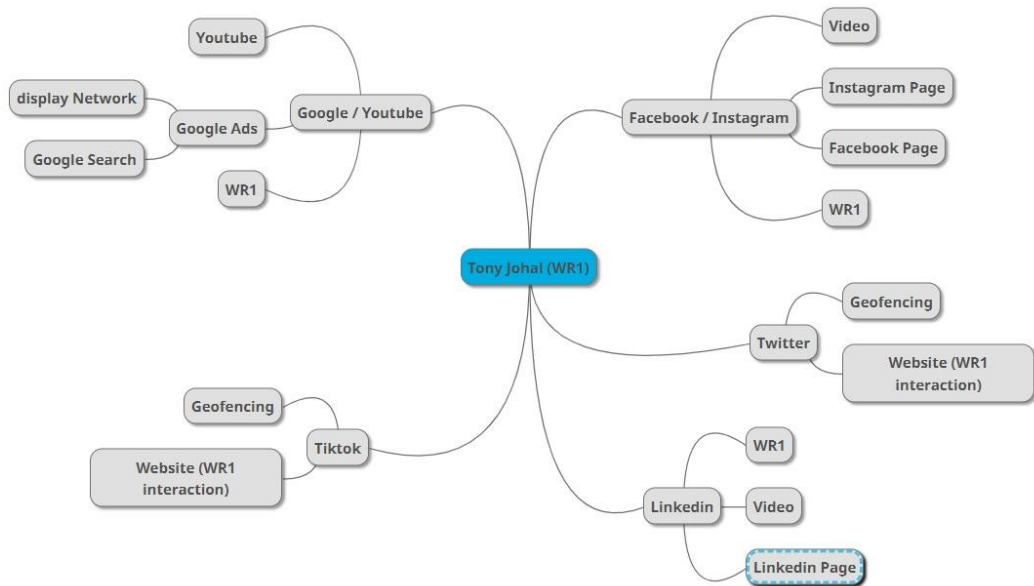
Enhance **customer engagement** and **build a strong relationship** with potential clients through personalized retargeting campaigns.

Generate **positive ROI** by effectively targeting potential clients who have shown interest in Tony Johal Real Estate's services.

Continuously **monitor and analyze** the performance of retargeting campaigns to make data-driven decisions and optimize performance.

Multi Ring Marketing





Customer Journey

The customer journey is a process that describes the various stages a customer goes through in order to make a purchase or engage with a company. The journey for a customer engaging with Tony Johal Real Estate may include the following phases:

Awareness: The customer becomes aware of Tony Johal Real Estate through social media retargeting ads. They may see an ad on Facebook, Instagram, or another platform that catches their attention and piques their interest in the company's services.

Engagement: The customer begins to engage with Tony Johal Real Estate's content on social media, such as visiting their website or following their social media accounts.

Subscribing: The customer subscribes to Tony Johal Real Estate's email newsletter or other marketing communications, indicating a deeper level of engagement and interest in the company.

Converting: The customer takes a specific action such as filling out a form or scheduling a consultation, indicating a high level of interest in the company's services.

Excitement: The customer is excited about the prospect of working with Tony Johal Real Estate team and is looking forward to the process of buying or selling a property.

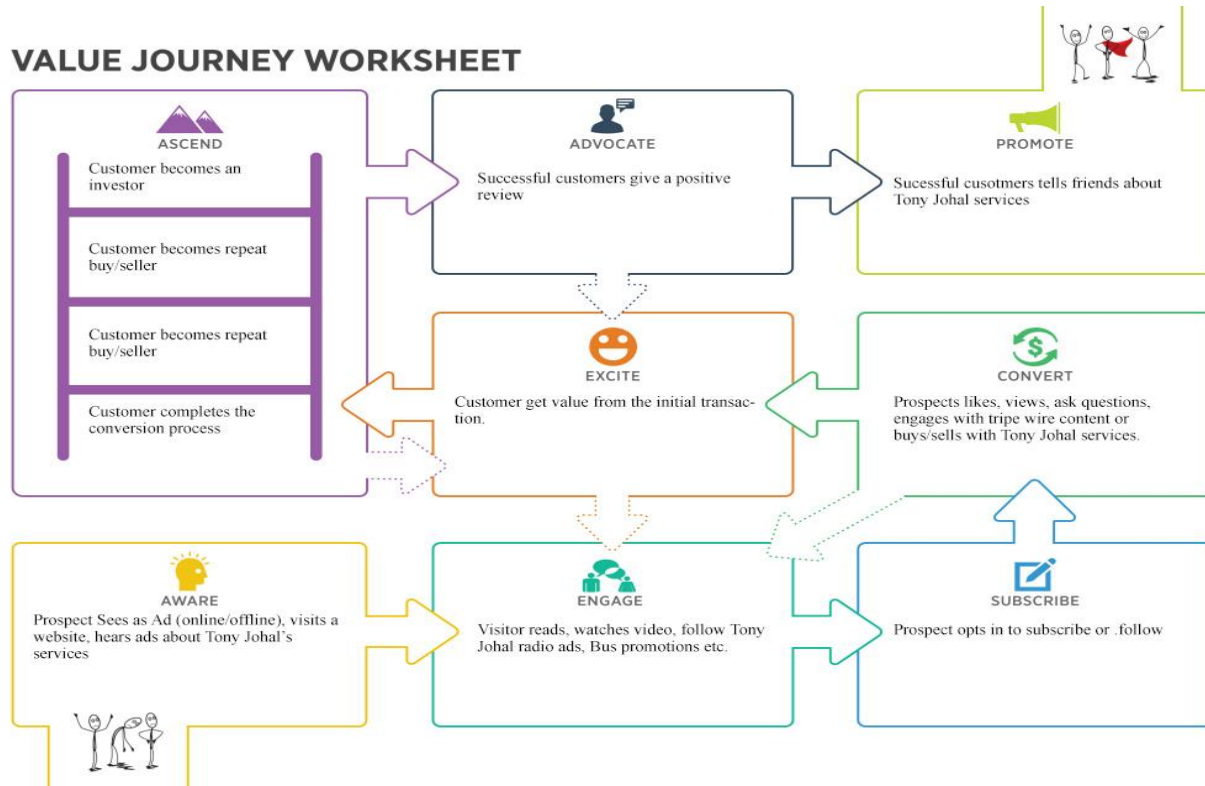
Ascending: The customer is now a fully-fledged client and is actively working with Tony Johal Real Estate to buy or sell a property.

Advocate: The customer is satisfied with the services provided and may recommend Tony Johal Real Estate to their friends and family.

Promotion: The customer may also participate in promotional activities such as leaving a positive review or sharing their experience on social media, helping to further promote Tony Johal Real Estate.

Note: It's important to note that not every customer will go through every stage, and some may skip stages or revisit stages depending on their individual journey. Our job is to guide and provide value through each step of the process.

VALUE JOURNEY WORKSHEET



Customer Persona / Avatars

Creating a customer persona, also known as a customer avatar, is an important step in developing a marketing strategy for the Tony Johal Real Estate team because it helps to identify and understand the target audience. A customer persona is a semi-fictional representation of a company's ideal customer, based on data and research. By creating a customer persona, we can tailor marketing efforts to effectively reach and engage our target audience, resulting in a more successful marketing campaign.


Here are some specific reasons why Tony needs a customer persona for his marketing strategy:

1. **Targeted Marketing:** Creating a customer persona allows us to create targeted marketing campaigns that resonate with the specific needs, wants, and pain points of their ideal customer.
2. **Personalized Communication:** A customer persona helps us understand how to communicate with our target audience in a way that is personalized and relevant. This can lead to better engagement and conversion rates.
3. **Align Product and Service offerings:** By understanding the customer persona, we can align service offerings to better meet the needs of the target audience.
4. **Improve ROI:** By targeting the right audience with the right message, we can improve the return on investment for our marketing efforts.
5. **Better customer service:** With a customer persona, we can anticipate the needs of our target audience and provide better customer service.

Here is a list of potential buyer personas that our marketing strategy will target. These include their associated traits which will be expanded on to include feedback from the Johal Team.

First-time home buyers: Samantha Jones

Company/Product Name: Tony Johal

<p>GOALS AND VALUES</p> <p>Goals:</p> <ul style="list-style-type: none"> -Saving for a down payment and closing costs -Finding a safe and affordable neighborhood to start a family -Wanting to own a home to build long-term equity <p>Values:</p> <p>Pride of ownership: Samantha wants to own a home to build long-term equity and have a sense of pride in owning her own property.</p> <p>- Safety and security: She wants to feel safe in her new home and neighborhood.</p>	<p>Name: Samantha Jones</p> <p>Age: 25</p> <p>Gender: Female</p> <p>Marital Status: Single</p> <p>#/Age of Children: 0</p> <p>Location: Waterloo</p> 	<p>CHALLENGES & PAIN POINTS</p> <p>Challenges:</p> <p>Difficulty navigating the home buying process and understanding mortgage options</p> <p>Fear of making a mistake or overpaying for a home</p> <p>Limited knowledge about home maintenance and repairs</p> <p>Pain points:</p> <p>Overwhelming process, Fear of making a mistake, Limited knowledge of home maintenance and repairs, Difficulty understanding mortgage options, Limited budget, Limited time, Fear of committing</p>
<p>SOURCES OF INFORMATION</p> <p>Books:</p> <p>Magazines:</p> <p>Blogs/Websites: Realtor.ca / MLS</p> <p>Conferences:</p> <p>Gurus:</p> <p>Other:</p>	<p>Quote:</p> <p>Occupation: Teacher</p> <p>Job Title: Teacher</p> <p>Annual Income: 52k</p> <p>Level of Education: University</p> <p>Other:</p>	<p>OBJECTIONS & ROLES</p> <p>Possible Objections:</p> <p>To find a home that fits her budget and meets her needs</p> <p>To understand the home buying process and feel confident in her decisions</p> <p>To find a home in a safe and affordable neighborhood</p> <p>Role in the Purchase Process:</p> <p>Samantha is the primary decision maker in the home buying process. She will be working with a real estate agent to find a home that fits her needs and budget</p> <p>She will be working with a mortgage lender to finance the purchase of the home.</p>

Summary of typical first time buyer


- Young couples or individuals (**25 - 35**) who are looking to purchase their first home.
- Typically have a **moderate budget** and are looking for **entry-level homes**.
- Are often unfamiliar with the **home buying process** and may need extra **guidance, support and education**.

Tony Johal Team's - First Time Buyer Feedback

Goal & Values	Challenges & Pain Points
Sources	Objections & Roles

Move-up buyers: Michael Ali

Company/Product Name: Tony Johal

<p>GOALS AND VALUES</p> <p>Goals: Upgrading to a larger home to accommodate a growing family. -- Wanting more space and amenities such as a backyard, a garage, and updated appliances Investing in a home that will appreciate in value over time -- Finding a home in a desirable and safe neighborhood</p> <p>Values: Family / Financial stability and security Quality of life / Community Safety and security Aesthetics, Convenience (location) Future oriented</p>	<p>Name: Michael Ali</p> <p>Age: 38</p> <p>Gender: Male</p> <p>Marital Status: Married</p> <p>#/Age of Children: 3</p> <p>Location: Waterloo</p> 	<p>CHALLENGES & PAIN POINTS</p> <p>Challenges: Balancing the cost of upgrading with the desire for more space and amenities Difficulty selling the current home in a timely manner</p> <p>Pain points: Fear of over-extending financially Limited knowledge of the local real estate market Difficulty finding a home that meets all of the family's needs and wants</p>
<p>SOURCES OF INFORMATION</p> <p>Books: Home renovation and design</p> <p>Magazines:</p> <p>Blogs/Websites: Realtor.ca / MLS</p> <p>Conferences:</p> <p>Gurus: Scott mcgillivray</p> <p>Other: Real estate agents and brokers</p>	<p>Quote:</p> <p>Occupation: Software engineer</p> <p>Job Title: Senior developer</p> <p>Annual Income: 110k</p> <p>Level of Education: University</p> <p>Other:</p>	<p>OBJECTIONS & ROLES</p> <p>Possible Objections: Find a home that fits the growing family's needs and wants. -- To sell the current home in a timely manner and at a desirable price --To ensure the new home is in a desirable and safe neighborhood To make a smart financial decision and not over-extend</p> <p>Role in the Purchase Process: Michael is the primary decision maker in the home buying process -- He will be working with a real estate agent to find a new home that fits the family's needs and wants -- He will be working with a real estate agent or broker to sell the current home</p>

Summary of Move-up buyer


- Growing families or individuals who are looking to upgrade to a **larger home**.
- Typically have a **higher budget** and are looking for more spacious homes in **desirable neighborhoods (location)**.
- Have already gone through the home buying process before, but may be unfamiliar with the **current market** and **need guidance**.

Tony Johal's Team - Move-up Buyer Feedback

Goal & Values	Challenges & Pain Points
Sources	Objections & Roles

Investors: Julie Andrews

Company/Product Name: Tony Johal

<p align="center">GOALS AND VALUES</p> <p>Goals: Building a portfolio of rental properties to generate passive income -- Identifying undervalued properties with potential for appreciation -- Maximizing returns on investment -- Building a strong network of professionals such as real estate agents, contractors, and property managers</p> <p>Values: Family / Financial stability and security Quality of life / Community Safety and security Aesthetics, Convenience (location) Future oriented</p>	<p>Name: Julie Andrews</p> <p>Age: 45</p> <p>Gender: Female</p> <p>Marital Status: Married</p> <p>#/Age of Children: 2</p> <p>Location: Kitchener</p> <div align="center">  </div>	<p align="center">CHALLENGES & PAIN POINTS</p> <p>Challenges: Difficulty finding and identifying undervalued properties Difficulty finding and retaining good tenants</p> <p>Pain points: Difficulty managing and maintaining multiple properties Difficulty navigating local zoning and building regulations Difficulty obtaining financing for multiple properties</p>
<p align="center">SOURCES OF INFORMATION</p> <p>Books: Home renovation and design</p> <p>Magazines: Local real estate market reports and analysis</p> <p>Blogs/Websites: Realtor.ca / MLS</p> <p>Conferences: Investment seminars and conferences</p> <p>Gurus: Scott mcgillivray</p> <p>Other: Agents, contractors, and property managers</p>	<p>Quote:</p> <p>Occupation: Portfolio manager</p> <p>Job Title: Financial Analyst</p> <p>Annual Income: 210k</p> <p>Level of Education: University, Masters</p> <p>Other:</p>	<p align="center">OBJECTIONS & ROLES</p> <p>Possible Objections: find and purchase undervalued properties with potential for appreciation -- To generate passive income through rental properties -- To maximize returns on investment -- To build a strong network of professionals to assist with property management and maintenance</p> <p>Role in the Purchase Process: Julie is the primary decision maker in the home buying process -- She will be working with a real estate agent to find properties, She will be working with a mortgage lender -- She will be working with property managers and contractors to manage and maintain the properties</p>

Summary of the Investor Buyer:


- Individuals or companies looking to purchase properties to rent out or resell.
- Typically have a moderate to high budget and are looking for properties that are in good condition or have potential for renovation.
- Are usually experienced in the home buying process, but may need assistance with researching rental markets and identifying profitable investment opportunities.

Tony Johal's Team - Investor Buyer Feedback

Goal & Values	Challenges & Pain Points
Sources	Objections & Roles

Empty nesters: Tom & Sarah Jackson

Company/Product Name: Tony Johal

<p>GOALS AND VALUES</p> <p>Goals: Downsizing to a smaller, more manageable home Finding a home that is easier to maintain and has fewer stairs --- Wanting to be closer to family and friends -- Seeking a home that is in a more desirable location or neighborhood -- Finding a home that fits their retirement lifestyle</p> <p>Values:</p>	<p>Name: Tom & Sarah Jackson</p> <p>Age: 69 & 65</p> <p>Gender: Male / Female</p> <p>Marital Status: Married</p> <p>#/Age of Children: 4</p> <p>Location: Kitchener</p> 	<p>CHALLENGES & PAIN POINTS</p> <p>Challenges: Difficulty letting go of sentimental items and memories from their current home Difficulty finding a home that fits their specific needs and wants</p> <p>Pain points: Difficulty navigating the home buying process and understanding mortgage options Difficulty making the transition to a new home and neighborhood</p>
<p>SOURCES OF INFORMATION</p> <p>Books: resources for empty nesters</p> <p>Magazines: Retirement communities</p> <p>Blogs/Websites: Realtor.ca / MLS</p> <p>Conferences: Investment seminars and conferences</p> <p>Gurus:</p> <p>Other: Agents, contractors, and property managers</p>	<p>Quote:</p> <p>Occupation: Retired</p> <p>Job Title: Retired</p> <p>Annual Income: 80k</p> <p>Level of Education: University</p> <p>Other:</p>	<p>OBJECTIONS & ROLES</p> <p>Possible Objections: To find a home that is more manageable and fits their retirement lifestyle --- To be closer to family and friends To sell their current home in a timely manner and at a desirable price -- To find a home that is in a more desirable location or neighborhood</p> <p>Role in the Purchase Process: Tom and Sarah are both involved in the home buying process and make decisions together -- They will be working with a real estate agent to find a new home that fits their specific needs and wants -- They may also work with a home stager to help them prepare</p>

Summary of the Empty nester Buyer


- Couples or individuals who are looking to **downsize** now that their children have moved out.
- Typically have a moderate budget and are looking for homes that are more **manageable** and require **less maintenance**.
- May be unfamiliar with the home buying process and **need guidance**.

Tony Johal's Team - Empty Nester Buyer Feedback

Goal & Values	Challenges & Pain Points
Sources	Objections & Roles

Luxury buyers: Tina Lee

Company/Product Name: Tony Johal

<p>GOALS AND VALUES</p> <p>Goals: Investing in a high-end, luxury home that reflects her success and status -- Wanting a home with top-of-the-line amenities and finishes -- Seeking a home that is in a prestigious and exclusive neighborhood -- Enjoying a luxurious lifestyle and surrounding herself with the finer things in life</p> <p>Values: Success and status, Luxurious lifestyle, Prestige and exclusivity, Quality and craftsmanship, Security and privacy, Location, Investment. -- Functionality: She values functionality and wants a home that is designed with her lifestyle in mind.</p>	<p>Name: Tina Lee</p> <p>Age: 45</p> <p>Gender: Female</p> <p>Marital Status: Married</p> <p>#/Age of Children: 1</p> <p>Location: Waterloo</p> 	<p>CHALLENGES & PAIN POINTS</p> <p>Challenges: Difficulty finding a home that meets her high standards and expectations Difficulty navigating the luxury home buying process and understanding the nuances of high-end real estate</p> <p>Pain points: Difficulty managing the cost of a luxury home and its maintenance Fear of over-paying for a luxury home</p>
<p>SOURCES OF INFORMATION</p> <p>Books: High-end home design and architecture</p> <p>Magazines: High-end home design and architecture</p> <p>Blogs/Websites: Realtor.ca / MLS</p> <p>Conferences: Investment seminars and conferences</p> <p>Gurus: Referrals from friends and acquaintances in similar</p> <p>Other: Luxury real estate agents and brokers</p>	<p>Quote:</p> <p>Occupation: Businesswoman</p> <p>Job Title: CEO</p> <p>Annual Income: 500k - \$800k</p> <p>Level of Education: University, Masters</p> <p>Other:</p>	<p>OBJECTIONS & ROLES</p> <p>Possible Objections: To find a luxury home that reflects her success and status -- To find a home that is in a prestigious and exclusive neighborhood -- To enjoy a luxurious lifestyle and surround herself with the finer things in life -- To make a smart financial decision and not over-extend</p> <p>Role in the Purchase Process: Tina is the primary decision maker in the home buying process -- She will be working with a luxury real estate agent to find a home that meets her high standards and expectations -- She may also work with an interior designer to create her dream home.</p>

Summary of the Luxury Buyer


- High net worth individuals or families who are looking for **high-end homes** and properties with **luxury amenities**.
- Typically have a high budget and are looking for homes in exclusive neighborhoods and gated communities.
- Are generally experienced in the home buying process, but may need assistance with finding properties that match their specific needs and preferences.

Tony Johal's Team - Luxury Buyer Feedback

Goal & Values	Challenges & Pain Points
Sources	Objections & Roles

Relocation buyers: Karen Macneil

Company/Product Name: Tony Johal

<p>GOALS AND VALUES</p> <p>Goals: Karen is a 40-year-old working professional who is relocating to a new city for a job opportunity.</p> <p>Values: She values a safe and quiet neighborhood, good schools for her children, and proximity to her workplace</p>	<p>Name: Karen Macneil</p> <p>Age: 40</p> <p>Gender: Female</p> <p>Marital Status: Single</p> <p>#/Age of Children: 2</p> <p>Location: Waterloo</p> 	<p>CHALLENGES & PAIN POINTS</p> <p>Challenges: Karen is concerned about finding a suitable home in a new city and navigating the unfamiliar real estate market. She worries about the challenges of establishing a new social life and finding a community in a new location.</p> <p>Pain points: Difficulty finding a suitable home in a new city. Navigating an unfamiliar real estate market. Establishing a new social life and finding a community. Difficulty balancing work and house hunting Financial concerns. Fear of making the wrong decision</p>
<p>SOURCES OF INFORMATION</p> <p>Books:</p> <p>Magazines: Local Media</p> <p>Blogs/Websites: Realtor.ca / MLS</p> <p>Conferences:</p> <p>Gurus:</p> <p>Other: local agents, new employer's HR department</p>	<p>Quote:</p> <p>Occupation: Pediatrician</p> <p>Job Title: Pediatrician</p> <p>Annual Income: 110k</p> <p>Level of Education: University</p> <p>Other:</p>	<p>OBJECTIONS & ROLES</p> <p>Possible Objections: Karen's primary objective is to find a comfortable and safe home in a desirable neighborhood that offers good schools and easy access to her workplace.</p> <p>Role in the Purchase Process: She sees her role as a buyer as being informed and involved in the decision-making process. She is looking for a home that will be a good fit for her family and that will also be a good investment in the long run.</p>

Summary of the relocation Buyer


- Individuals or families who are **relocating** to a new area **for work**, family, or other reasons.
- Typically have a **moderate to high budget** and are looking for homes that are in **desirable locations** and **close to key amenities**.
- May be **unfamiliar with the local market** and need **guidance** and support.

Tony Johal's Team - Relocation Buyer Feedback

Goal Values	Challenges & Pain Points
Sources	Objections & Roles

International buyers: Ahmed Nassar

Company/Product Name: Tony Johal

GOALS AND VALUES Goals: looking to purchase a primary residence in the Waterloo for himself and his family. Values: He values safety, education opportunities, and proximity to business centers.	Name: Ahmed Nassar Age: 47 Gender: Male Marital Status: Married #/Age of Children: 5 Location: Dubai	CHALLENGES & PAIN POINTS Challenges: Ahmed is concerned about finding a property that meets his specific needs and preferences in a new country. Pain points: He also worries about dealing with language barriers and cultural differences.
SOURCES OF INFORMATION Books: Magazines: Blogs/Websites: Realtor.ca / MLS Conferences: Gurus: Other: local real estate agents	 Quote: Occupation: Businesswoman Job Title: CEO Annual Income: 500k - \$900k Level of Education: University, Masters Other:	OBJECTIONS & ROLES Possible Objections: Ahmed's primary objective is to find a spacious and comfortable home in a safe and desirable neighborhood that offers access to good schools and business opportunities. Role in the Purchase Process: He sees his role as a buyer as being informed and involved in the decision-making process, and also as a long-term investor. He is looking for a property that will be a good fit for his family and that will also be a good investment in the long run.

Summary of the International Buyer

- **Foreign individuals or families** who are looking to purchase a home in a different country.
- Typically have a **moderate to high budget** and are looking for properties that are in **desirable locations**.
- May be **unfamiliar with the home buying process** and **local regulations**, and may need **extra guidance and support**.

Tony Johal's Team - International Buyer Feedback

Goal Values	Challenges & Pain Points
Sources	Objections & Roles

Fixer-upper buyers: John Smith

Company/Product Name: Tony Johal

<p>GOALS AND VALUES</p> <p>Goals: John is a 30-year-old handyman who is looking to purchase a fixer-upper property to renovate and resell for a profit.</p> <p>Values: He values the opportunity to add his own personal touch to a property and enjoys the challenge of turning a fixer-upper into a beautiful home.</p>	<p>Name: John Smith</p> <p>Age: 30</p> <p>Gender: Male</p> <p>Marital Status: Married</p> <p>#/Age of Children: 2</p> <p>Location: Cambridge</p>	<p>CHALLENGES & PAIN POINTS</p> <p>Challenges: John is concerned about finding properties that are priced low enough to allow for a significant profit margin after renovation, and also the process of finding a property that is in a good location and has the potential to be profitable</p> <p>Pain points: He also worries about the renovation process and the cost of materials.</p>
<p>SOURCES OF INFORMATION</p> <p>Books: Renovation</p> <p>Magazines: Renovation & Designs</p> <p>Blogs/Websites: Realtor.ca / MLS</p> <p>Conferences: Investment conferences</p> <p>Gurus:</p> <p>Other: local agents, local contractors and builders</p>	<p>Quote:</p> <p>Occupation: Plumber</p> <p>Job Title: Plumber</p> <p>Annual Income: 70k</p> <p>Level of Education: College</p> <p>Other:</p>	<p>OBJECTIONS & ROLES</p> <p>Possible Objections: John's primary objective is to find a property that he can purchase at a low price, renovate, and resell for a profit.</p> <p>Role in the Purchase Process: He sees his role as a buyer as being hands-on and involved in the renovation process. He is looking for properties that are in need of repair and updating but have potential to be a beautiful home.</p>



Summary of the International Buyer

- Individuals or families who are looking to purchase a property that **needs work or renovation**.
- Typically have a **moderate to high budget** and are looking for homes that **have potential** to be remodeled or **renovated**.
- Are generally **experienced in the home buying process**, but may need assistance with **finding properties** that match their specific needs and preferences and also with getting **renovation loans**.

Tony Johal's Team - Fixer-upper Buyer Feedback

Goal Values	Challenges & Pain Points
Sources	Objections & Roles

Marketing Audit & Strategy

Youtube

YouTube Videos and Youtube Ads retargeting is a powerful way to reach potential customers who have shown interest in your service. By using YouTube retargeting, Tony Johal Real Estate team can show their videos to people who have previously interacted with their website or channel, increasing the chances of conversion. Below are examples of videos that can be produced to each persona type.

First-time home buyers:

- Create videos that walk viewers through the **home buying process** and explain key concepts and terms.
- Create **video tours** of entry-level homes that are in a price range that is affordable to first-time home buyers.
- Share **tips and advice** for first-time home buyers on how to save for a down payment, get pre-approved for a loan, and find the right property.
- Offer video guides on the various **financing options** available to first-time buyers such as loans.
- Create videos that show **how to budget, organize and plan** for home purchase.

Move-up buyers:

- Create videos that **showcase larger and more luxurious homes** in desirable neighborhoods.
- Create **video tours** that highlight the features and amenities that appeal to move-up buyers, such as multiple bedrooms, multiple bathrooms, spacious backyard and open floor plans.
- Share **tips and advice** for move-up buyers on how to make the most of their new home, and how to sell or rent their old home.
- Create videos that show **how to organize and plan for a move-up**, how to price and sell the old home and how to navigate the market for a new home that fits the needs.
- Offer video guides on the various **financing options** available to move-up buyers such as Conventional loans.

Investors buyer:

- Create videos that provide **market insights** and data on **local rental markets, property values, and current trends**.
- Create video tours of properties that have potential for **renovation or remodel**.

- Share **tips and strategies** for identifying **profitable investment opportunities** and maximizing returns on investment.

Empty nesters:

- Create videos that showcase homes that are **more manageable** and require **less maintenance**.
- Create video tours
- features that are attractive to empty nesters, such as **single-story designs**, **smaller yards**, or **accessibility features**.
- Share **tips and advice for downsizing** and making the transition to a smaller home.

Luxury buyers:

- Create videos that showcase **high-end homes** and properties with **luxury amenities**.
- Create video tours of homes in **exclusive neighborhoods** and **gated communities**.
- Share **tips and advice** on how to find the perfect luxury home and how to make the most of luxury living.

Relocation buyers:

- Create videos that provide an **overview of the local market** and highlight key amenities and services in the area.
- Create video tours of homes in **desirable locations** that are close to key amenities.
- Share tips and advice on how to navigate the **home buying process when relocating** to a new area.

International buyers:

- Create videos that provide an **overview of the local market** and highlight key amenities and services in the area.
- Create video tours of homes in **desirable locations** that are close to key amenities.
- Share tips and advice on how to navigate the home buying process when **purchasing a home in a different country** and **how to navigate the legal and regulatory requirements** of the purchase.

Fixer-upper buyers:

- Create videos that showcase homes that **have potential for renovation or remodel**.
- Create videos that showcase the before and after transformation of **fixer-upper properties** and the potential they offer.
- Create video tours of properties that are in **need of renovation or remodel** and highlight the potential they offer.

- Share **tips and advice on renovation projects, cost estimates** and **budgeting** for renovation.
- Offer video guides on the various **financing options available to fixer-upper buyers** such as renovation loans, etc.
- Create videos that provide a **step-by-step guide on how to assess the condition** of a property, identify issues, and **make repairs**.
- Showcase creative and **cost-effective ways to update** and upgrade properties.
- Share success stories of **past fixer-upper projects**, showcasing the final **outcome and the potential ROI** for buyers.
- Create videos that explain the **process of working with contractors and architects** and what to expect.
- Utilize Instagram to share renovation inspiration and design ideas to attract interested buyers.

Youtube Channel Audit

Building a solid foundation

Branding:

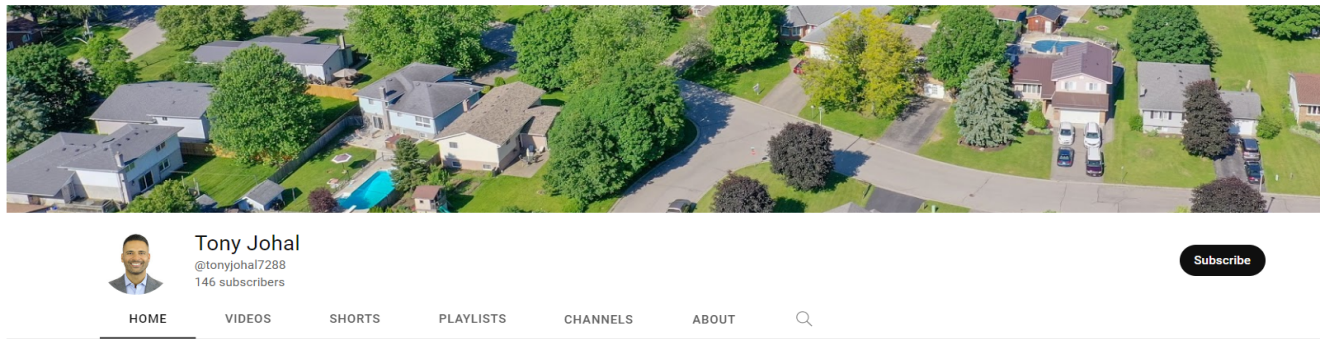
Items of focused:

- Ensuring that the channel's banner and profile picture are visually appealing and consistent with the Tony Johal branding.
- Reviewing the channel's about section and ensure that it accurately represents the channel and includes important information such as contact details and website link.

Profile Photo: Upload a new profile picture and cover photo that fits YouTube's dimensions, different mobile devices and the Johal Brand (*see example*)

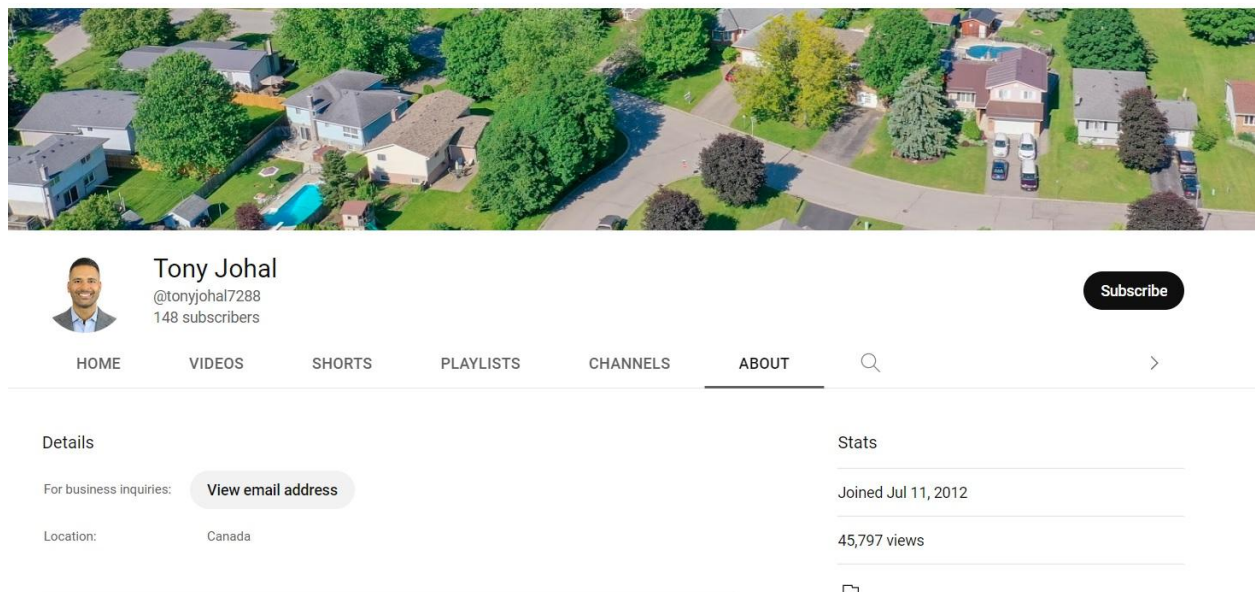


The channel should include the Johal social media links and links to website in key areas:



Profile Description and links

Writing detailed video descriptions and including links to the related website articles and social media. See missing links in screen capture above



Video watermark

The watermark should appear on all videos in the right-hand corner of the video player. Suggest a transparent version of the logo

Video Thumbnails

YouTube is a visual platform. Thumbnails play a massive role in getting video's notice. 90 percent of the best-performing videos display custom thumbnails. In keeping with the Johal Brand, custom thumbnails should be created for each video. A standard template should be created See example.



Example Description template:

In this video, I'll show you [topic]. Every [your audience] needs to understand how to [topic]. From [sub topic] to [sub topic], you'll learn here how to [what will be the outcome?].

{Insert something unique or cool about the Johal business here}

Here's what I'm going to cover in this video:

Point #1 {Insert your value proposition}

Point #2 {Insert your value proposition}

Point #3 {Insert your value proposition}

Want more? Check out my [name of your article/landingpage/ with a link e.g <https://www.tonyjohal.com/>]

Here's what you'll see in this video:

[Add timestamps of the sections in your video]

[Add social media links]

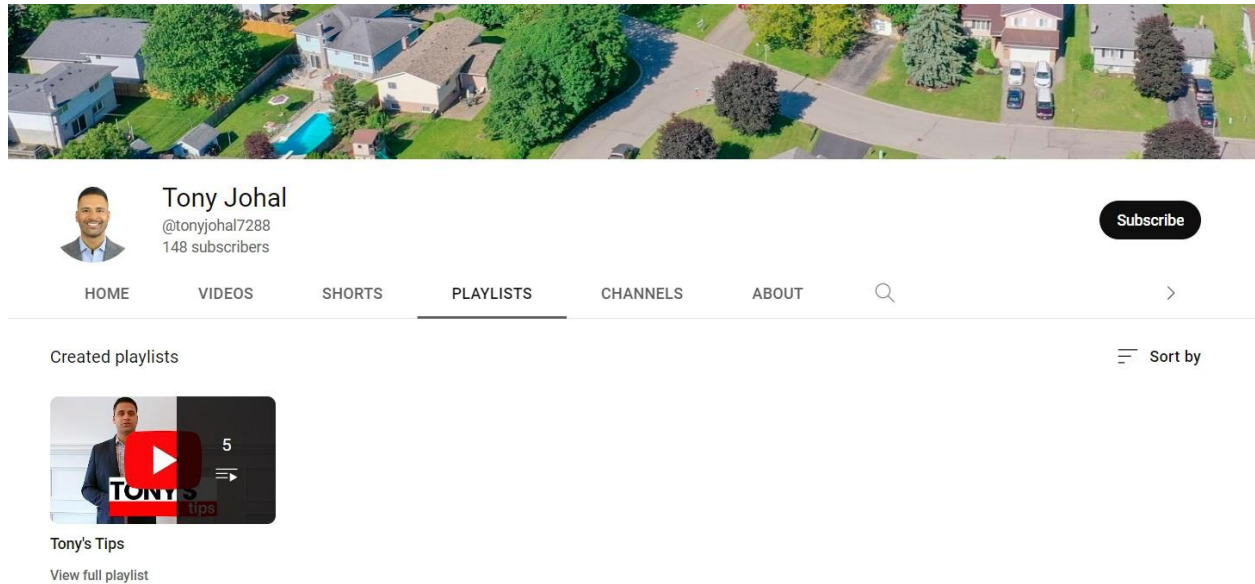
[Add here more information about your channel]

[add hashtags] #TonyJohalteam, #KW, #Realestate

Video SEO

- **Titles:** Titles should include a long-tail keyword and be compelling. Also While YouTube analytics allow up to 100 characters, Google will only display 66.
- **Description:** Description should grab attention with the first two lines and include a few keywords. Optimize below the “show more” for share links and a long-form description with a call-to-action.
- **Tags:** Video Tags should include specific topic and broad category tags. Also should include some tags your competitors use for related videos to improve your chances of showing up in the suggested videos.

Create Relevant Playlists



Today the Johal Channel produces various videos that can be categorized for easier consumption by the viewer. Creating a playlist is a great way to present related videos. To improve the Johal Channel, the following playlist should be created:

- **Monthly (Quarterly) Real Estate Stats**
 - [November 2022 Real Estate Stats](#)
 - [October 2022 Real Estate Stats](#)
- **Current Homes for Sale**
 - [86 LANCASTER ST E, KITCHENER](#)
 - [16-300 TRAYNOR AVE](#)
- **Residential Real Estate Tips**
 - [Do certain renovations make my home sell FASTER?](#)
 - [Are Bidding Wars Back](#)
 - [If you are selling in the fall, these should be on the honey-do list!](#)
- **Commercial Real Estate**
 - **Opportunity:** Creating a playlist and content specific to commercial buyers.

Engagement & Metrics audit:

An engagement audit is an important step in understanding how your audience is interacting with your YouTube channel and identifying opportunities to improve their engagement. Here are some specific metrics of focus:

Viewership metrics

Views:

Channel analytics

[Overview](#)

[Content](#)

[Audience](#)

[Research](#)

Your channel got 13,639 views in the last 365 days



Traffic Sources

Videos

Jan 19, 2022 – Jan 18, 2023
Last 365 days

Content

Traffic source

Geography

Cities

Viewer age

Viewer gender

Date

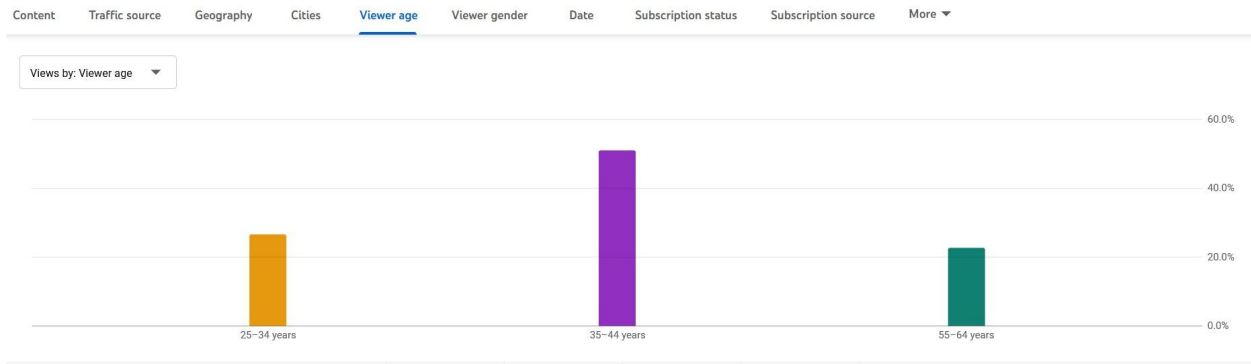
Subscription status

Subscription source

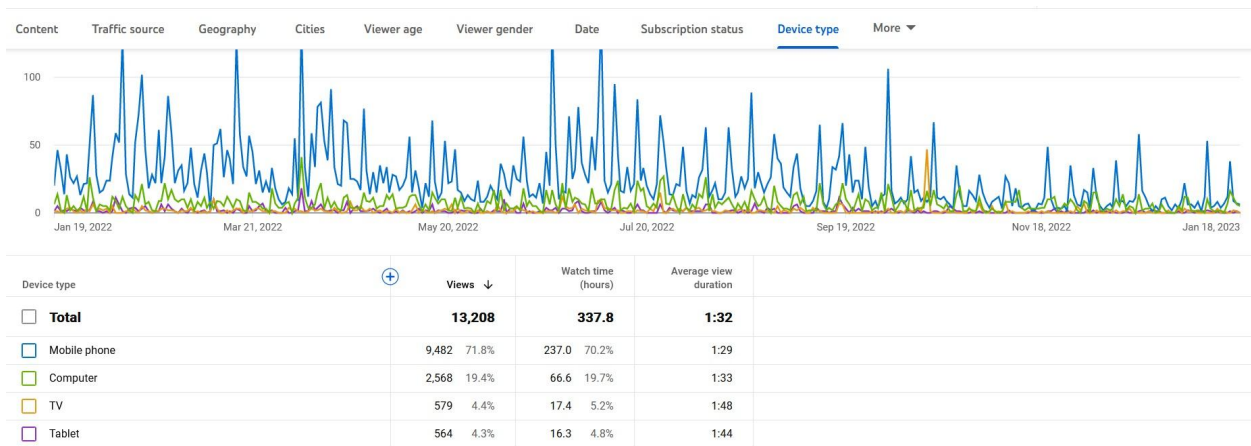
More

Traffic source	Impressions	Impressions click-through rate	Views	Average view duration	Watch time (hours)
Total	73,935	3.0%	13,208	1:32	337.8
External	—	—	6,390 48.4%	1:32	164.6 48.7%
Direct or unknown	—	—	2,947 22.3%	1:45	86.2 25.5%
YouTube search	12,172	7.4%	1,361 10.3%	1:31	34.4 10.2%
Suggested videos	35,702	1.3%	851 6.4%	1:14	17.7 5.3%
Browse features	9,087	5.1%	723 5.5%	1:10	14.2 4.2%
Channel pages	16,543	2.4%	608 4.6%	1:11	12.1 3.6%
Other YouTube features	—	—	167 1.3%	1:57	5.5 1.6%
Notifications	—	—	123 0.9%	1:10	2.4 0.7%
Playlists	302	2.7%	20 0.2%	1:03	0.4 0.1%
Playlist page	129	9.3%	18 0.1%	1:05	0.3 0.1%

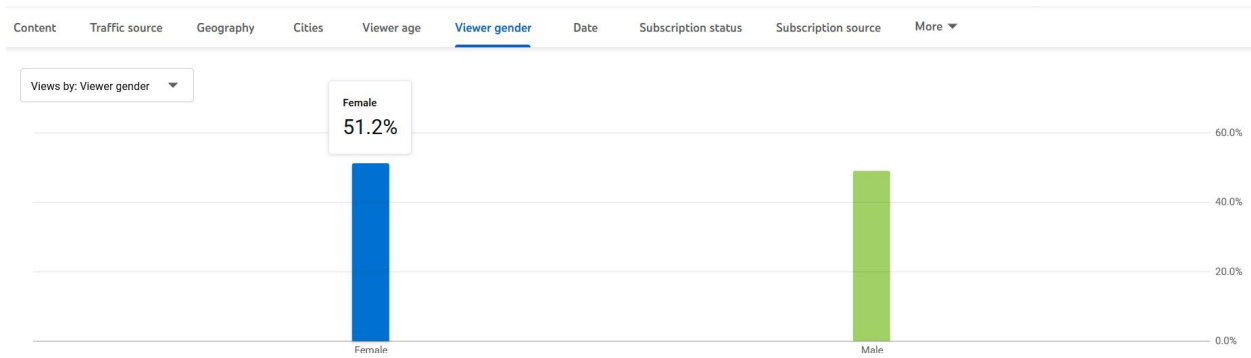
Age:



Devices:



Gender Demographics



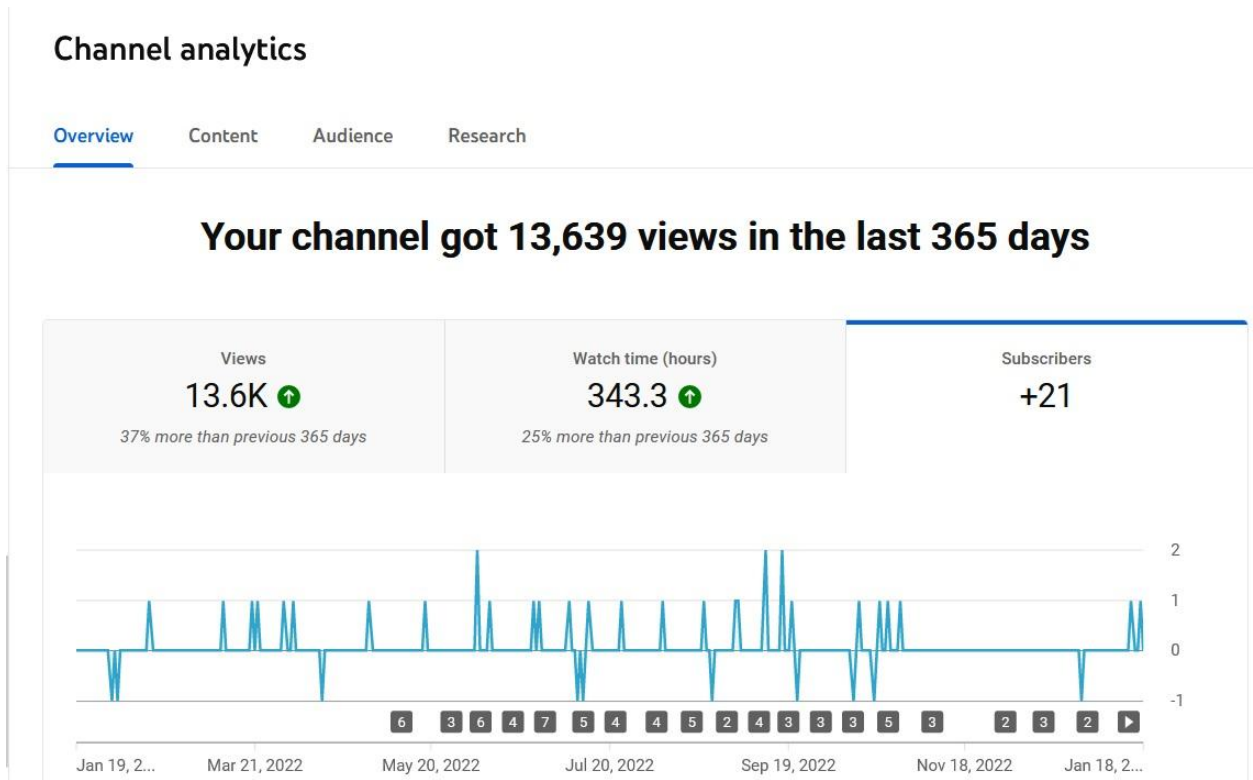
Video Sharing

Sharing service	+	Shares	↓
<input type="checkbox"/> Total		297	
<input type="checkbox"/> WhatsApp		102	34.3%
<input type="checkbox"/> Copy to Clipboard		76	25.6%
<input type="checkbox"/> Text Message		30	10.1%
<input type="checkbox"/> Other		23	7.7%
<input type="checkbox"/> Facebook Messenger		21	7.1%
<input type="checkbox"/> Directly via system share dialog		17	5.7%
<input type="checkbox"/> Facebook		12	4.0%
<input type="checkbox"/> Email		10	3.4%
<input type="checkbox"/> Share to Samsung Messages		3	1.0%
<input type="checkbox"/> Gmail		2	0.7%
<input type="checkbox"/> Share to Snapchat camera		1	0.3%

Subscriber View %:

Subscription status	<div><div></div><div>+</div></div> Views <div>↓</div>	Watch time (hours)	Average view duration
<div><div></div><div>Total</div></div>	13,208	337.8	1:32
<div><div></div><div>Not subscribed</div></div>	12,493 94.6%	319.5 94.6%	1:32
<div><div></div><div>Subscribed</div></div>	715 5.4%	18.3 5.4%	1:32

Subscribers:



Sample Video Audit:



Tony Johal

REAL ESTATE TEAM

Tony Talks

Market Stats for December 2022! Tony Johal Real Estate Team - Your Home SOLD or I'll Buy It!*



Tony Johal
148 subscribers



Subscribe



2



Share



Save



62 views 6 days ago

SOCIAL



Good

engagement rate



100.0%

YouTube

2 YouTube Likes

≈0 fb likes

0 reddit upvotes

0 reddit comments

0 reddit posts

Connect to get
more **FB** stats?

Auth

Facebook

SEO

0/100

vidIQ SEO score



7/20



34

desc word count

0

end screens

2

desc link count

0



VIDEO OPTIMIZATION CHECKLIST

- ✗ Title **Too Long**
- ✗ Tags **Too Short**
- ✓ Description
- ✓ Cards
- ✗ End screens
- ✓ High-Res Thumbnail
- ✗ Shared on Facebook
- ✓ Public

CHANNEL

45.8k total views	14.6 avg daily views	Canada channel country	439 ▼ -17% views last 30 days
148 subscribers	0 avg daily subs	1 subs last 30 days	15,382,726th sub ran 15,025,670th view

VIDEO TAGS

No tags

TOPICS

Society

CHANNEL TAGS

No tags

Cross Promotion audit:

Tony Johal's Brand should look at cross-promotion opportunities on other social platforms and ensure the channel is being promoted, this will help you to get more visibility and attract more potential client.

Social Media:

- Promote your YouTube channel on other social media platforms such as Facebook, Instagram, Twitter, GMB, and LinkedIn. This will encourage your followers to subscribe to your YouTube channel.

Website:

- Include links to your YouTube channel on your website, and make sure they are prominently displayed.
- Embedded videos on your website, this will increase the time viewers spend on your website, and it will also allow you to promote your YouTube channel to website visitors.

Blog Posts:

- Include links to your YouTube channel in your blog posts and create blog posts that are related to your videos.
- Use embedded videos to make the blog post more engaging, and to promote your YouTube channel.

Email Marketing:

- Promote your YouTube channel in your email marketing campaigns.
- Share links to your videos, playlists, and channel in your email signature and in your email newsletters

Partnerships & Influencers:

- Look for opportunities to partner with other businesses and influencers in your industry who have a large following.
- Collaborate on videos and cross-promote each other's channels.

By promoting The Tony Johal channel in multiple places and on multiple platforms, you can reach a larger audience and increase chances of conversion. Note: Cross-promotion is an ongoing process and should regularly be implemented on all new content.

YouTube Action Items Summary

Phase 1:

- Create and update a new YouTube banner image that matches with the company's brand and works on all devices.
- Update YouTube Channel about pages description, social links and website links
- Update all video description to include the following key items:

- Links to match articles on the Tony Johal website
- Links all Tony Johal Social channels
- Chapters and timestamps
- Links to landing pages or defined CTAs.
- Include hashtags to key topics and brand e.g #tonyjohalteam, #KW, #Newlisting
- Optimize video SEO
 - Titles,
 - Description Update all channel video
 - Update Tags on all videos
- Create Playlist that speaks to different customer avatars.
 - Monthly Real Estate Stats
 - New listing
 - Real estate Information and Tips
 - Commercial

Phase 2:

- Update all past channel video thumbnails
- Update all past videos with watermark
- Cross promote YouTube channel content to other channel
 - Social platforms (Twitter, FB, LinkedIn, GMB)
 - Website, blog post
 - Email Marketing
 - Partnerships & Influencers
- Create Custom Audience segments
- Create YouTube Retargeting Ads
- Optimize Ads for increase ROI

Facebook/Meta Audit

FaceBook Page Audit

Profile picture and cover photo:

Not consistent across all social platforms.



Call-to-action (CTA) button: CTA button is set up to connect with your messenger.



About section:

Verified that your information is accurate and up-to-date, including your website and contact information. List any professional credentials or awards.


[Posts](#) [About](#) [Shop](#) [Mentions](#) [Reviews](#) [Services](#) [More ▾](#)

About

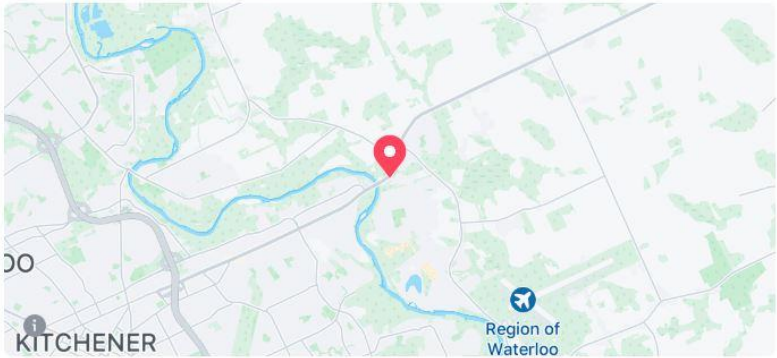
Contact and basic info

Page transparency


Category


 Real Estate Agent

Contact info



KITCHENER

 1400 Bishop St N, Cambridge, ON, Canada, N1R 6W8
Address

 (519) 650-5800
Mobile

 tony@tonyjohal.com
Email

Websites and social links

 <http://www.TonyJohal.com/>
Website

Basic info

 Rating · 5.0 (137 Reviews)

 Offers free Wi-Fi

 Always open
Hours

Services

Contact business to request an appointment.



Real Estate Advice
Free · 30 mins



Receive daily NEW listings to ...
Email: Tony@TonyJohal.com :519-650-5800 · 15 mins



Receive daily NEW listings directly to your inbox that match your exact home buyin...



Your Home Sold GUARANTEE...
Call Tony today! 519-650-5800 · 1 hr
Selling a home can be stressful! It is our goal to take away the stress and the...



Find Out What Your Home is ...
FREE · 1 hr
Call us today for a Free No-Obligation Home Evaluation to find out what your...



Find Out Neighbourhood Sale...
FREE · 30 mins
Did the home down the street just sell? Curious to find out what the home sold...



Posts Audit:

New Listing / Open Houses:



**Tony Johal Real Estate Team - Your Home Sold
GUARANTEED or We Buy It**
is in **Molesworth, Ontario.**

17h · 🌐

MOLESWORTH HOME FOR SALE 🏡 🔊

🛏 2 Bedrooms

🚿 1 Bath

🏠 1,374 Total Sqft

🏡 \$379,999, Look forward to coming home to this charming cottage-style haven in a serene setting just 20 minutes outside the city! This 3 bed 1 bath bungalow is a cozy retreat that offers all the spaciousness you need for entertaining. The generous living room offers plenty of natural light as does the well-equipped kitchen. Head into the backyard and enjoy the sizable deck and peaceful surroundings. Reap the benefits of increased efficiency with newly updated air-to-air heat pumps. This beautiful home is ready for you to call home, book your showing today! 🌲 🌳

📞 Call Chris Chard today 519-650-5800





New Listing on agents pages



Heidi Johal

September 8, 2022 · 🌐



KITCHENER HOME FOR SALE 🏡🏡🏡🏡

Call 519-650-5800 to book your showing with The [Tony Johal Real Estate Team](#) 👍



Tony Johal

September 8, 2022 · 🌐

KITCHENER HOME FOR SALE 🏡🏡🏡🏡

🏡 5 Bedrooms

Sold Home:



**Tony Johal Real Estate Team - Your Home Sold
GUARANTEED or We Buy It**
is in **Cambridge Ontario.**



1d · 🌐

Congratulations to our clients, check out our agent's success! 🎉🏡

We thank our clients, for your trust in our team 🙏 and are grateful for your business as we've been able to make another donation to purchase healthy meals for our local Food Bank 🥫🍞 ([The Food Bank of Waterloo Region](#)) in your name.



Videos Post:

Videos

Tony Johal Real Estate Team - Your Home Sold GUARANTEED or We Buy It's Videos



The Waterloo Region's real estate market stats for the final month of...

3 days ago · 63 views



#804-332 Gosling Gardens, Guelph

4 days ago · 42 views



What to expect in January

a week ago · 134 views



Photo:

Photos

Tony Johal Real Estate Team - Your Home Sold GUARANTEED or We Buy It's Photos

Tagged photos

Albums



See All

Mentions:



Chelsey Castro

November 8, 2022 · 🌐

...

Go Team! ❤️ Proud to work each day with an amazing group of professional individuals helping those in our community! 😊🏡

[Tony Johal Real Estate Team - Your Home Sold GUARANTEED or We Buy It 100](#)



Barbara Corcoran ▶ Tony Johal

...

51m · 👥

Hey Tony! Looking forward to seeing you in a couple of weeks! Also... I checked out your Google Reviews! Wow OVER 300 5-Star reviews! You really are helping clients through these crazy times with your big marketing and SOLD GUARANTEED program. Proud to be in business with you and your Team. Keep it up!



Love



Comment



Share



You



Tony Johal



The Food Bank of Waterloo Region

January 15 at 9:37 AM · 🌐

A big shoutout to [Volkswagen Waterloo](#), [Mcintyre Group](#), [#KitchenerUtilities](#), and [Tony Johal Real Estate Team - Your Home Sold GUARANTEED or We Buy It](#) for your generous support as 2022-23 Food & Fund Drive sponsors! Each of your sponsorships provide 8,250 meals to help feed hungry neighbours in [#WaterlooRegion](#) and we can't thank you enough.



Events:

Events

Past



SUN, OCT 16, 2022
OPEN HOUSE 126 Village Road,
126 Village Rd, Kitchener, ON N2M 4L2, Canada · Kitchener...



SUN, OCT 2, 2022
OPEN HOUSE 11 Tradewinds Pla
11 Tradewinds Pl, Kitchener, ON N2N 3G4, Canada · Kitchener...



SUN, AUG 28, 2022
OPEN HOUSE 47 Erika Court, Ki
47 Erika Ct, Kitchener, ON N2E 4E7, Canada · Kitchener...



SUN, AUG 28, 2022
OPEN HOUSE #47-415 Morgan
415 Morgan Ave, Kitchener, ON N2A 2V6, Canada · Kitchener...



SUN, JUL 10, 2022
OPEN HOUSE 127 Brierdale Driv
127 Brierdale Dr, Kitchener, ON N2A 3S7, Canada · Kitchener...



SUN, JUN 19, 2022
OPEN HOUSE 296 Beaumont Cr
296 Beaumont Cres, Kitchener, ON N2A 0A6, Canada · Kitchener...

Facebook Insights:

Review page's analytics to understand your audience demographics and engagement. We will use this information to tailor content and targeting.

Audience ⓘ

See audience report

Facebook Page followers ⓘ

3,183

Instagram followers ⓘ

0

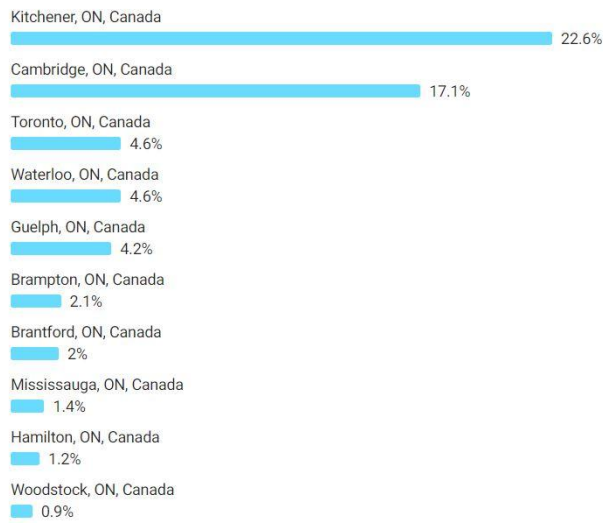
Age & gender ⓘ



Reach 100 Instagram followers to see demographic data

Once you reach 100 followers, you can access demographic information including age, gender, top cities, and top countries. Start by inviting your friends to follow your Instagram account. [Learn more](#)

Top cities



Top cities



Demographic Data Isn't Available

You can learn more about your audience once your Instagram account has at least 100 followers.



Static Ventures Media (3 assets selected)

Last 90 days: Oct 23, 2022 – Jan 20, 2023

Reach

Compare your reach from this period to the previous one.

See more about your content performance

Facebook Page reach ⓘ

77,923 ↑ 210.5%

Instagram reach ⓘ

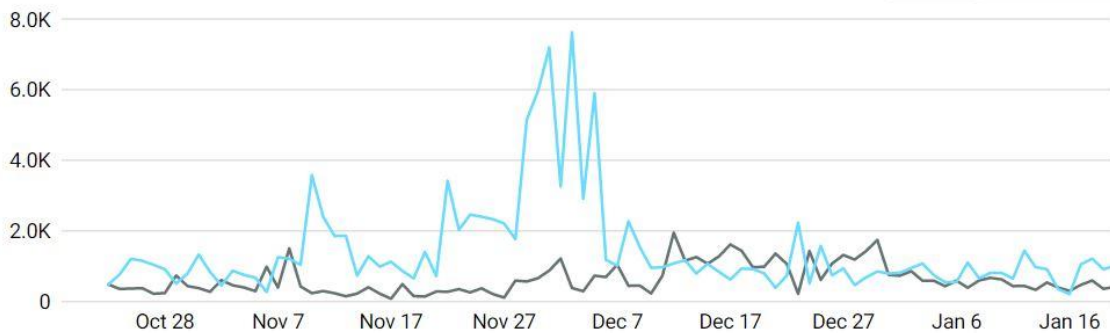
1 ↑ 100%

Paid reach ⓘ

0 0%

Daily

Cumulative



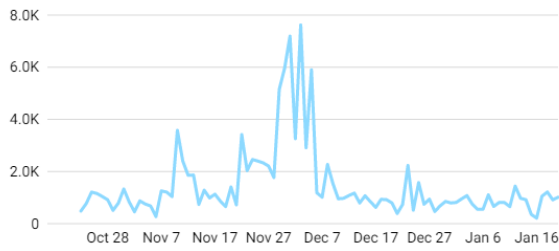
Facebook Page reach
Oct 23, 2022 – Jan 20, 2023

Facebook Page reach
Jul 25, 2022 – Oct 22, 2022

Reach

Facebook Page reach ①

77,923 ↑ 210.5%



Instagram reach ①

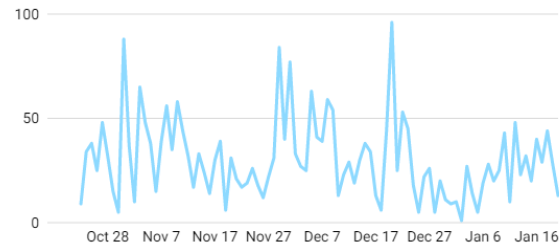
1 ↑ 100%



Page and profile visits

Facebook Page visits ①

2,736 ↑ 188.6%



Instagram profile visits ①

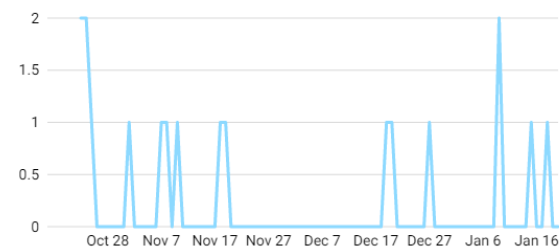
3 ↑ 200%



New likes and follows

Facebook Page new likes ①

18 ↓ 53.8%



New Instagram followers ①



No Activity During Selected Date Range
Please select a different date range and try to load your report again.



Tony Johal Real Estate Team - Your Home Sold GUARANTEED or We Buy It

2.9K likes • 3.1K followers

Message

Like

Search

Reviews:

Responding to any reviews, both positive and negative, to maintain good customer service. Use positive reviews as testimonials.

Rating · 5.0 (137 Reviews) 



Amaka Hopec  recommends

Tony Johal Real Estate Team - Your Home Sold GUARANTEED or We Buy It.

November 18, 2022 · 

I saw so many positive reviews about Mr Roseline Jason and I must confess that surely his a skilled professional trader and the best among all as his clients all said, he managed my account after I Invested \$1,500 and got a successful withdrawal of \$22,200 within few days of my investment, up-till now am still so shocked and surprised "It always seems impossible until it's done with Mr Roseline Jason your hard-earned money is 100% secured/Safe trust me you have nothing to lose or to be scared of at all, You can contact her via
WhatsApp: +18134925347
Email: Roselinejason304@gmail.com

 Like

 Comment

 Share

Reviews

Rating · 5.0 (137 Reviews)




Innocent Bwenge  recommends Tony Johal Real Estate Team - Your Home Sold...

7w · 

With \$500 you can make alot from bitcoin and forex trading when you are guided with the right account manager in the per... [See more](#)

0 comments



Mamy Muzalia  recommends Tony Johal Real Estate Team - Your Home Sold...

8w · 

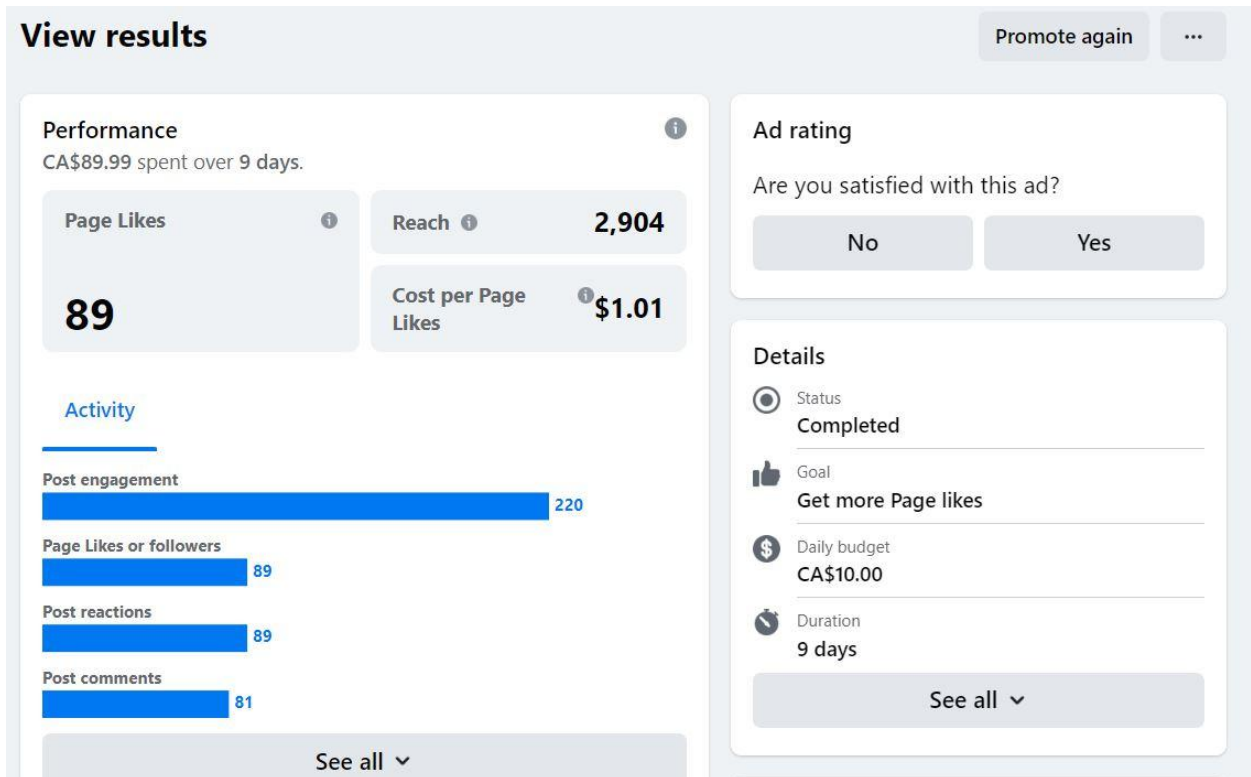
I read some reviews from Wendy telling the audience how Kathy helped her get funding for her Trade, and she saw big retu... [See more](#)

0 comments

[See All](#)

Boosted posts: Review any boosted posts and their performance to decide if you want to continue boosting them. Boost posts for new listings, open houses and promoting your services.

Last AD Metrics:



Audience

This ad reached **2,904** people in your audience.



Audience details

Location - living in

Canada: Cambridge (+15 mi), Kitchener (+15 mi) Ontario

Age

18 - 65+

[Edit Audience](#)

Custom Audiences:

Use Custom Audience feature to target people who have interacted with your page, website or other touchpoints.

Audience

Tony Johal 2.0 - Ad Account (383154975...

Create Audience

Columns

Search by name or audience ID

All Audiences

Expiring Audiences

Filter

Status

Type

Availability

Source

Name	Type	Estimated Audience Size	Availability	Date Created	Sharing
Virtual Sales Strategy 3s-95% CA	Custom Audience Engagement - Video	Below 1000	Expiring	04/20/2020 7:08 PM	Shared by Tony J Account
Who is Tony 2.0 3s VV	Custom Audience Engagement - Video	34,500 - 40,500	Ready Last edited 05/31/2022	04/20/2020 7:04 PM	Shared by Tony J Account
We Do So Much 50-95% CA	Custom Audience Engagement - Video	Below 1000	Expiring	03/06/2020 5:55 PM	Shared by Tony J Account
Biggest Decision 10s-95% CA	Custom Audience Engagement - Video	Below 1000	Expiring	03/06/2020 3:22 PM	Shared by Tony J Account
Why Waterloo? 50-95% CA	Custom Audience Engagement - Video	Below 1000	Expiring	03/06/2020 3:15 PM	Shared by Tony J Account
Practicality First 50-95% CA	Custom Audience Engagement - Video	Below 1000	Expiring	03/06/2020 3:13 PM	Shared by Tony J Account
Bad Spending 95% CA	Custom Audience Engagement - Video	Below 1000	Expiring	03/06/2020 3:08 PM	Shared by Tony J Account
Bad Spending 75% CA	Custom Audience Engagement - Video	Below 1000	Expiring	03/06/2020 3:07 PM	Shared by Tony J Account
Bad Spending 50% CA	Custom Audience	Below 1000	Ready	03/06/2020	Shared by Tony J Account

Create Audience

Columns

Search by name or audience ID

All Audiences

Expiring Audiences

Filter

Status

In Active Ads

Recently Used

Shared

Action Needed

Type

Custom Audience

Lookalike Audience

Saved audience

Name	Type	Estimated Audience Size	Availability	Date Created	Sharing
pixel	Custom Audience Website	Below 1000 Not updated	Ready	04/17/2019 10:34 AM	--

Lookalike Audience:

Create Audience

Columns

Expiring Audiences

Filter

Status

In Active Ads

Recently Used

Shared

Action Needed

Type

Custom Audience

Lookalike Audience

Saved audience

No Results Found

Try searching again or using different filters.


Collaborations: Collaborate with other local real estate agents, home improvement professionals, or staging companies to expand your reach and audience.

Facebook Pixel:

Use Facebook pixel to track conversion and make data-driven decisions, like how to optimize your ads and website to make it more likely that people will inquire or make an offer.

Currently no event tracking is set up. E.g if visitors clicks a CTA (button) this should be tracked.

One pixel found on www.tonyjohal.com

 **Meta Pixel** [Troubleshoot Pixel](#)

[Pixel ID: 2192314141021978](#) [click to copy](#) [Set Up Events](#) New!

[View Analytics](#)

▼ ⚡ Microdata Automatically Detected ⓘ

CUSTOM PARAMETERS SENT

DataLayer: []

JSON-LD: []

Meta: [Show](#)

OpenGraph: {}

Schema.org: []

EVENT INFO

URL called: [Show](#)

Load Time: 25.87 ms

Pixel Location: [Show](#)

▼ ✅ PageView

EVENT INFO

Setup Method: Manual

URL called: [Show](#)

Load Time: 304.58 ms

Pixel Code: [Show](#)

Pixel Location: [Show](#)

Frame: Window

Facebook's lead generation forms

We will Use Facebook's lead generation forms to capture the contact information of potential clients were possible. Currently not in use.

Facebook Ads / Ideas

Campaigns

Tony Johal 2.0 - Ad Account (3831549...)

Updated just now

Discard drafts

Review and publish

...

Search and filter

Aug 20, 2020 – Aug 24, 2020

Campaigns

1 selected

Ad sets for 1 Campaign

Ads for 1 Campaign

+ Create

Duplicate

Edit

A/B Test

Rules

View Setup

Columns: Performance

Breakdown

Reports

<input type="checkbox"/>	Off / On	Campaign	tribution ting	Results	Reach	Impressions	Cost per result	Amount spent	Ends	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[03/29/2021] Promoting Tony Johal Real Est...	ay click or ...	Page Like	—	—	Per Page Like	\$0.00	Mar 31, 2021	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[03/26/2021] Promoting Tony Johal Real Est...	ay click or ...	Page Like	—	—	Per Page Like	\$0.00	Mar 31, 2021	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[03/25/2021] Promoting Tony Johal Real Est...	ay click or ...	Page Like	—	—	Per Page Like	\$0.00	Mar 30, 2021	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[03/17/2021] Promoting Tony Johal Real Est...	ay click or ...	Page Like	—	—	Per Page Like	\$0.00	Mar 22, 2021	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[03/12/2021] Promoting Tony Johal Real Est...	ay click or ...	Page Like	—	—	Per Page Like	\$0.00	Mar 14, 2021	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[03/05/2021] Promoting Tony Johal Real Est...	ay click or ...	Page Like	—	—	Per Page Like	\$0.00	Mar 7, 2021	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[02/26/2021] Promoting Tony Johal Real Est...	ay click or ...	Page Like	—	—	Per Page Like	—	Feb 28, 2021	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[02/16/2021] Promoting Tony Johal Real Est...	ay click or ...	Page Like	—	—	Per Page Like	—	Feb 20, 2021	
Results from 22 campaigns			Itiple attrib...	—	People	Total	—	\$0.00	Total Spent	

New Listing Ad: Use a photo or video of a new property that's just hit the market. Include the price, number of bedrooms and bathrooms, square footage, and any unique features. Use ad copy that creates a sense of urgency and includes a call-to-action to schedule a showing.

Open House Ad: Use a video or photo of the exterior of the property with information about the date and time of the open house. Use ad copy that highlights the property's features and encourages potential buyers to come and see the property in person.

Just Sold Ad: Use a video or photo of a recently sold property. Include information about the sale price and how many days it took to sell. Use ad copy that emphasizes the agent's success and encourages potential buyers or sellers to contact them for assistance.

Service-based Ad: Use video or photo of the agent with ad copy highlighting their experience and credentials. Use ad copy that encourages potential buyers or sellers to contact the agent for assistance.

Testimonials Ad: Use a photo or video testimonial of a satisfied client with ad copy that emphasizes the agent's ability to help clients achieve their real estate goals.

Neighborhood Ad: Use video or photo of a local landmark or popular attraction. Use ad copy that highlights the neighborhood's amenities and encourages potential buyers or sellers to explore the area and to contact the agent for assistance.

First-time Homebuyer Ad: Use video or photo of a happy couple or family with a for-sale sign in front of a house. Use ad copy that highlights the agent's experience working with first-time buyers and includes tips and resources for first-time buyers.

Virtual Tour Ad: Create a virtual tour and use a video of the house. Use ad copy that highlights the advantage of having a virtual tour and encourages potential buyers to schedule a viewing.

Facebook Action Items Summary

Phase 1:

- Update Banner image to be consistent across all platforms
- Verify all about details & business details are updated
- Add additional social channel links to FB. E.g twitter, youtube, linked etc
- Verify and Update services offering
- Update Post to include Tags were possible.
- Validate reviews (***possible spam items***)
- Validate Facebook pixel functionality
- Setup conversion events for Facebook pixel on website

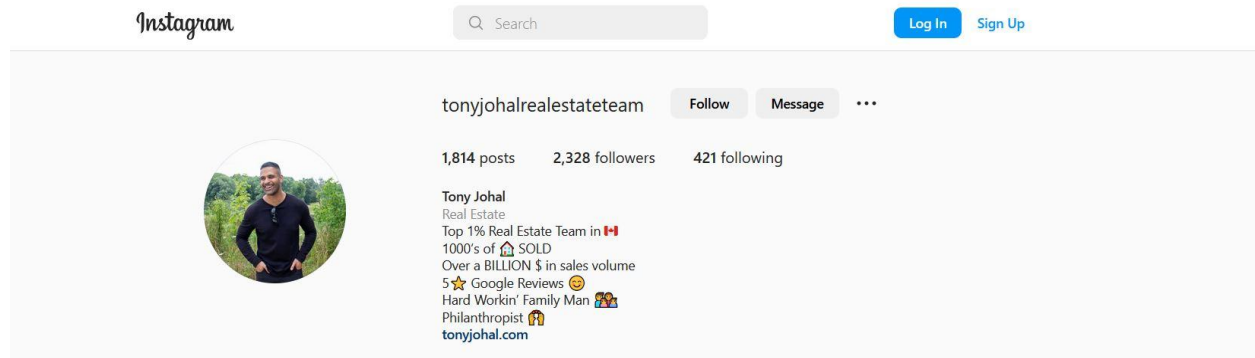
Phase 2:

- Boosting Post
- Create Custom Audience segments that match avatars and objectives
- Create lookalike audience based on custom audiences
- Create General and Retargeting Ads
- Optimize Ads for increase ROI
- Repost YouTube videos content as FB post with link to YouTube to watch video.
- Utilize FB lead generation forms to capture the contact information of potential clients.

Instagram Audit

Profile

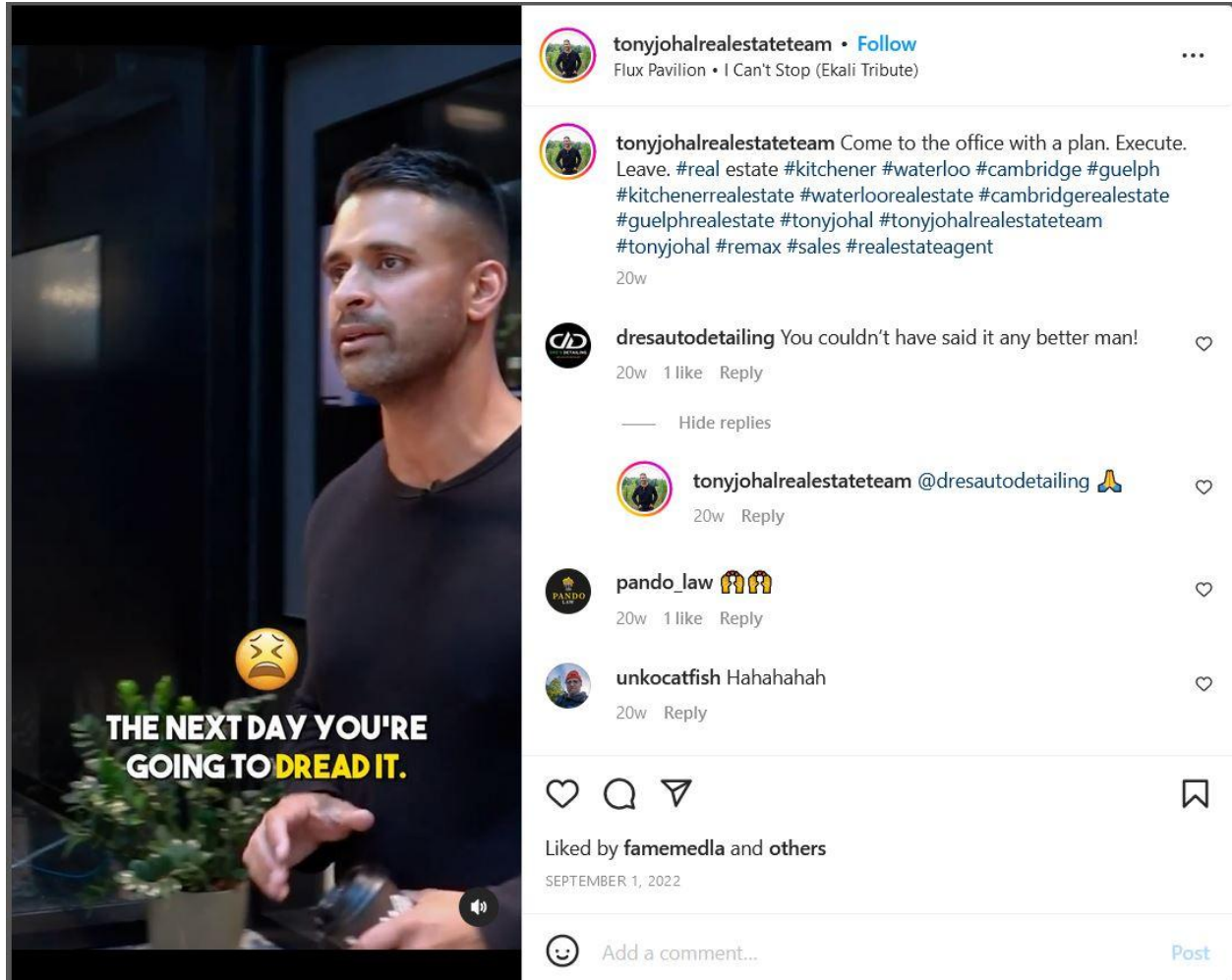
Profile information is complete and up-to-date



- Profile picture is professional and visually appealing. Highlight “Tony” and sets the connections to the Visitor.
- Biography is written in a clear and concise manner.
 - Improvements: The Bio is currently missing the #TonyJohalteam branded hashtag
 - Missing a clear call to action (CTA) e.g click here to see our latest listing or click here to contact us. This should access a link that provides the user access to all relevant Tony Johal online asset: “Link hub”
 - Website (landing page, Latest listing)
 - Social Link (Youtube, facebook, linkedin, Tiktok etc)
 - Contact information, such as email and phone number, Should be prominently displayed

Instagram Reel/Stories

Instagram Reel/Stories are currently being posted regularly. Reel descriptions are optimized to include relevant hashtags.



Instagram #Hashtags

Hashtags are important on Instagram because they help users discover content that is relevant to their interests. When a user clicks on a hashtag, they are taken to a page with a feed of all the most recent posts that have used that hashtag. This allows users to find new accounts to follow and content that they may not have otherwise stumbled upon.

Hashtags will also make it easier for the Tony Johal business to reach their target audience by using relevant hashtags in their posts. Instagram Reels and stories also have the option to use hashtags, which will make it easier for more people to discover and view the reel or story.

We recommend a minimum of three - 5 hashtags per post. These should include:

- One Branded hashtag -e.g #tonyjohalrealestateteam #Tonyjohal or TonyJohalTeam
- City / location Hashtag - e.g #KW #kitchener
- Related to post content

Other Hashtag of note include the following:

#	Hashtag	Instagram Posts
1	#luxury	133,694,566
2	#interiordesign	124,389,517
3	#realestate	55,548,529
4	#toronto	49,749,406
5	#forsale	27,451,567
6	#realtor	22,311,672
7	#investment	18,217,078
8	#construction	17,384,531
9	#realestateagent	13,301,526
10	#gta	12,785,070

#	Hashtag	Instagram Posts

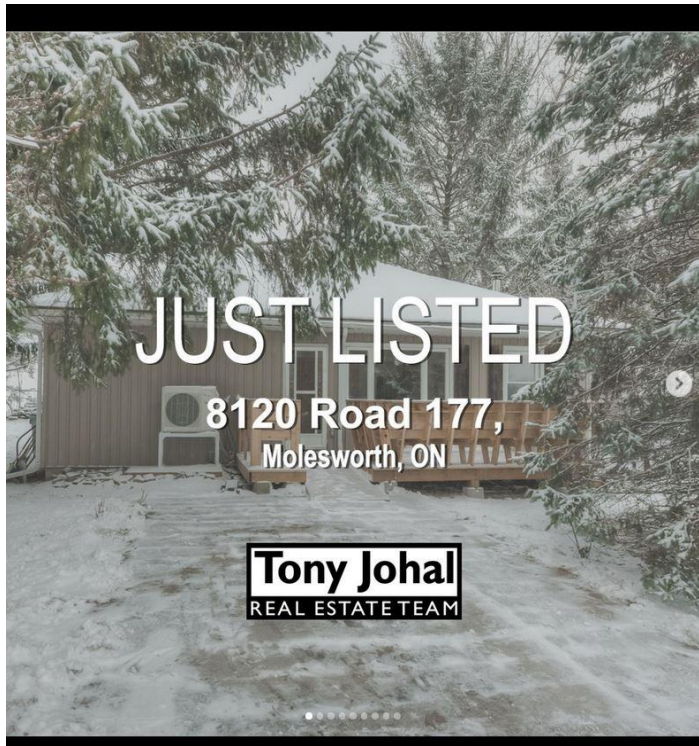
1	#newhome	9,991,668
2	#dreamhome	9,203,347
3	#realtorlife	8,113,009
4	#sold	7,934,570
5	#luxuryrealestate	7,855,806
6	#torontolife	4,921,878
7	#remax	3,964,900
8	#justlisted	3,756,990
9	#mississauga	3,718,637

Content Audit

Currently the Johal team is doing a great job of posting relevant content on Instagram. This includes:

- Testimonials and positive customer reviews are regularly shared
- Educational and informative content is shared in addition to promotional content.
- A schedule of Posting is maintain and regular
- The content is diverse and visually appealing including:
 - Showcasing the property images from different angles
 - Virtual tours and aerial photos
 - Real estate educational content
 - Motivational Content
 - Staff highlights
- Video content is regularly used

Items of Note: Missing relevant hashtags on Listing and other Post



JUST LISTED
8120 Road 177,
Molesworth, ON

Tony Johal
REAL ESTATE TEAM

tonyjohalrealestateteam • Follow
Molesworth, Ontario

tonyjohalrealestateteam MOLESWORTH HOME FOR SALE 🏠🔑

🛏️ 2 Bedrooms
🛁 1 Bath
🏠 1,374 Total Sqft

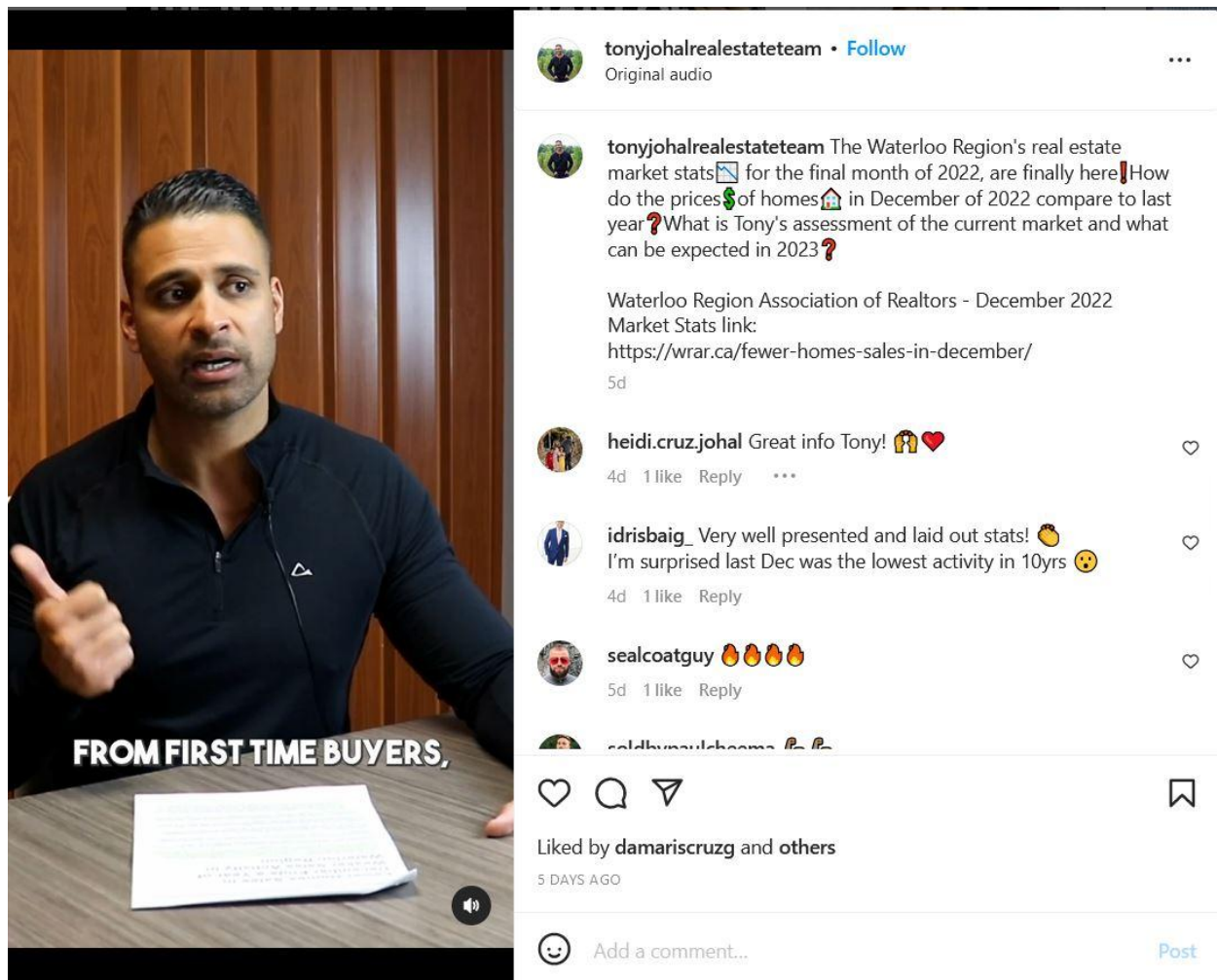
💰 \$379,999, Look forward to coming home to this charming cottage-style haven in a serene setting just 20 minutes outside the city! This 3 bed 1 bath bungalow is a cozy retreat that offers all the spaciousness you need for entertaining. The generous living room offers plenty of natural light as does the well-equipped kitchen. Head into the backyard and enjoy the sizable deck and peaceful surroundings. Reap the benefits of increased efficiency with newly updated air-to-air heat pumps. This beautiful home is ready for you to call home, book your showing today! 🌲🌲

📞 Call Chris Chard today 519-650-5800
1d

tarabennett.realtor I love the cupboards!!
1d 1 like Reply

Liked by mel.the.realtor and others
1 DAY AGO

Add a comment... Post



Insights and analytics / Metrics

- Pending access levels from Johal Team

Instagram Marketing Strategy

Define your target audience: Which Avatars speaks to the business's target audience Determine the demographics of your ideal client, including location, age, income level, and homebuying goals. This will help tailor your content and marketing efforts to attract the right buyers and sellers.

Develop a content strategy:

We will work with the Johal team to create a content calendar that includes a mix of educational, informative posts, and promotional content with a focus on the target customer avatars.

Utilize Instagram Stories/Reels and IGTV:

Use Instagram Stories to share quick updates on listings, open houses, and client testimonials. IGTV is a great way to create long-form videos, such as virtual property tours and walkthroughs.

Utilize Hashtags

Use relevant hashtags to increase visibility and reach new audiences. We will research popular hashtags in the real estate industry that should be included in your posts.

Engage with followers:

Recommend using Instagram polls, quizzes, and Q&A sessions to encourage engagement with your followers.

Leverage Influencer Marketing

Partner with local influencers or other real estate agents to expand your reach and gain access to new audiences.

Use Instagram Advertising

Instagram Advertising is an effective way to reach a larger audience and promote your listings to potential buyers. Retargeting will be an effective strategy to boost the ROI of your Instagram advertising campaigns.

We will create the following retargeting campaign on Instagram:

1. Optimize the set up of a Facebook pixel on your website: This will allow you to track website visitors and create Instagram custom audiences for retargeting.
2. Create custom audiences 1: Use the data collected by the Facebook pixel to create custom audiences of people who have visited or engaged with your Instagram channel.
3. Create custom audiences 2: Use Facebook data to create a custom audience of Instagram followers. These are warm leads that have already interacted with the Johal Brand.
4. Create retargeting ads: We will use the custom audiences we created to create ads that will be shown only to those audiences.
5. Test and optimize: We will test different ad formats, targeting options, and ad copy to see what works best for your audience. Use the data from your ads to make informed decisions about what to change and what to keep the same.
6. Monitor and measure performance: Use Instagram's built-in analytics to track the performance of your retargeting campaign. Monitor metrics like reach, engagement, and conversion rates to see how your ads are performing and make adjustments as needed.

Instagram Action Items Summary

Phase 1:

- Create Bio link hub of all relevant business links
- Update Post to include hashtags were missing
- Research relevant important Hashtags to improve channel exposure

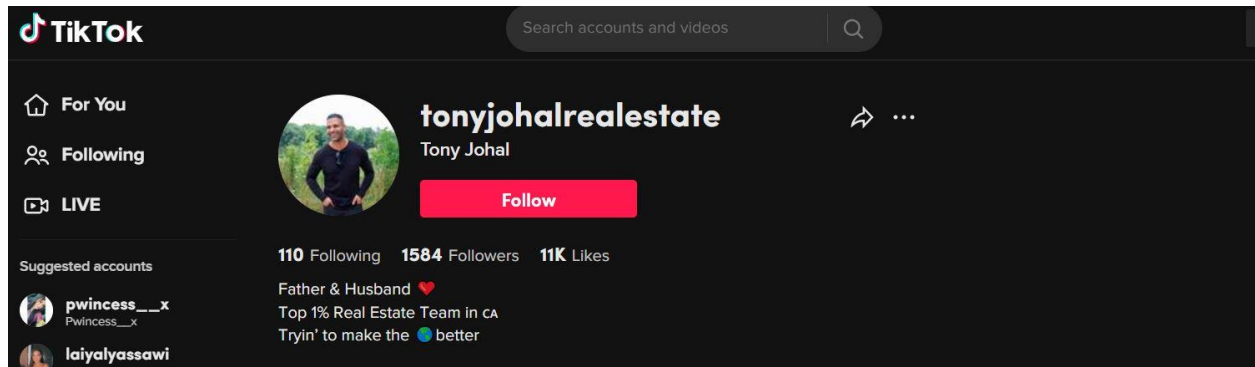
Phase 2:

- Configure Instagram polls, quizzes, and Q&A sessions as needed.
- Create Custom Audience segments that match avatars and objectives
- Create lookalike audience based on custom audiences
- Create General and Retargeting Ads
- Optimize Ads for increase ROI
- Leverage Influencer Marketing

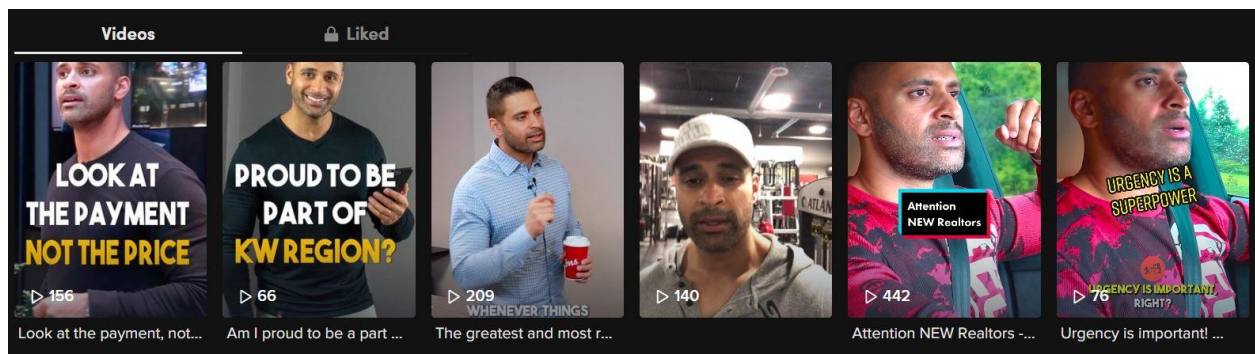
TikTok Audit

Profile:

Ensured the profile is complete and up-to-date, including a clear profile picture and bio that highlights Tony Johal expertise as a real estate expert.



Content:



- Creating a mix of videos that showcase properties listings, give tips and advice on the home buying/selling process, and providing a behind-the-scenes look at as a real estate agent.
- Use of attractive and high-quality visuals to showcase video.
- Optimize your video's caption, hashtags and location tags to improve visibility.

Consistency:

Posting regularly and maintaining a consistent schedule to keep your followers engaged.

Branding:

Branding is consistent across all your videos and profile, to help establish trust and credibility.

Engagement:

Monitor and respond to comments and messages from followers, and use analytics to track engagement and adjust your content strategy accordingly.

Call-to-action:

Encourage followers to contact you for more information or to schedule a showing by including your contact information in your bio and in the captions of your videos.

Explore trends and features:

Keep your channel up-to-date by experimenting with new features and trends on TikTok, such as Reels, filters, or popular music.

Evaluation:

We will evaluate the performance of your TikTok channel regularly, by analyzing engagement rates and follower growth, to fine-tune your strategies and improve your channel.

Tiktok Marketing Strategy

We will **Create a TikTok ad campaign targeting users** who have engaged with real estate-related content or have shown an interest in buying or selling a property.

Use Tony Johal's name and face in the ads to build trust and credibility. Highlight his expertise as a real estate agent and include testimonials or reviews from previous clients.

Use **location targeting** to reach users in the specific neighborhoods or areas where Tony Johal specializes in.

Create a landing page on Tony Johal's website specifically for TikTok users to make it easy for them to contact him or learn more about his services.

Use **TikTok's "Lead Generation"** feature to allow users to contact Tony Johal directly through the app by submitting their contact information.

Use **TikTok's "Re-Engagement"** feature to target users who have previously engaged with Tony Johal's ads or visited his landing page with new and relevant information to keep them interested.

Utilize **A/B testing** to optimize ad performance and evaluate the results of your campaigns to make data-driven decisions on future ad strategies.

Monitor and respond to any comments and messages from users who have engaged with the ads, and use that feedback to improve the ad campaign and offer the best service possible.

TikTok Action Items Summary

Phase 1:

- Create Bio link hub of all relevant business links
- Update Post to include hashtags were missing
- Research relevant important Hashtags to improve channel exposure

Phase 2:


- Create Custom Audience segments that match avatars and objectives
- Create General and Retargeting Ads
- Optimize Ads for increase ROI
- Leverage Influencer Marketing

Twitter Audit

Profile information:

Checked that your profile information is up-to-date and accurately represents you as a real estate agent, including a professional profile picture and bio.

 **Tony Johal**
606 Tweets





Follow

Tony Johal
@tonyjohalteam

Residential | Commercial | Investments

TonyJohal.com

 tonyjohal.com  Joined November 2018

19 Following 41 Followers

Not followed by anyone you're following

Tweets

Tweets & replies

Media

Likes

 **Tony Johal** @tonyjohalteam · Nov 5, 2020
Just posted a photo


Branding:

The current twitter profile cover is out dated from a branding perspective. Although it is consistent with the Tony Johal messaging “Your home sold guaranteed or we buy it”, the photo

should be consistent with other social platforms.



Content:

The Johal twitter channel has not been active since Nov 5, 2020 (last post date). However the types of content you are posting (listings, real estate news, helpful tips) was relevant and valuable to your audience.

Frequency:

There has not been a regular post schedule for twitter for the last two years. Moving forward all content from other platforms should be integrated and shared to twitter on the same frequency.

Engagement:

Monitor your engagement levels (likes, retweets, replies) and respond to any comments or questions.

Hashtags:

All posts should use relevant hashtags to increase visibility of your tweets in search results.

Analytics:

We will utilize Twitter analytics to track metrics such as number of followers, engagement rate, and tweet impressions.

Twitter Retargeting Marketing Strategy

Setup Pixel

Set up a Twitter retargeting campaign:

We will use Twitter's advertising platform to create a retargeting campaign that targets users who have previously interacted with your tweets or website and match the Tony Johal customer avatars outlined in this document.

Create custom audiences:

We will create custom audiences based on specific behaviors, such as visits to the Tony Johal website or visitors that have engaged with Tony Johal Teams tweets.

Use tailored messaging:

Use tailored messaging that speaks directly to the interests and needs of our target audience, such as highlighting specific properties, locations or Buy/Seller real estate education that may be of interest to them.

Use eye-catching visuals:

Use high-quality images and videos in your ads to capture the attention of users and entice them to engage with your content.

Monitor and adjust:

We will monitor the performance of your retargeting campaign and adjust your targeting and messaging as needed to improve results.

Using clear call-to-action:

We will encourage users to take a specific action by including a clear call-to-action in your ads. The key actions (not limited to) for all ads will be:

- Visiting your website and custom landing pages
- Scheduling a showing or booking appointments with an agent
- Joining a mail list for for the Real estate newsletter or Ebook

Optimize for mobile:

We will optimize your retargeting ads to look great on mobile devices, as the majority of Twitter users access the platform via mobile.

Test different ad formats:

We will test different ad formats, such as promoted tweets, Image and video adsto see which perform best for your business.

Track your results:

We will track your results and use data to inform future retargeting efforts and adjust your strategy accordingly.

Twitter Action Items Summary

Phase 1:

- Update profile banner, image and description
- Research Twitter Hashtags to use in campaigns
- Integrate twitter post automation to revive the channel
- Setup Twitter pixel on website to track events and conversion

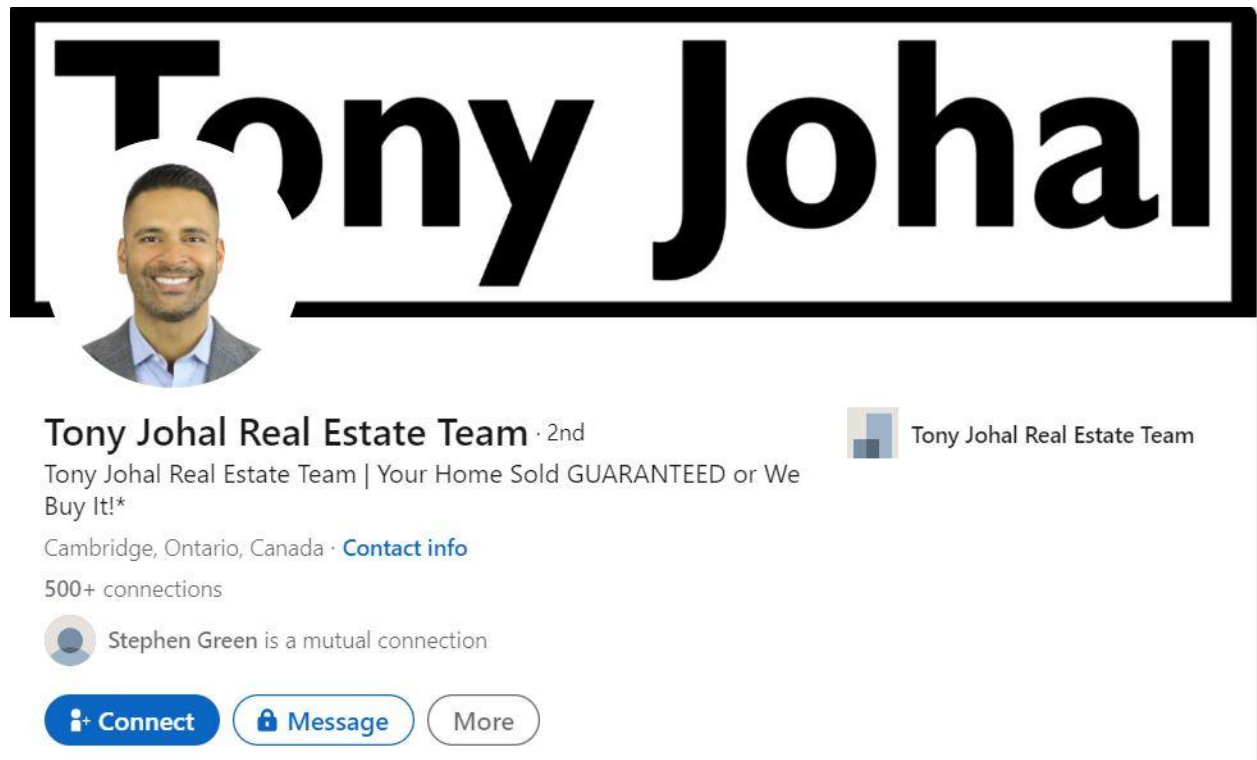
Phase 2:

- Create Custom Audience segments that match avatars and objectives
- Create General and Retargeting Ads
- Optimize Ads for increase ROI
- Leverage Influencer Marketing

Linkedin Audit

Profile picture and banner image:

Ensure that the profile picture and banner image are professional and consistent with the agent's brand.



About section:

Make sure that the about section is filled out fully, with a clear and concise description of the agent's services, experience, and areas of expertise.

About

TEAM PHILOSOPHY

Like any successful team, whether in sports or in business their success is not created overnight. It's over time. We at Team Johal measure our success not by awards, accolades and recognition (although we do have plenty of those) but by the "3 R's" Repeat Clients, Reviews and Referrals. We're fortunate to have built an incredible business on the 3 Rs.

Our core values as a team are simple:

- #1 Respect each other and yourself
- #2 Respect our clients
- #3 Unparalleled customer service
- #4 Enjoy what you do
- #5 Always keep growing both personally and professionally

As Team Leader I have a responsibility to ask myself the question any of our clients (or prospective clients) would ask - "Would I do business with my team?". I'm both proud and humbled to answer, yes! Overwhelmingly YES! We have the right people in the right positions on our team. We have focused on hiring talent in all areas of our team. We have superior marketing beyond anyone else has to offer both online and offline. We have systems in place to ensure consistent levels of high service in all facets of the real estate transaction. Our customer service is not just top-notch but unparalleled. When you hire us you'll get the full team experience but you'll never be unclear of who your point of contact is, ever!

Our primary mandate upon being hired is to represent our awesome clients to the highest levels of fiduciary responsibilities. You may be thinking...Ok...what does that mean? Well, this means it is our privilege and obligation to protect YOUR best interests as our client. It means going ABOVE and BEYOND traditional customer service! It means negotiating strongly in YOUR favour without compromising confidentiality. It means disclosing everything YOU need to know to make an informed decision about a property choice. Long story short, it means to represent YOU to the utmost of our abilities.

Our team is well versed with local developments and we share a passion for being "in the know" with "what's happening" in our region. Whether it's a new sub-division going in, the Light Rail Transit System or just a cool and trendy new restaurant in town that you HAVE to check out! We're your one-stop-shop.

We thank you for the opportunity and we hope to be of service to you and your family in the near future!

Tony Johal


Contact information:






We have verified that the contact information is up to date, including phone number, email address, and website.


Recommendations:

Clients have left recommendations on the agent's page to build credibility and trust.

Posts:



 Home
  My Network
  Jobs
  Messaging
  Notifi



Tony Johal

Tony Johal Real Estate Team

Tony Johal Real Estate Team
| Your Home Sold
GUARANTEED or We Buy It!*


Followers 767

[Connect](#)

[Message](#)

Tony Johal's Activity

[All activity](#) [Articles](#) [Posts](#) [Documents](#)








Tony Johal Real Estate Team • 2nd

Tony Johal Real Estate Team | Your Home Sold GUARANTEE...
2d • 🌐

MOLESWORTH HOME FOR SALE 🏠🔊

🚗 2 Bedrooms ...see more

1

1 comment

The Tony Johal post is relevant, informative, and consistent with their brand. Post include

- Showcasing the property images from different angles
- Virtual tours and aerial photos
- Real estate educational content
- Motivational Content
- Staff highlights

Industry connections:

Tony Johal is connected with other industry professionals, lenders, and other real estate agents.

Groups:

Check if the agent is a member of relevant groups, such as local real estate associations or neighborhood groups, and actively engage with members.

Analytics:

Review the agent's page analytics to measure engagement and track progress over time.

Linkedin Retargeting Marketing Strategy

Audience segmentation:

We will segment the audience into different groups based on their behavior, such as:

- Website visitors
- Past clients
- Leads

Custom audiences:

We will create custom audiences for each segment by uploading lists of email addresses or using the LinkedIn Insight Tag. NOTE: LinkedIn insight tag will have to be installed on the website.

Ad targeting:

We will use the custom audiences to target specific ads to each group. For example, past clients can be targeted with ads for new listings in their area, while leads can be targeted with ads for open houses.

Ad format:

Use a variety of ad formats to reach the audience, such as sponsored content (feed post), text ads, sponsored InMail, and dynamic ads.

Campaign objectives:

Set campaign objectives to align with the audience segment, such as website conversions for website visitors, lead generation for leads, and brand awareness for past clients.

Messaging:

We will tailor the messaging to each audience segment to highlight the agent's experience, services, and local market knowledge. Using Tony Johal's name, images and Brand message.

Test and measure:

We will continuously test different ad formats, targeting, and messaging to optimize the campaign and measure the results using LinkedIn analytics.

Retargeting:

We will retarget website visitors with ads for listings and open houses to keep them engaged and encourage them to take action.

Remarketing: (optional)

Remarket to past clients with personalized messages and new listings to keep them updated on the local market and the agent's services.

Linkedin Action Items Summary

Phase 1:

- Create linkedin Business Page
- Update profile banner, image,description and other elements on business page
- Research Hashtags to use in campaigns
- Integrate post automation on channel
- Setup linkedin pixel on website to track events and conversion

Phase 2:

- Create Custom Audience segments that match avatars and objectives
- Create General and Retargeting Ads
- Optimize Ads for increase ROI
- Leverage Influencer Marketing

Google Desktop

https://www.tonyjohal.com/

Analyze

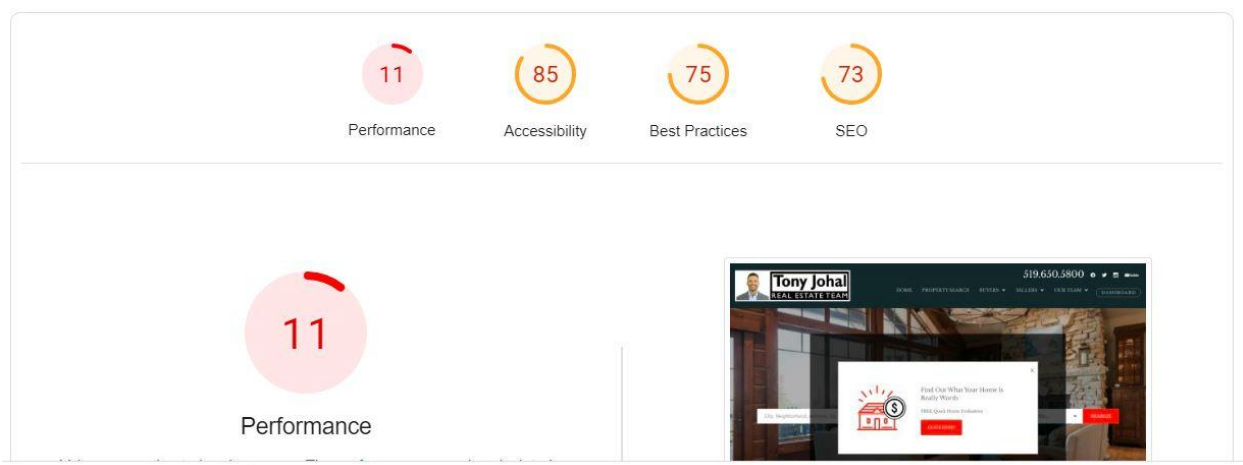
Mobile

Desktop

Discover what your real users are experiencing

No Data

Diagnose performance issues



11

Performance



METRICS

Expand view

First Contentful Paint

1.4 s

Speed Index

10.1 s

Largest Contentful Paint

13.4 s

Time to Interactive

15.1 s

Total Blocking Time

1,320 ms

Cumulative Layout Shift

0.344

Captured at Jan 21, 2023, 11:12 AM EST

Emulated Desktop, with Lighthouse, 9.6.6

Single page load

Initial page load

Custom throttling

Using Headless Chromium, 108.0.5359.130, with .lr

View Treemap

Show audits relevant to: All FCP TBT LCP CLS

GTMetrics Test



Latest Performance Report for: <https://www.tonyjohal.com/>

Report generated: Sat, Jan 21, 2023 8:14 AM -0800
Test Server Location: Vancouver, Canada
Using: Chrome (Desktop) 103.0.5060.134, Lighthouse 9.6.4

GTmetrix Grade ?

	Performance ?	Structure ?
	51%	73%

Web Vitals ?

LCP ?	TBT ?	CLS ?
2.7s	769ms	0.02

Summary

[Performance](#)[Structure](#)[Waterfall](#)[Video](#)[History](#)**Med-High**






Properly size images

Potential savings of 12.3MB



Serve images that are appropriately-sized to save cellular data and improve load time.

[Learn how to improve this](#)

	URL	RESOURCE SIZE	POTENTIAL SAVINGS
	https://www.tonyjohal.com/uploads/agent-1/WHAT%20IS%20MY%20HOME%20WORTH.png	4.23MB	4.10MB
	https://www.tonyjohal.com/uploads/agent-1/Start%20Searching%20-%20Photo.png	2.95MB	2.86MB
	https://www.tonyjohal.com/uploads/agent-1/Guaranteed%20Sold%20with%20Tony%20Johal%20.png	2.74MB	2.66MB
	https://www.tonyjohal.com/uploads/agent-1/Team%20Quote%20-%20Meet%20Our%20Awesome%20Team.png	2.21MB	2.14MB
	https://www.tonyjohal.com/uploads/logo_homepage.85.png	137KB	122KB

Summary		Performance	Structure	Waterfall	Video	History
IMPACT	AUDIT	Show Audits Relevant to				
High	Avoid enormous network payloads <small>LCP</small>	Total size was 15.6MB				
Med-High	Properly size images	Potential savings of 12.3MB				
Med	Avoid unload event listeners	2 listeners found				
Med	Eliminate render-blocking resources <small>FCP</small> <small>LCP</small>	Potential savings of 320ms				
Med-Low	Serve static assets with an efficient cache policy	Potential savings of 305KB				
Med-Low	Lazy load third-party resources with facades <small>TBT</small>	1 facade alternative available				
Low	Avoid long main-thread tasks <small>TBT</small>	12 long tasks found				
Low	Use passive listeners to improve scrolling performance	2 event listeners not passive				
Low	Avoid an excessive DOM size <small>TBT</small>	866 elements				
Low	Serve images in next-gen formats	Potential savings of 11.1MB				
IMPACT	AUDIT	Show Audits Relevant to				
High	Avoid enormous network payloads <small>LCP</small>	Total size was 15.6MB				

Large network payloads cost users real money and are highly correlated with long load times.

[Learn how to improve this](#)

URL	TRANSFER SIZE
https://www.tonyjohal.com/uploads/agent-1/WHAT%20IS%20MY%20HOME%20WORTH.png	4.23MB
https://www.tonyjohal.com/uploads/agent-1/Start%20Searching%20-%20Photo.png	2.95MB
https://www.tonyjohal.com/uploads/agent-1/Guaranteed%20Sold%20with%20Tony%20Johal%20.png	2.74MB
https://www.tonyjohal.com/uploads/agent-1/Team%20Quote%20-%20Meet%20Our%20Awesome%20Team.png	2.21MB
https://client.ping.buzz/ping.min.js?widget_id=4595ff03-315d-473e-b506-82d14f27b349	637KB
https://www.tonyjohal.com/uploads/222_28.jpg	490KB
https://www.youtube.com/s/player/4248d311/www-player.css	249KB
https://www.tonyjohal.com/uploads/logo_homepage.85.png	137KB
https://www.tonyjohal.com/uploads/agent-1/Be%20Prepared%20as%20a%20Seller.jpg	118KB
https://www.tonyjohal.com/uploads/agent-1/Be%20prepared%20as%20a%20Buyer.jpg	117KB

Pingdom speed Test

Enter a URL to test the page load time, analyze it, and find bottlenecks.

URL

https://www.tonyjohal.com/

Test from

North America - USA - Washington D.C

START TEST

The internet is fragile. Be the first to know when your site is in danger.

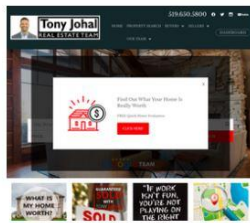
START YOUR FREE 14-DAY TRIAL



Your Results:

DOWNLOAD HAR

SHARE RESULT



Performance grade

D 65

Page size

22.5 MB

Load time

4.74 s

Requests

195

Improve page performance

GRADE	SUGGESTION	
F 0	Make fewer HTTP requests	▼
F 0	Compress components with gzip	▼
F 0	Use cookie-free domains	▼
F 0	Add Expires headers	▼
F 35	Reduce DNS lookups	▼
B 90	Avoid URL redirects	▼
A 100	Avoid empty src or href	▼

Response codes

RESPONSE CODE	RESPONSES
200 OK	176
204 No Content	5
302 Found	12
404 Not Found	2

Technical Review SEO Review

CURRENT CONTENT

The Real Estate Market Has Changed...

Remember not so long ago, when you could make your fortune in real estate. It was nothing then to buy a home, wait a short while, and then sell it at a tidy profit.

And then do it all over again.

Well, as you probably know, times have changed. As good as the market is right now, home prices are still below what they were at their peak. Buyers are far more discriminating, and a large percentage of the homes listed for sale never sell. It's more critical than ever to learn what you need to know to avoid costly seller mistakes in order to sell your home fast and for the most amount of money.

The 7 Deadly Mistakes Most Homesellers Make

1. Failing to analyze why they are selling.
2. Not preparing their home for the buyer's eye.
3. Pricing their homes incorrectly.
4. Selling too hard during showings.
5. Signing a long-term listing agreement without a written performance guarantee.
6. Making it difficult for buyers to get information on their homes.
7. Failing to obtain a pre-approved mortgage for one's next home.

ing. If the buyer knows about a problem, s/he can't come back with a lawsuit later on. Make sure all terms, costs and responsibilities are spelled out in the contract of sale, and resist the temptation to diverge from the contract. For example, if the buyer requests a move-in prior to closing, just say no. Now is not the time to take any chances of the deal falling through.

9. Don't move out before you sell.

Studies have shown that it is more difficult to sell a home that is vacant because it looks forlorn, forgotten, simply not appealing. It could even cost you thousands. If you move, you're also telling buyers that you have a new home and are probably highly motivated to sell fast. This, of course, will give them the advantage at the negotiating table.

"Buyers are far more discriminating, and a large percentage of the homes listed for sale don't sell the first time. It's more critical than ever to learn what you need to know to avoid costly seller mistakes in order to sell your home fast and for the most amount of money."

Not intended to solicit property currently listed for sale
Copyright © Craig Proctor Productions

The 9 Step System to Get Your Home Sold Fast and For Top Dollar



The 9 Step System to Get Your Home Sold Fast and For Top Dollar

Selling your home is one of the most important steps in your life. This 9 step system will give you the tools you need to maximize your profits, maintain control, and reduce the stress that comes with the home-selling process:

1. Know why you're selling, and keep it to yourself.

The reasons behind your decision to sell affect everything from setting a price to deciding how much time and money to invest in getting your home ready for sale. What's more important to you: the money you walk away with, the length of time your property is on the market or both? Different goals will dictate different strategies.

However, don't reveal your motivation to anyone else or they may use it against you at the negotiating table. When asked, simply say that your housing needs have changed.

2. Do your homework before setting a price.

Setting an offering price shouldn't be done lightly. Once you've set your price, you've told buyers the absolute maximum they have to pay for your home, but pricing too high is as dangerous as pricing too low. Remember that the average buyer is looking at 15-20 homes at the same time they are considering yours. This means that they have a basis of comparison, and if your home doesn't compare favorably with others in the price range you've set, you won't be taken seriously by prospects or agents. As a result, your home will sit on the market for a long time and, knowing this, new buyers on the market will think there must be something wrong with your home.

3. More homework.

(In fact, your agent should do this for you). Find out what homes in your own and similar neighborhoods have sold for in the past 6-12 months, and research what current homes are listed for. That's certainly how prospective buyers will assess the worth of your home.

4. Find a good real estate agent to represent your needs.

Nearly three-quarters of homeowners claim that they wouldn't use the same realtor who sold their last home. Dissatisfaction boils down to poor communication which results in not enough feedback, lower pricing and strained relations.

5. Maximize your home's sales potential.

Each year, corporate North America spends billions on product and packaging design. Appearance is critical, and it would be foolish to ignore this when selling your home. You may not be able to change your home's location or floor plan, but you can do a lot to improve its appearance. The look and feel of your home generates a greater emotional response than any other factor. Before showings clean like you've never cleaned before. Pick up, straighten, unclutter, scrub, scour and dust. Fix everything, no matter how insignificant it may appear. Present your home to get a "WOW" response from prospective buyers.

Allow the buyers to imagine themselves living in your home. The decision to buy a home is based on emotion, not logic. Prospective buyers want to try on your home just like they would a new suit of clothes. If you follow them around pointing out improvements or if your decor is so different that it's difficult for a buyer to strip it away in his or her mind, you make it difficult for them to feel comfortable enough to imagine themselves an owner.

6. Make it easy for prospects to get information on your home.

You may be surprised to know that some marketing tools that most agents use to sell homes (eg. traditional open houses) are actually not very effective. In fact only 1% of homes are sold at an open house.

Furthermore, the prospects calling for information on your home value their time as much as you do. The last thing they want to be subjected to is either a game of telephone tag with an agent, or an unwanted sales pitch. Make sure the ads your agent places for your home are attached to a 24 hour prerecorded hotline with a specific ID# for your home which gives buyers access to detailed information about your property day or night, 7 days a week, without having to talk to anyone. It's been proven that 3 times as many buyers call for information on your home under this system. And remember, the more buyers you have competing for your home the better, because it sets up an auction-like atmosphere that puts you in the driver's seat.

7. Know your buyer.


In the negotiation process, your objective is to control the pace and set the duration. What is your buyer's motivation? Does s/he need to move quickly? Does s/he have enough money to pay you your asking price? Knowing this information gives you the upper hand in the negotiation because you know how far you can push to get what you want.

8. Make sure the contract is complete.

For your part as a seller, make sure you disclose everything. Smart sellers proactively go above and beyond legal requirements to disclose all known defects to their buyers in writ-

Continued on back...

UPDATED CONTENT



The 9 Step System to Get Your Home Sold Fast and For Top Dollar

Tony Johal
REAL ESTATE TEAM

The 9 Step System to Get Your Home Sold Fast and For Top Dollar

The Real Estate Market Has Changed...


Hi, this Tony.

Remember not so long ago, when you could make your fortune in real estate. It was nothing then to buy a home, wait a short while, and then sell it at a tidy profit.

And then do it all over again.

Well, as you probably know, times have changed. As good as the market is right now, home prices are still below what they were at their peak. Buyers are far more discriminating, and a large percentage of the homes listed for sale never sell. It's more critical than ever to learn what you need to know to avoid costly seller mistakes in order to sell your home fast and for the most amount of money.

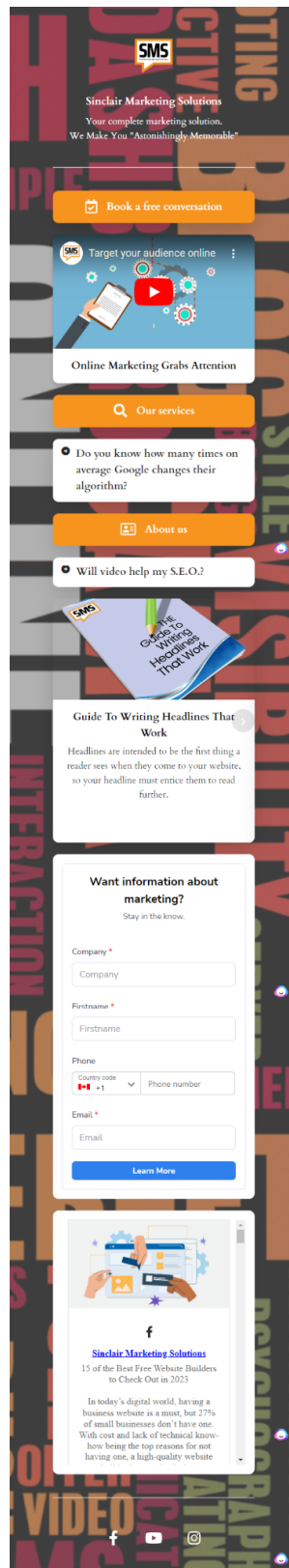
Keep reading to learn 9 important steps to ensure your home is sold quickly and for the most money. Otherwise just close this and leave thousands of dollars on the table.




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13 Extra Costs to Be Aware of Before Buying a Home

Whether you're trading up to a larger home or looking to buy for the very first time, in order to accurately calculate what you can afford, you need to factor in the extra costs - on top of the purchase price - that come along with the purchase of a home. No one wants to be surprised with an unwanted financial nightmare on closing day because they were not properly informed of extra fees, such as taxes and other additional costs.

Some of these costs represent an ongoing monthly or yearly commitment. Others are one-time fixed payments. Not all extra costs will apply in every situation, but knowledge is power. It's better to be aware of all possible extra charges ahead of time so you can budget properly.

Buying a home is a major milestone. Whether it's your first, second or tenth home, a certain measure of stress, excitement, and a boatload of details come with the territory, so the last thing you need are **unbudgeted financial obligations in the hours before you take possession of your new home.**

To help homebuyers understand what these extra costs are, and in what situations they may apply, a free industry report has been prepared called **"13 Extra Costs to Be Aware of Before Buying a Home"**. If you'd like a copy of this report, please **contact us** and we'll send it to you.

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- 13 Extra Costs
- 10 Best Bets
- 6 Buyer Mistakes
- 9 Common Buyer Traps
- Get New Listings
- Homeward Bound Monthly Newsletter
- 6 Mistakes to Avoid When Moving Up
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- Stop Paying Rent
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Tony Johal

REAL ESTATE TEAM

TONY JOHAL

REAL ESTATE TEAM

519.650.5800

tony@tony-jahal.com

1400 Bishop St N

Cambridge, ON N1R 6W8

Tony Johal

REAL ESTATE TEAM


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Summary

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
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
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TONY JOHAL
REAL ESTATE TEAM
\$19.650.5800
tony@tony584.com





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
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
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TONY JOHAL
REAL ESTATE TEAM
\$19.650.5800
tony@tony584.com



ESTIMATED TIMELINE

Phases	Week (Time)
Discovery Phase	Delivered on
Completed	2 weeks
PHASE 1: Social Optimize & Build Phase	
<p>Youtube</p> <ul style="list-style-type: none"> • Create and update a new YouTube banner image that matches with the company's brand and works on all devices. • Update YouTube Channel about pages description, social links and website links • Update all video description to include the following key items <ul style="list-style-type: none"> ◦ Links to match articles on the Tony Johal website ◦ Links all Tony Johal Social channels ◦ Chapters and timestamps ◦ Links to landing pages or defined CTAs. ◦ Include hashtags to key topics and brand e.g #tonyjohalteam, #KW, #Newlisting • Optimize video SEO <ul style="list-style-type: none"> ◦ Titles, ◦ Description Update all channel video ◦ Update Tags on all videos • Create Playlist that speaks to different customer avatars. <ul style="list-style-type: none"> ◦ Monthly Real Estate Stats ◦ New listing ◦ Real estate Information and Tips ◦ Commercial <p>Facebook</p> <ul style="list-style-type: none"> • Update Banner image to be consistent across all platforms • Verify all about details & business details are updated • Add additional social channel links to FB. E.g twitter, youtube, linked etc • Verify and Update services offering • Update Post to include Tags were possible. • Validate reviews (possible spam items) • Validate Facebook pixel functionality • Setup conversion events for Facebook pixel on website <p>Instagram</p> <ul style="list-style-type: none"> • Create Bio link hub of all relevant business links • Update Post to include hashtags were missing • Research relevant important Hashtags to improve channel exposure <p>Tiktok</p>	6 - 8 weeks**

<ul style="list-style-type: none"> • Create Bio link hub of all relevant business links • Update Post to include hashtags were missing • Research relevant important Hashtags to improve channel exposure <p>Twitter</p> <ul style="list-style-type: none"> • Update profile banner, image and description • Research Twitter Hashtags to use in campaigns • Integrate twitter post automation to revive the channel • Setup Twitter pixel on website to track events and conversion <p>Linkedin</p> <ul style="list-style-type: none"> • Create linkedin Business Page • Update profile banner, image,description and other elements on business page • Research Hashtags to use in campaigns • Integrate post automation on channel • Setup linkedin pixel on website to track events and conversion 	
PHASE 2 Campaign Deployment Phase (On Going)	
	Monthly
<ul style="list-style-type: none"> • • Youtube <ul style="list-style-type: none"> ○ Cross promote YouTube channel content to other channel <ul style="list-style-type: none"> ■ Social platforms (Twitter, FB, Linkedin, GMB) ■ Website, blog post ■ Email Marketing ■ Partnerships & Influencers ○ Create Custom Audience segments ○ Create YouTube Retargeting Ads ○ Optimize Ads for increase ROI • Facebook <ul style="list-style-type: none"> ○ Boosting Post ○ Create Custom Audience segments that match avatars and objectives ○ Create lookalike audience based on custom audiences ○ Create General and Retargeting Ads ○ Optimize Ads for increase ROI ○ Repost YouTube videos content as FB post with link to YouTube to watch video. ○ Utilize FB lead generation forms to capture the contact information of potential clients. • Instagram <ul style="list-style-type: none"> ○ Configure Instagram polls, quizzes, and Q&A sessions as needed. ○ Create Custom Audience segments that match avatars and objectives ○ Create lookalike audience based on custom audiences ○ Create General and Retargeting Ads ○ Optimize Ads for increase ROI ○ Leverage Influencer Marketing • Website <ul style="list-style-type: none"> ○ Resolve Web Technical Issues ○ Build Landing Pages as need ○ Resolve and Optimize Website SEO 	

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