ROGCHOICE.COM



# 2025

# MARKETING RESOURCES

FOR REALTORS®

# INTRODUCTION

Congrats on taking the first step to planning your 2025 real estate marketing! I created this guide to help you simplify your process and have all resources readily available. If you are looking for extra support, consider checking out the ROGC Marketing Packages or booking a meeting with me.



JOSH WILSON

MARKETING COORDINATOR

marketing@rogchoice.com

651.280.7264



# **MY SERVICES INCLUDE:**

- Monthly Trainings
- Professional Headshot
- ONE on ONE Meetings
- Social Media Takeover
- Newsletter Design
- Marketing Strategy
- Listing/Buying Presentation
- Listing Videography
- · Ala Carte Services

**VIEW SERVICES** 

**BOOK A MEETING** 

**MY PORTFOLIO** 

# BRANDING & MARKETING GUIDELINES

The following guidelines are required by the Minnesota Department of Commerce and local Realtor® associations.

# 1. REALTY ONE GROUP CHOICE AGENTS MUST DISPLAY THE BROKERAGE NAME IN ONE OF THE FOLLOWING WAYS:

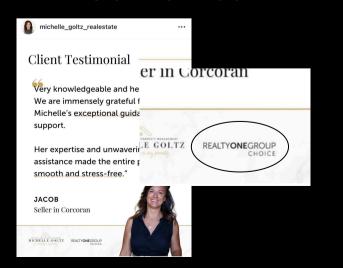
- Realty ONE Group Choice logo on design
- The ROGC logo MUST be as prevalent as any other logos on the design, conspicuously displayed
- Avoid using the Realty ONE Group logo, ensure that the logo is always displayed with "Choice" as "Realty ONE Group Choice"
- Social media posts with Realty ONE Group Choice stated in the caption
- Realty ONE Group Choice stated in text on design
- Social media posts using a hashtag with the brokerage name -#RealtyONEGroupChoice



# **EXAMPLE OF A COMPLIANT POST:**

# **INCLUDED ON DESIGN**

### **INCLUDED IN CAPTION**



# BRANDING & MARKETING GUIDELINES CONTINUED

# 2. ADD FAIR HOUSING AND REALTOR® LOGOS ON ALL PAID ADVERTISING



\*WHEN RUNNING ADVERTISEMENTS ON FACEBOOK/INSTAGRAM, HOUSING MUST BE SELECTED AS A SPECIAL AD CATEGORY\*

# 3. REFRAIN FROM...

- Discrimination is NOT acceptable in any form. Realty ONE Group Choice prohibits discrimination and harassment based on race, color, sex, religion, sexual orientation, national origin, disability, and all protections outlined by the State of Minnesota. Harassing speech, hate speech, epithets or slurs are prohibited.
- Social media posts or marketing that goes against Minnesota and United States Fair Housing laws
- Social media posts or marketing with any political affiliation, position or comments for or against said affiliation
- Social media posts or marketing with any religious affiliation, position or comments for or against said affiliation
- Social media posts or marketing about non-ROGC company listings without listing agent's permission

**VIEW FULL MARKETING GUIDELINES HERE** 

Contact marketing@rogchoice.com for any questions and clarification.

# **CONTENT PLANNING**

# 2025 MARKETING CALENDAR TEMPLATE

Start planning your 2025 social media and marketing content with this easy to use Google Sheets document. Simply make a copy and get started.



# **VIEW CALENDAR**

CONTENT IDEAS	HASHTAGS	CAPTIONS
<u>View Here</u>	<u>View Here</u>	I recommend utilizing <u>ChatGPT</u> or <u>ClaudeAI</u> or <u>Google Gemini</u>
AI PROMPTS	ROGC CONTENT	SOCIAL TEMPLATES
<u>View Here</u>	Brokerage-specific templates.	ROGC branded social media templates.

# **REELS & VIDEO CONTENT**

# **TIPS & TRICKS**

- 1. Hook your audience in the first 3 seconds
- 2. Keep it short and provide value to your audience
- 3. Show your personality and brand as a Realtor®
- 4. Add a detailed caption and trending music/audio
- 5. Always include a Call-to-Action with contact info

# **CAPCUT TEMPLATES**

Create Reels using the CapCut editor and customizable templates



# TRENDING AUDIO & SOUNDS

Use audios that will help get reach on your social media videos. These are great to use for listings, as background music for real estate educational videos, and for comedy purposes. Trending audios are updated monthly.

# **ACCESS TRENDING SOUNDS HERE**

**Updated Monthly** 



### **FEED POST**

- Lives on your Instagram grid or profile feed/page
- Can be a photo, graphic, carousel, or reel
- Use captions to tell a story or share important details



# **REEL**

- Up to 90 seconds of video content
- · Posts to your feed and Reels tab but can also remain off your grid
- Includes audio, music, or dynamic elements



### **STORY**

- Temporary post, visible for 24 hours in the Stories section
- · Can include photo, video, text, stickers, polls, or interactive elements
- Archives to Highlights for permanent visibility on your profile
- Ideal for quick updates, behind-the-scenes moments, or polls



### **CAROUSEL**

- Slideshow post with photos, videos, or a mix of both
- Swipe-able format for storytelling or step-by-step guides
- Increases time spent on your post, boosting engagement



### **COLLAB POST**

- Co-posting feature that allows a post to appear on multiple profiles
- Perfect for partnerships, collabs, or shared projects with any account



### **INSTAGRAM HIGHLIGHTS**

- Permanent collections of past Stories on your Instagram profile
- Organized by category, event, or theme (i.e. Listings, Home Tips, Testimonials)

# **KEYWORDS & HASHTAGS**

#realestateforsale #realestateinvestment #realestatetips #realestateagent #realestatelife #realestatemarket #realestateideas #realestatenews #realestatemarketing #realestatebrokerage #residentialrealestate #commercialrealestate #investmentproperty #fixandflip #renovated #propertyforsale #[yourcity]realestate #[yourcity]realty #[yourcity]homes #[yourcity]homesforsale #dreamhomesforsale #selling[yourcity] #buyingin[yourcity] #movingto[yourcity] #relocateto[yourcity] #findyourhome[yourcity] #[yourcity]realtyteam #[yourcity]realestateteam #homeswithviews #cozyhomesforsale #familyhomesforsale #modernhomes[yourcity] #newconstruction[yourcity] #firsttimehomebuyer[yourcity] #[yourname]realestateexpert #[yourname]dreamhomes #[yourname]forsale #[yourname]justsold #stagingworks[yourcity] #realestategoals #rogchoice #realtyonegroup #realtyonegroupchoice

#[yourcity]neighborhoods #[yourcity]realtor #[yourcity]realestateagent #[yourcity]life #[yourcity]living #[yourcity]community #[yourcity]residentialrealestate #[yourcity]commercialrealestate #[yourcity]luxuryrealestate #[yourcity]realestateexperts #[yourcity]investment #[yourcity]brokerage #[yourname]homes #[yourname]realestate #[yourname]listings #[yourname]realty #[yourname]properties #iustlisted #openhouse #justsold #sellingluxury[yourcity] #[yourcity]neighborhoodexperts #[yourcity]dreamlife #movingday[yourcity] #sellinghomes[yourcity] #investmenthomes[yourcity] #homevalue[yourcity] #marketupdate[yourcity] #customhomes[yourcity] #sellmyhome[yourcity]

#luxurylistings #offmarketlistings #listing #dreamhome #lovewhereyoulive #neighborhood #curbappeal #forsale #newhome #realestateinvesting #luxuryrealestate #realestatetipsandtricks #localrealestate #realtorlife #brokeragebusiness #realestateexpertise #realestateinnovations #homesforsale #houseforsale #newlisting #localexperts[yourcity] #[yourbrokeragename]listings #openhouse[yourcity] #justlisted[yourcity] #firsttimebuyer[yourcity] #closingday[yourcity] #[yourcity]hometours #luxurylistings[yourcity] #yourhometownrealtor #curbappealmagic

# **3X3 HASHTAG STRATEGY**

- Use up to 9 hashtaas
- Follow the 3x3 strategy: 3 hashtags about what the video relates to, 3 hashtags about the pain point, and 3 hashtags about the audience
- Sometimes, less is more: using trending audio and location are new forms of "hashtags"

# **TOP 5 LEAD GENERATION IDEAS**

# 1. SOCIAL MEDIA MARKETING & ADVERTISING

Boost your brand visibility and connect with potential clients by reaching them where they spend most of their time online.

# 2. MONTHLY OR QUARTERLY NEWSLETTER

Stay top-of-mind with past clients and your sphere by delivering valuable market updates and insights directly via email or mailed to their address.

# 3. OPEN HOUSES

Showcase properties to a broader audience while creating opportunities to meet and engage with potential buyers.

# 4. LEAD MAGNET (EX. SELLER GUIDE OR HOME VALUATION TOOL)

Capture leads by offering valuable resources like buyer/seller guides or home valuation tools, creating a natural entry point for future client conversations.

# 5. COMMUNITY INVOLVEMENT & EVENTS

Build trust and credibility by forming personal connections with local residents and demonstrating your commitment to the community.







# MARKETING TEMPLATES

# LISTING AND BUYING PRESENTATIONS

Customize presentations for your business with our listing and buying presentation templates. Access on ONE Hub and edit within Canva! Click the button below to get started.

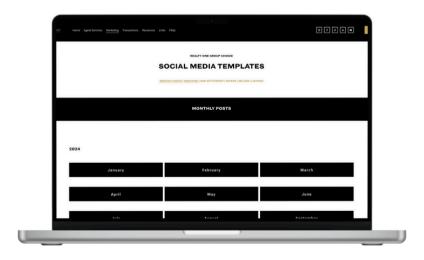




**VIEW THE CONTENT CENTER** 

# **SOCIAL MEDIA TEMPLATES**

Access hundreds of templates created by the ROGC Marketing Department on ONE Hub. There are posts available for each month of the year!



# ROGC ASSETS & GIFS

# **BRAND AFFILIATES**

Open the Content Center to dowload all 'ROGC' logos, fair housing, NAR, textures, and fonts.

# **ROGC CONTENT CENTER**



# REALTY ONE GROUP BRANDING

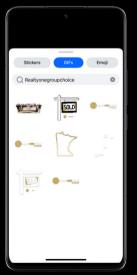
Additional branding resources provided by Corporate! Feel free to use, download to your computer, and import to Canva.

**ROGC SPECIFIC BRANDING** 

**BRANDING ASSETS** 

# **ROGC GIFS FOR SOCIAL MEDIA**

Use our Realty ONE Group Choice GIFs on Instagram and Facebook. When creating a story, open the GIF sticker and search "realtyonegroupchoice" for the animated GIFs to populate.









# HELPFUL RESOURCES

ROGCHOICE.COM

# **AI CHATBOTS**

# **CHATGPT BY OPENAL**

Versatile chatbot for creative and professional assistance.

FREE VERSION AVAILABLE; CHATGPT PLUS AT \$20/MONTH

**CLICK HERE** 

# **CLAUDE BY ANTHROPIC**

Al chatbot designed for business productivity and collaboration.

FREE BASE PLATFORM; PRO VERSION AT \$20/MONTH.

**CLICK HERE** 

# **GOOGLE GEMINI**

Advanced AI with integrated search and knowledge tools.

**FREE** 

**CLICK HERE** 

# **COPILOT BY MICROSOFT**

Al-powered productivity assistant integrated into Microsoft Office tools.

**INCLUDED WITH MICROSOFT TOOLS** 

**CLICK HERE** 

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# **AI TOOLS**

# **NOTION**

Comprehensive workspace for task and project management.

FREE PLAN AVAILABLE; PLUS PLAN AT \$12/MONTH

**CLICK HERE** 

# **BING AI IMAGE GENERATOR**

Complimentary tool for generating Al-powered images.

**FREE** 

**CLICK HERE** 

# **SCRIBEHOW**

Step-by-step guide creator for sharing workflows and processes.

FREE PLAN AVAILABLE; PRO PLAN STARTS AT \$29/MONTH

**CLICK HERE** 

# LOOM

Video communication tool for recording and sharing tutorials.

FREE PLAN WITH LIMITATIONS; BUSINESS PLAN AT \$15/MONTH

**CLICK HERE** 

# **ONLINE RESOURCES**

# **UNSPLASH**

Complimentary and royalty-free stock images that you can use across your marketing.

**FREE** 

**CLICK HERE** 

# **PEXELS**

Complimentary and royalty-free stock image site that you can use across your marketing.

**FREE** 

**CLICK HERE** 

# **CANVA**

Design platform with thousands of templates for real estate graphics and videos; I recommend the premium version recommended for full access.

FREE PLAN AVAILABLE; PRO PLAN AT \$12.99/MONTH.

**CLICK HERE** 

# **MANYCHAT**

A chatbot platform that automates conversations across Facebook Messenger, Instagram, WhatsApp, and SMS to enhance customer engagement.

OFFERS A FREE PLAN; PRO PLANS START AT \$15/MONTH

**CLICK HERE** 

HELPFUL TOOLS ROGCHOICE.COM

# **ONLINE RESOURCES**

# **META BUSINESS SUITE**

Manage your Instagram and Facebook posts, ads, and analytics in one place.

**FREE** 

**CLICK HERE** 

# **HOOTSUITE**

Paid multi-platform social media scheduler that allows you to plan multiple posts across Instagram, Facebook, TikTok, LinkedIn, Pinterest, and more.

PROFESSIONAL PLAN STARTS AT \$99/MONTH (BILLED ANNUALLY)

**CLICK HERE** 

# **MARKFUL**

Print materials including business cards, badges, signs, calendars, and other high-quality marketing essentials.

**PRICING VARIES BY PRODUCT** 

**CLICK HERE** 

# **REMINDERMEDIA**

Direct mail and real estate farming tools for client outreach.

**PRICING VARIES** 

**CLICK HERE** 

HELPFUL TOOLS ROGCHOICE.COM

# **NEWS & MARKET DATA**

### INFO SPARKS IN MLS

An interactive tool that allows real estate professionals to analyze and share housing market trends through customizable charts and data visualizations.

# ACCESS VIA YOUR LOCAL MLS

# **REALTORS® PROPERTY RESOURCE (RPR)**

A comprehensive property database providing REALTORS® with extensive data, tools, and reports to assist clients and enhance market knowledge.

### ACCESS VIA YOUR LOCAL MLS

### **REAL ESTATE NEWS**

A platform offering the latest updates and insights on the real estate industry, including market trends, policy changes, and expert analyses.

### **CLICK HERE**

### INMAN

A leading source of real estate news, offering in-depth articles, analysis, and insights for industry professionals.

### **CLICK HERE**

### **KEEPING CURRENT MATTERS**

Provides real estate professionals with curated market insights, reports, and visual aids to effectively communicate current trends to clients.

### **CLICK HERE**

### **HOMESPOTTER APP**

A mobile application that enhances MLS listings with client collaboration tools, allowing agents to share listings and communicate with clients seamlessly.

<u>IPHONE</u>

GOOGLE

### **MLS-TOUCH APP**

A mobile MLS solution enabling agents to access listings, manage contacts, and collaborate with clients on the go.

<u>IPHONE</u> <u>GOOGLE</u>

**HELPFUL TOOLS** ROGCHOICE.COM

# **CONTENT CREATION APPS**

### CAPCUT

A complimentary video editor that has thousands of available templates, Al integration, teleprompter features, and more!

IPHONE

GOOGLE

### **INSHOT VIDEO EDITOR**

User-friendly video editing app with features like trimming, merging, and adding music or text.

**IPHONE** 

**GOOGLE** 

### **CAPTIONS AI**

An Al-powered tool that simplifies video production by generating captions and translating videos into multiple languages with synchronized lip movements.

IPHONE GOOGLE

### **SCRL**

App for creating seamless slideshows with photos, ideal for showcasing listings or recent activities.

<u>IPHONE</u>

GOOGLE

### PICSART AI PHOTO VIDEO EDITOR

Comprehensive editing app with Al-powered tools for photo and video enhancements.

<u>IPHONE</u>

**GOOGLE** 

### **REMINI AI PHOTO EDITOR**

Enhances photo quality using AI technology, improving clarity and resolution.

<u>IPHONE</u>

**GOOGLE** 

### **CANVA**

Design platform with thousands of templates for real estate graphics and videos; I recommend the premium version recommended for full access.

<u>IPHONE</u>

**GOOGLE** 

**HELPFUL TOOLS** ROGCHOICE.COM

# **LINK IN BIO TOOLS**

# LINKTR.EE

A platform that consolidates multiple links into one, allowing users to share various content through a single URL.

FREE PLAN AVAILABLE; PAID PLANS START AT \$4 PER MONTH

**CLICK HERE** 

# **VIDEOASK**

An interactive video platform enabling personalized, asynchronous video conversations for recruitment, sales, and customer engagement.

FREE PLAN AVAILABLE; PAID PLANS START AT \$24 PER MONTH

**CLICK HERE** 

# **BITLY**

Primarily a URL shortening service that also offers customizable link-in-bio pages to curate and track multiple links from social media profiles.

FREE PLAN AVAILABLE; PAID PLANS START AT \$8 PER MONTH

**CLICK HERE** 

# **DOT.CARDS**

Dot cards allow users to share contact information and social profiles through a single tap or scan.

**ONE-TIME PURCHASE STARTING AT \$20 PER CARD** 

**CLICK HERE** 

HELPFUL TOOLS ROGCHOICE.COM

