

Likes into Listings: Purpose-Driven Marketing



Tara L. Christianson

 realestate.com.au

Welcome



DESTINY'S CHILD



Attract the right audience

Nurture your existing audience

Convert your audience



Attract



It starts with YOU.



About Blake

11 years experience

Blake's mature and enthusiastic approach to all aspect of Real Estate are first class, his ability to connect easily with people combined with an approachable and passionate personality ensure that he is able to create great rapport with clients.

Driven and motivated, Blake excels and thrives through the variety of circumstances and roles which he is faced with as Head of New Business, whilst maintaining a committed and professional attitude in his approach.

- AREC 2024 Speaker
- REB 2024 & 2021 Business Development Manager Winner - Property Management
- Property Management Team Member of the Year 2018
- Licensed Real Estate Agent
- 10+ years in a Business Development capacity and well-versed experience in both Property Management and Sales
- Born and raised in the Sutherland Shire with a wealth of local knowledge
- Approachable, proactive and committed to every aspect of his client's needs



**Blake
Mariner**



 **Request a free appraisal**

 **Enquire**

 **Call**

Social Profiles



Who your
account is
for and what
content
you'll offer



Clear call
to action



Credibility



Content to attract



Client Stories

1st person: Their story and how you helped

3rd person: Present the client's situation when you first met them. An issue that came up and how you solved that issue. End with the outcome.

Reviews/testimonials about your service.



Instructional Guides

Snippet of content that makes them want to read more

Playbook style stories (Instagram and LinkedIn carousel posts)



Quick Wins

Make things easy for people:

“Want to win your next bid at auction? Do these 3 things.”

“Make your rental application stand out with these 5 tips.”



Engage



Interact



Nurture



Pay attention.



Collaborators



Core

The people who constantly check in, incl competitors.



Advocates

These would be past clients – referrers – who help spread the word and share content.



Cheerleaders

They support you in everything even if they don't do business with you.



Who's Missing?

Who's not in your current audience?

Who do you wish was there? Be specific.



Content to nurture



News

Take a national headline and make it local.

Keep people consistently updated on their local/hyperlocal area.

Tell the stories of your neighbourhood(s)/communities.



Relatable

Experiment with Lives

Show the human being behind the brand

- Timeless challenges
- Experiences in your industry
- Pop culture references



Pain Points & Solutions

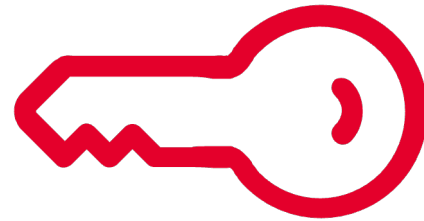
What are some problems you or your clients have encountered?

How did you solve them?

Hot Tip: Use REA's Property Seeker Report and other research for ideas.



Key = Consistency



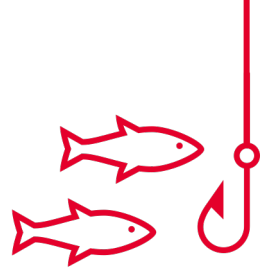
Convert



What's your end goal?



Create hooks that mirror their concerns



“Ready to sell but losing sleep over whether now is the right time? It’s not timing that makes or breaks your sale – it’s preparation.”

“This is for you if you’ve ever asked, ‘*Why is my investment underperforming when the market’s rising?*’”

“Feeling tied down by your investment properties?

Hint: It’s not your tenants.”

“Overwhelmed by even the *thought* of putting your home on the market?

You’re not indecisive – you just haven’t been shown a clear step-by-step strategy.”



Let's put it together into a caption

"Thinking of selling but worried you'll leave money on the table?"

} Hook

Here's the truth 🙋 it's rarely about timing.

It's about *preparation*.

} Value

The homes that sell for more aren't the ones that 'waited for the right month.' They're homes that were positioned to shine from day one. ✨

Want to see how to prep yours without overspending? Drop me a DM with 'PREP' and I'll send you my checklist."

} CTA



Worried about leaving money on the table?



Convert



Value

- Tailored guide, i.e. “How to Maximise Your Sale Price in Today’s Market”
- Newsletter with tips for investors (“3 Questions to Ask Your Property Manager”)
- Market updates specific to their property



CTA

Use action verbs: Download, Explore, Connect, etc.

- “Register now for updates on new listings in your desired area.”
- “Subscribe to our newsletter for exclusive content and listings.”



DM Automation

- Native
- Manychat
- MobileMonkey
- Linktree
- LinkDM



AI Assistance



Three ways AI can help

1

Identify your targeted Ideal Client Profile (ICP).

2

Build a strategic content calendar.

3

Create social posts for your specific audience(s).



Ideal Client Profile (ICP)

Step 1:

Collect the URLs of 5-10 profiles of ideal clients.

Step 2:

Using ChatGPT, use a prompt similar to this: If I said that these were my ideal customers – {insert URLs} - would you be able to create an ideal client profile that can be used for target marketing purposes on social media?

Step 3:

Use the delivered insights to help craft messaging angles, ideal channels, and ad targeting options.



Create posts targeting a specific audience

“Create social posts, which include clear value to the audience, attention-grabbing hooks, a compelling call to action and are visually arresting. My target audience is [age demographic] located in and around [specific location, if applicable].

Can you also recommend which social media channels you think I should focus on for those posts? I am hoping to attract and nurture my current social media audience with the goal of [X] {growing my follower count} and providing interesting enough information that they want to come back.”



Day 1 – Monday Motivation (Mindset for Sellers/Buyers)

Hook (caption start):

“Buying or selling a home isn’t just about bricks and mortar — it’s about building your future.”

Caption:

This week, think beyond the “For Sale” sign. Whether you’re buying, selling, or investing, every property decision is really a lifestyle decision.

✨ Where do you want to live?

✨ What does your dream daily life look like?

✨ How can property move you closer to it?

When you focus on the bigger picture, the right decision becomes a lot clearer.

CTA:

“What’s one thing your dream home MUST have? Drop it in the comments 📌”

Hashtags:

#RealEstateTips #DreamHome #PropertyGoals #RealEstateAustralia #MondayMotivation
#InvestSmart

Visual:

Carousel graphic with bold headline “Your Home = Your Future” → slides with 3 mindset shifts for sellers/buyers.





Attract the right audience



Nurture your existing audience



Convert your audience



Thank you

Tara L Christianson
National Customer Training Manager

