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5 Easy Ways to Jump-Start Your Content Strategy

By Katie Lance

I have blogged consistently for over two years and have written over 300 blog posts. I know first-hand how you can really get into a rut of doing the same old thing over and over again!

If you are a real estate agent or broker and are ready to kick-start your content strategy for your blog or your social media streams, then here are five super simple ideas for you.

1. Stop writing and break out your smartphone. Tired of writing? Spend a few hours walking around your community and snap photos of all the things you absolutely love about your area.

Your favorite restaurant.

The cool coffee-house.

The quaint downtown.

If you take 30 photos – that could be 30 days worth of content for you!

Plus, with so many fun apps to choose from, it is so easy to make incredible looking photos.

Tip: Check out some of my favorite photography apps: Camera+, Dash of Color and Instagram.



The Corcoran Group

Our favorite holiday windows this year come from our neighbors here at 660 Madison Avenue, downstairs at Barney's New York, who have created 'Gaga's Workshop', a Lady Gaga-inspired set of futuristic environments and fantastic machines.



Checking-In Around: Barney's New York's Holiday Windows

14 new photos

Unlike · Comment · Share · 10 1 2 · Yesterday at 10:03am ·

2. Write about what others are writing about. Did you just read an article or two of interest? Use that to jump-start a blog post.

Take an excerpt from each blog (a couple sentences), link back to them, and then add your opinion. Then, post your blog article out on your Facebook page and Twitter stream. Make sure to tag them so you get the re-tweet, share, and like love!



The GoodLife Team

Looking for a new start? What City do you think is ranked #1 as the best place to start over?



The 30 Best Cities for Starting Over, From Washington, D.C. to Honolulu

www.thedailybeast.com

Looking for a new beginning for the new year? The Daily Beast finds the 30 best metros for starting over.

Like · Comment · Share · 15 hours ago ·

3 people like this.

View all 4 comments

2 shares



Mark Martin We are lucky to work and live in such a great town!

14 hours ago · Like · 1



Kevin Sharp stay where u r....we have enuff transplants! :) i know i'm 1

13 hours ago · Like

Write a comment...

Tip: Read an article about real estate from Inman.com and then write a blog post about your opinion about those article(s). It's a great way to build your expertise! Or, just post the link to the article on your Facebook page but write an interesting sentence or two about the article and why you think it is interesting!



The Hudson Company via Inman News

Some homeowners facing foreclosure seem to be desperate to buy again. Inman Columnist Tara-Nicholle Nelson has suggestions for setting buyers up for success (and sustainability) for the next time they buy a home



4 steps to buy again after foreclosure | Inman News
www.inman.com

Mood of the Market. Homeowners facing foreclosure seem to be desperate to buy again. Frequently, I receive letters from someone who hasn't yet lost their home to foreclosure but anticipates they soon will, and wants to be able to get back into the market, quick-like. Many claim their haste is b...

3. Create theme days. Not ready for a full blown content calendar? Just need a simple Monday-Saturday blogging or social media plan?

How about Photo Friday? Or Story Saturday (where you share the story of a client). Or Tip Tuesday?



Better Homes and Gardens® Real Estate

It's Monday, the day you wipe the slate clean and start fresh! I want to encourage, challenge, even dare you to make an intentional change to improve something in your life. What one thing will you do today to KICKSTART an amazing week?

Like · Comment · Share · Monday at 6:24am · 🌐

👍 12 people like this.

Write a comment...

This is one of the quickest and easiest ways to freshen up what you've been doing and it also gives you a quick kick in the pants when you have that moment of, "what am I going to post today?"

Tip: You don't need a catchy titled theme every day. You could just have a general theme for each day of the week to keep you on track.



365 Things To Do in Costa Mesa

Who "Likes" Martini Monday? Check out the one at [Roman Cucina](#) each and every Monday for amazing drink specials and don't miss their Italian food. Enjoy Costa Mesa!



365 Things To Do In Costa Mesa - Martini Monday at Roman Cucina - Day 136 | Costa Mesa, Huntington B www.costamesahousehunter.com

Roman Cucina has a vibrant atmosphere and has been dishing up Italian classics since 2001. They really know how to cook Italian (and I would know, coming from an Italian family!). I recently had a chance to try their eggplant parm and it was delicious! (Their bruschetta appetizer was also amazing!)

Like · Comment · Share · Monday at 3:14pm ·

Ryan Schneider likes this.

Write a comment...

EXAMPLE 1:

Monday – Photo from community

Tuesday – Tip for sellers

Wednesday – Fun video

Thursday – Tip for buyers

Friday – Local event

Saturday – Secret real estate tip

EXAMPLE 2:

Monday – Client photo/story

Tuesday – Short sale tip

Wednesday – What not to do when buying/selling (funny)

Thursday – Economy article

Friday – Why I love (city) (photo)

Saturday – The coolest house you've seen this week



benb360

Happy first-time home owners Greg and Emily!



Like · Comment · Share · November 16 at 4:58pm · 🌐

👍 Kristin Wallace Killian Patterson likes this.

Write a comment...

4. Talk about local events – but do it strategically!

How can you do this strategically?

Example of what NOT to do: Write about a local event. Post it on Facebook and expect to get a lot of shares. Then, get bummed out because you received 1 like and no shares. What happened? See below!

Example of what TO do: Go to your Chamber of Commerce and Downtown Association websites and look at the events for the next two months. Pick 3-4 that you are excited about promoting. Put them on your calendar.

Do a blog post about an upcoming event one week out including a link to the event website. Contact the event coordinator, introduce yourself and tell them about your article.

Tell them you are excited about it and that it will get posted out on all of your social media channels. Tell them you are interested in doing an article about the event and telling your clients about the event. Ask for 5-10 comp passes.

Send a hand written thank you card.

Contact your 5 best clients and invite them to the event – mail them the tickets or arrange to meet for a coffee date (your treat) to give them to them in person.

2 days before the event: post your blog post on your Facebook page and Twitter and “tag” your downtown or event coordinator.

Day before the event: post it out again with a “See you tomorrow!” message on your social channels.

Go to the event and take 5-10 photos (with your clients). During the event tweet out a photo or two making sure to tag the association or event coordinator.

The next day, do a post about the event – remember your “who, what, where, why and how.”

Include photos and mention any note-worthy people. Post your article out on your social channels, and again tag the downtown association and/or event coordinator. Call the coordinator and thank them again. Let them know about your second article and offer to send them the link to put onto their website or Facebook page as a great testimonial.

It sounds involved but it’s that little extra effort that makes it worth it.

This is a prime example about how to leverage social media and build a network as well as bring your online to the offline.

Tip: Imagine if you used a similar strategy with people you do business with – your mortgage broker, your stager, your favorite landscaper. The possibilities are endless when you think beyond what everyone else is doing.

Jay Thompson swears by his annual [Fireworks post](#) and does a great job of showcasing local activities and events.



THE PHOENIX
REAL ESTATE GUY

Phoenix Real Estate - Anything & Everything About it. Plus Random Musings...







480-621-8280

July 4th Fireworks in Phoenix. The 2011 Edition.

by **JAY THOMPSON** on **JUNE 27, 2011** | **9 COMMENTS**



It's that time again! Independence Day is a week away, and all across the Phoenix area, fireworks displays will be lighting up the night. I've attempted to collect information of Fourth of July fireworks shows in Phoenix and the surrounding area all into one place. I may have missed something (please let me know!), and it is important to double-check with the appropriate venue as to exact ...

[\[Read more...\]](#)

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City

Min price

Max price

Size + sq ft

Beds +

Baths +

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Memorial Day 2011

by **JAY THOMPSON** on **MAY 29, 2011** | **12 COMMENTS**



Over the last couple of days, many people have found this blog by Googling, "reason for Memorial Day". This makes me sad. Everyone should know the reason for Memorial Day. It doesn't signify the beginning of summer. It's not about the Indy 500, fireworks, shopping and sales, backyard bar-b-q's or a day at the lake. It's a day to commemorate and honor the men and women that have died ...

[\[Read more...\]](#)

THOMPSON'S REALTY

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We're on  Add to circles

5. Write about what you are working on now. Working with first-time homebuyers? What are the questions they are asking you? Each question could be a blog post. Remember, a blog post doesn't have to be an essay – it could be 2 paragraphs and a photo.

Take a look below.



The Bay Area Team

In 2011 we have experienced that each escrow is taking 3X the negotiating skills and effort. We are closing a magnificent estate today that has taxed us to what we thought were our limits. Happy Seller / Happy Buyer!





 Like ·  Comment ·  Share · October 27 at 8:09pm · 

 2 people like this.




Melissa Polce Good agents can weather this market, Great agents realize it takes twice as much work as it used to and prospers in this market! Congrats!

October 28 at 5:54am ·  Like ·  2



The Bay Area Team Forget to let all of you know that this beautiful estate closed escrow two weeks ago!

November 15 at 7:22am ·  Like

Keep it simple! Think it's too simple? You are wrong. You would be amazed at how many "simple" things in real estate most people do not know or understand.

Tip: Take ten minutes and brainstorm a list of 20 topics off the top of your head that you get asked all the time. Each one of those could be a blog post!

I could keep going, but these five easy ideas should give you a big jump-start to your content strategy. I'd love your comments as well as any tips you have about content strategy that are working for you.