

EXCEL

QUARTERLY

Quarterly Branding Photo Guide → [Branding](#)

Each quarter download the Branding Photo Guide. This will guide you through a branding photoshoot with shot ideas that will correspond with posts in the upcoming content calendar. We also now give video ideas to get for the upcoming quarter.

Browse the Excel Marketing Vault → [All Content](#)

See if there's anything new you want to use this quarter. Maybe a new marketing guide you want to promote in a landing page, a checklist you want to start providing to clients, or a new virtual business card.

Analyze your overall strategy

Is there anything you want to start implementing in your marketing? Maybe hiring a professional videographer for a new videos series, getting a new logo, or changing up your branding.

MONTHLY

Customize and schedule your content.

Add in your personal branding images, customize the style to fit you/your brand. Create reels per the instructions in the reel templates. Try to schedule out at least 10-15 posts throughout the month to save time later on.

Alternatively, you can use the Marketing Audit strategy to pick and choose different types of content rather than following the calendar days.

Customize and implement any additional content. → [What's New](#)

Each month we will add new content including a new email newsletter template and templates specific to the season, as well as additional content such as marketing guides, flyers, checklists, postcards, textable graphics, and more. Check out what's new this month under 'Announcements' and implement anything you'd like.

WEEKLY

■ Post at least once on your feed.

If you've scheduled your posts for the month, you don't have to worry about this. Make sure to post at least once per week on your feed so that new visitors know that you are active. For best results, post as many days of the week as possible - just make sure the content is high-quality and engaging.

■ Show your face!

Post at least one feed post or reel with your face in it. Posts with your face in them 38% more likely to get engagement. To truly grow your Instagram, you need to show the person behind the screen. Drop your images into our templates or follow the instructions for one of the reel templates.

■ Post to your story at least 3 days of the week.

Try to stay active on stories. Show us BTS, preview homes, use engagement stickers and ask simple questions. If possible, try to post on story daily.

■ Post one reel.

Post at least one reel. Use a trending audio to reach more accounts.

■ Comment on a recent post on 5 different accounts.

Make a genuine comment on a local business or influencer account, or on an account in the real estate industry.

■ Follow new accounts that interest you.

You don't have to do this each week, but occasionally make sure to follow a few new accounts that interest you. Specifically local accounts or real estate industry accounts.

■ Respond to any comments or messages.

Be sure to like and reply to any comments or messages you've received throughout the week.