

# BUILDING BUSINESS IN A VIRTUAL MARKETPLACE

KNIPE | REALTY 

# STAY IN FRONT OF YOUR SPHERE

Porch Pop By's – School Supplies, Art Supplies, Small Indoor Games, Baking Kit, Cards/Dice/Game Ideas, Kid's Snack Packs (Walking of course, and in your neighborhood probably)

Virtual Pop By's – Links to Game Night Ideas, Science Projects, Art Projects, Home School Websites, Kid's Activity Websites, Fun Playlists for Kids, Themed Playlists for Adults, Short Workout / Stretching Videos, Weekly Podcast

Client Bingo Happy Hour – Set up virtual bingo cards, send link out to clients for the cards and the conferencing site, promote the prizes

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FB Giveaway for the Kiddos – Have a contest for kids: TikTok Dance Video, Draw your Dream House. Entries posted in the comments, random drawing for prize (even without a large FB friends list, you can promote and pay to boost to a FB group)

Virtual Babysitting – For close clients / kids you know, reachout with an offer to go FaceTime with the kids for 15 minutes so parent can take a sanity break or take a work meeting

Porch Pick Up Food Drive – Get clients involved in a food drive to support local schools or food pantries

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Throw a Virtual Housewarming Party – Print custom wine bottle labels with the invite and porch pop by to all the invited guests. Send out the link for the get together

Client Video Text Reachout – 30 second videos to check in, offer help (not real estate), stay connected

Back to Basics – Mailers with market updates and kid's activity sheets to past clients and neighborhoods you want to establish market share in

# CONTENT POSTING / PAY TO PLAY

Graphics Content to Post – Sphere and/or Pay to Play

1. Graphics from KR – Find in our FB page under photos
2. Graphics from other industry sources (NAR, RMLS, PMAR, ERA)

# CONTENT POSTING / PAY TO PLAY

## Video Content to Post – Sphere and/or Pay to Play

1. Tours of your listings
2. Tours of office listings
3. Tours of listings from other firms (agents usually welcome the extra marketing)
4. Virtual Open Houses – FB Live Event

Tour Video Example:

<https://www.facebook.com/Jinisis/videos/10163608527805195/>

# CREATING VIDEOS – KEEP IT FUN

Facebook Ad Video – Virtual Services

<https://www.facebook.com/Donniesmyrealtor/videos/213206446656560/UzpfSTE0MTI2NTEwNjY6Vks6MTg3OTI5NjQ1NTUzNzE3OA/>

What Not to do in Escrow TikTok

<https://www.facebook.com/alexistinsleyrealtor/videos/2963143423780555/UzpfSTM0ODAwMDA4OjE4NzgwMTQ1NzU2NjUzNjY/>

Toxic Person

[https://www.tiktok.com/@tayclark\\_realtor/video/6794963788551556357](https://www.tiktok.com/@tayclark_realtor/video/6794963788551556357)

# CREATING VIDEOS – KEEP IT FUN

Home Ad TikTok

<https://www.tiktok.com/tag/realtor?lang=en>

Upgrades Value Add TikTok

<https://www.tiktok.com/tag/realtor?lang=en>

Asivido Team Market Update

<https://www.facebook.com/AsividoTeam/videos/883271105467953/>

Mansy Team Update

<https://www.facebook.com/heather.mansy/videos/10157997262761236/>



**WE HOPE THAT YOU  
ENJOYED TODAY'S KLASS.  
THANK YOU!**