

ANDREW MCKINNEY CASE STUDY

OBJECTIVES

Andrew McKinney is a real estate agent based in Boston who specializes in properties around the Greater Boston area. Andrew's goal was to expand his social media presence outside of his well-connected circle and bring in new prospects for his properties.

Andrew's real estate portfolio ranges from typical triple-deckers to luxury apartments. The objective was to create a strategy that catered to all types of customers and brought a relatable sense to his social media appearance.

SOLUTION

The first issue that was addressed was creating a consistent posting schedule. Each week, one reel and two graphics were posted. Each reel was dedicated to a different topic & ranged from property tours, and educational content, to even just small anecdotes that Andrew liked to share with his audience.

We used Andrew's bright & bubbly personality to formulate content that allowed his social media channels to grow and bring in new prospects for his properties.

OUTCOME

1. Account Engagement Increase

Since we have taken over Andrew's accounts, his followers have skyrocketed by over 500 & his general engagement averages around 40 likes per post compared to 5-8 before.

2. Expand customer base

Andrew has been able to get qualified leads from property tours and spotlights posted on his social media. Our content even generated attention from the OnlyInBoston social media account which spotlighted Andrew's expertise as a Boston-based real estate agent.

3. Created a brand personality

By engaging & interacting with prospective clients & creating a digital community of real estate enthusiasts, we have been able to create a unique brand that combines Andrew's personality with his real estate expertise.



AT A GLANCE

CHALLENGES

- Bringing in new audiences
- Getting sales & leads from social media
- Growing accounts

OUTCOMES

- Successful social strategy implemented that has given Andrew more business & attention in the competitive Boston real estate market



JAKE ZABSKI

FOUNDER, HIGH TIDE MEDIA COMPANY

With over three years of social media work experience, Jake has helped his clients reach their full potential by offering his creative approach and new ideas to take their social media to the next level.