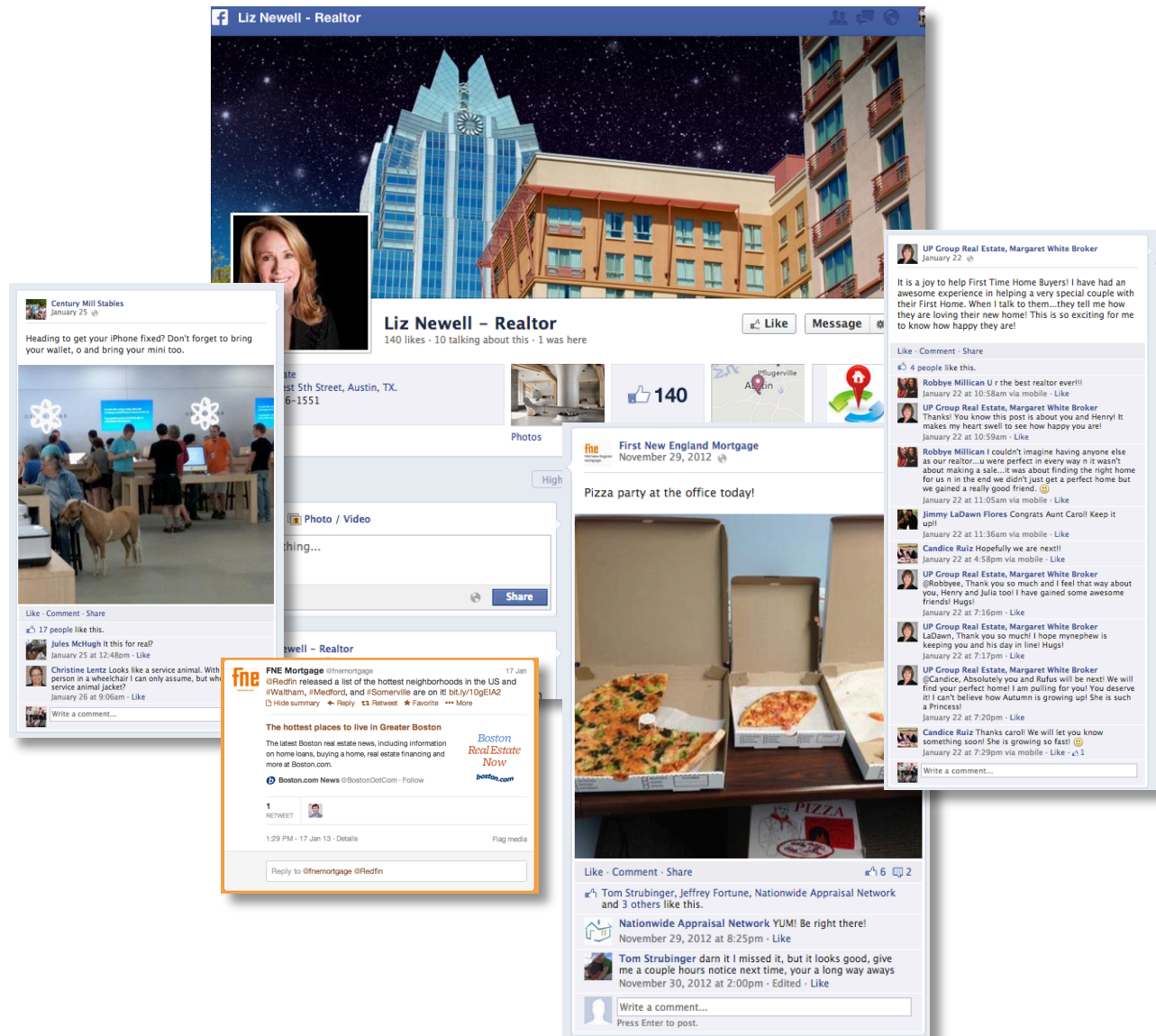


# How Concierge Builds Your Brand



The collage features several social media posts:

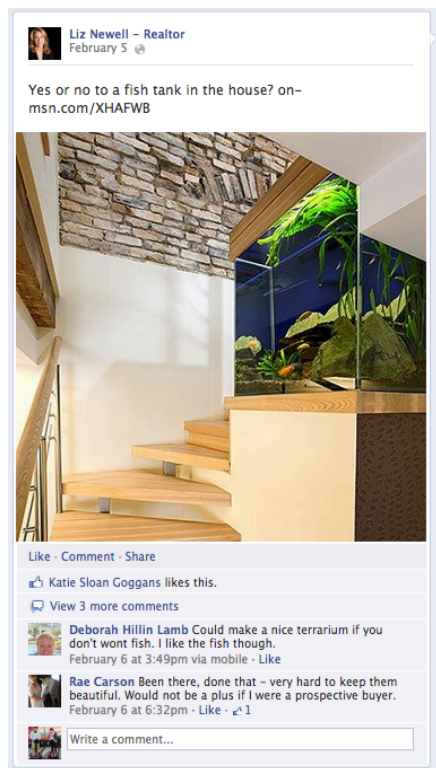
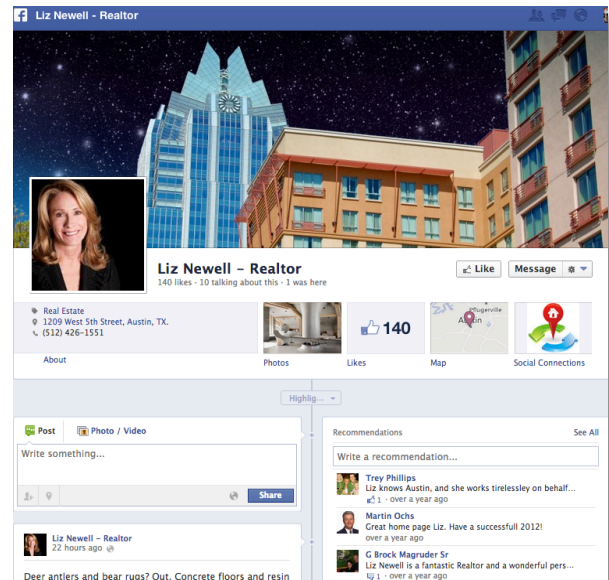
- Liz Newell - Realtor**: A post featuring a photo of a modern building at night, with 140 likes and 10 comments. The profile picture shows a woman with blonde hair.
- Century Mill Stables**: A post about heading to get an iPhone fixed, with a photo of people at a service counter.
- FNE Mortgage**: A post titled "The hottest places to live in Greater Boston" with a link to a blog post.
- UP Group Real Estate, Margaret White Broker**: A post about helping first-time home buyers, with a photo of a pizza party at the office.
- Robbie Millican**: A post about a pizza party at the office, with a photo of a pizza box.
- Tom Strubinger, Jeffrey Fortune, Nationwide Appraisal Network**: A post about a pizza party, with a photo of a pizza box.

# Case Study: Liz Newell – Realtor

## Build the Page

The first thing we did for Liz was optimize her page. This includes uploading her cover photo and profile picture, as well as updating her bio and contact information on her page.

Before we started engaging fans, we needed to grow her audience a bit. We sought out related local businesses Liz Newell's clients would use, such as interior design companies, mortgage companies, and local shops and community pages. Next, we reached out to local social media to show Newell's interest in her community. Finally, we uploaded her contact list into Facebook, before reaching out to her contacts by inviting them to "like" her new page.



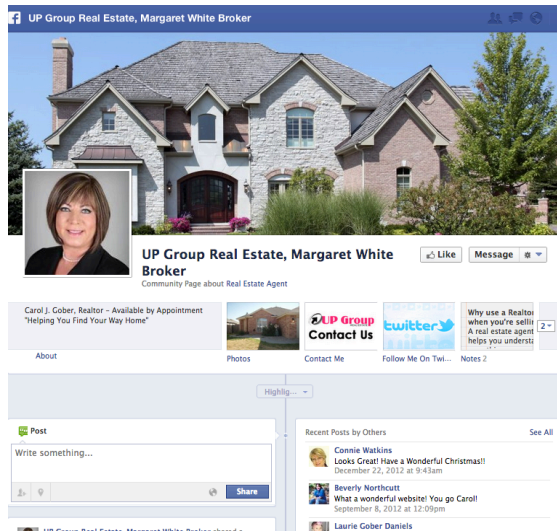
## Generate Interest

After speaking with Liz, we agreed that post topics could be home-related or current events and news about Austin. Once we found content, we wrote posts including a call-to-action, encouraging her fans to read and react, whether it be by "liking" the post or commenting. Since all posts are scheduled beforehand in our SocialMadeSimple platform, Liz always has the ability to edit, change, or delete any posts, or add posts of her own.

## Results

As a result of our optimization and engagement to start out her campaign, Liz Newell's fan count rose to over 140 in only 2 months, and her impressions and interactions greatly increased.

# Case Study: UP Group Real Estate



## Plan

We closely analyze the statistics provided by the SocialMadeSimple platform. Analytics help us decide what days, times, and types of posts we schedule to ensure our Concierge service users are getting the most fan engagement possible. More fan engagement means your posts reach more people.

## Communicate and Engage

Once a brand has been active on social media, it is important to make sure to respond to people who are engaging with your page with a "like," post, or comment. If someone asks a question on social media, it's important you answer it. We encourage our clients personally respond to any fan interaction on Facebook.

## Results

After careful planning and strategizing, our approach of remaining active and conversational increased community engagement on UP Group Real Estate's Facebook page. UP Group's page experienced a dramatic rise in fan count, views, and interaction.



# Case Study: First New England Mortgage



## Sweepstakes

Starting with less than 60 fans, we knew we had to do something to grow their audience. In addition to engaging current fans, we decided to take a new approach: running a sweepstakes. To gain more “likes”, we offered people a chance to win a \$250 American Express gift card. We explained that we were trying something new to stay in touch with our community and that with their help, we could reach more fans.

## Custom Content Creation

We know that fans really enjoy learning about the people behind the page. In an effort to humanize the FNE brand, we suggested that First New England Mortgage provide us with information and content to reveal what goes on in the office behind closed doors. We posted pictures of company events, employees, and even an office pizza party. These posts typically had twice the impressions of other posts. To build FNE's image as an authority in the mortgage business, we also frequently posted about the housing market, mortgage statistics, and home tips. To stay relevant to local fans, SocialMadeSimple makes sure to post novel articles and local events. It's important to keep a good balance of industry-related content, statistics, tips, suggestions, and current events.

## Results

In just 3 months, FNE's sweepstakes and custom content helped build its fan base to over 200 and increase fan engagement and impressions.

