

Create an iGUIDE Featured Property Post:

Agent Edition

The **purpose** of **Featured Property Posts** are to:

Build your social network and attract new clients by promoting your listing using our engaging iGUIDE technology.

The **goals** of **Featured Property Posts** are to:

Create meaningful content that will build engagement and network

Drive engaged contacts to your online store (website)

Step One: Choose your iGUIDE



Published by Kevin Klages [?] · April 17 ·

Visit this great Anna Maria, FL beach house: <https://bit.ly/2vc1Dn8>
This Anna Maria home is a perfect island getaway for a big family. 6 bedrooms and 5½ bathrooms!

Learn more now: <https://bit.ly/2HvD0nL>

Sato Real Estate & Vacation Rentals Realtor Association of Sarasota and Manatee The Hover Bureau iGUIDE

#3d #virtualltour #floorplan #photography #realestate #annamariaisland



461 people reached

Boost Post

Like

Comment

Share



1 Share



Write a comment...

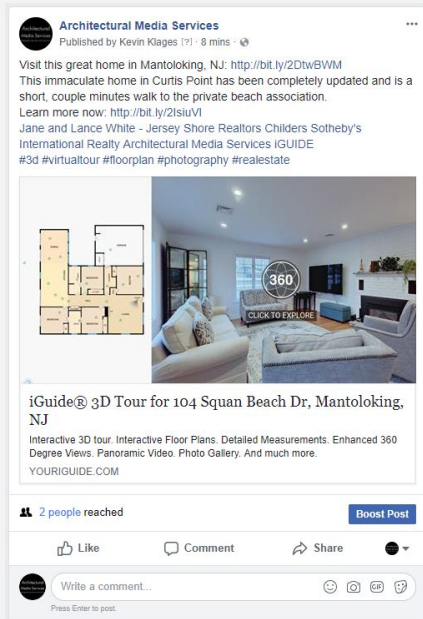


- Feature each of your outstanding and unique properties
- Create several posts for a property to turn a single post into a complete social media marketing campaign

Step Two: Choose a Feature Post Format

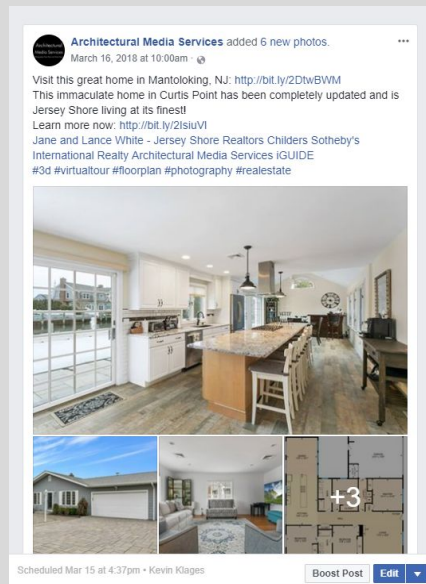
Here are three unique formats to use an **iGUIDE** to feature a listing on Facebook:

Simple Property Post



Use share links from the iGUIDE and iGUIDE Report

Photo Property Post



Use Photos from iGUIDE Photo Gallery

Photo Sphere Property Post



Use Photo Sphere from iGUIDE Report

Step Three: **Featured Property Post** text:

Your information here:

First Call To Action (iGUIDE)

Link to iGUIDE, to showcase your work

Use Bitly to shorten the address 

Tour this historic Louisville craftsman:
<https://bit.ly/2M7EbL5>

Property Highlight

Pull a highlight from the listing description to focus on one feature.

This 1910 Bungalow is in the beautiful and historic Eastover Park neighborhood of Crescent Hill.

Second Call To Action (Agent Listing)

Link to the listing page

Use Bitly to shorten the address 

Learn more now: <https://bit.ly/2NmbZZD>

Recognize Stakeholders

Tag relevant stakeholders and encourage them to share the post with their network

@agent
@brokerage
@yourcompany
@iGUIDE

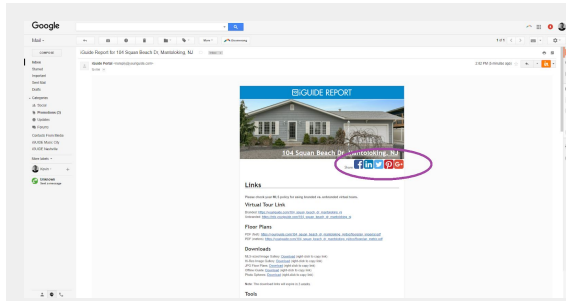


Visit our **iGUIDE** Facebook page for example **Feature Property Posts**

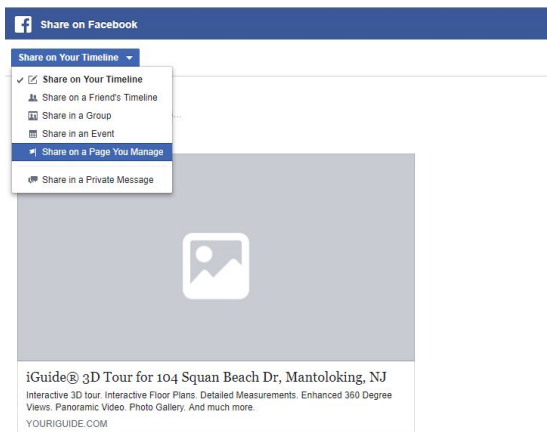
iGUIDE®

Build your post

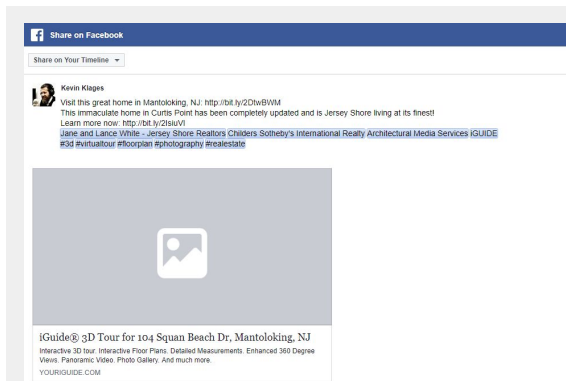
Option One: **Simple Featured Property Post**



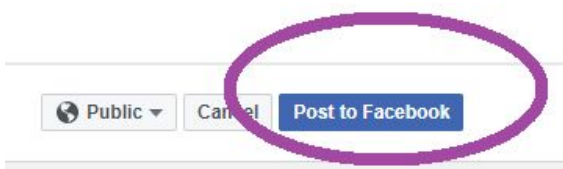
- Open your iGUIDE Report
- Click the Facebook share button



- On the {Share on Facebook}
- Select {Share on a Page you manage}
- Select your business page



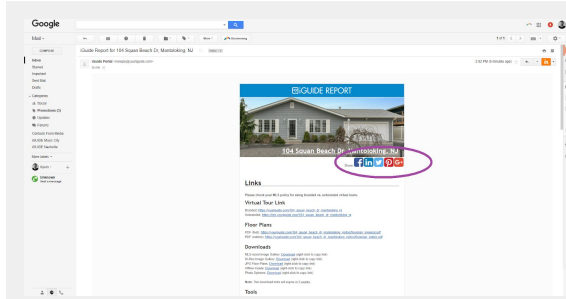
- Add your text



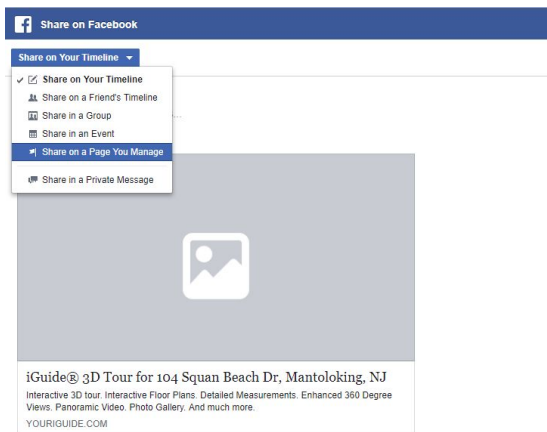
- When done

Build your post

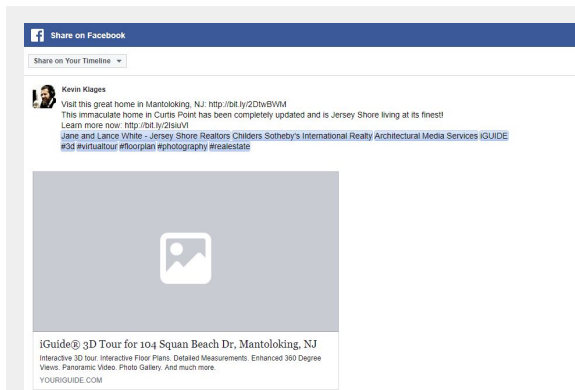
Option One: **Simple Featured Property Post**



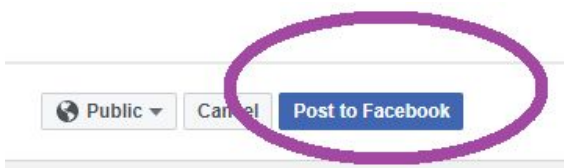
- Open your iGUIDE Report
- Click the Facebook share button



- On the {Share on Facebook}
- Select {Share on a Page you manage}
- Select your business page



- Add your text

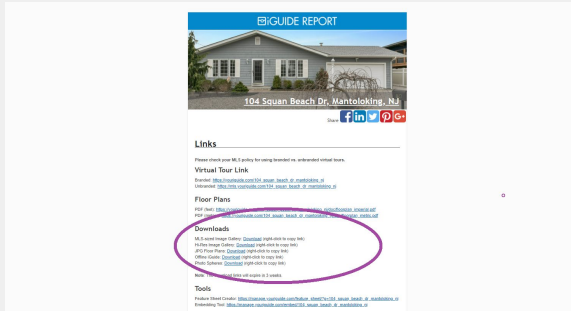


- When done

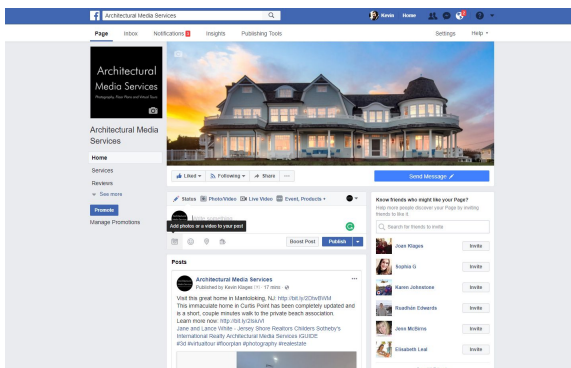
Build your post

Option Two: **Photo Featured Property Post:**

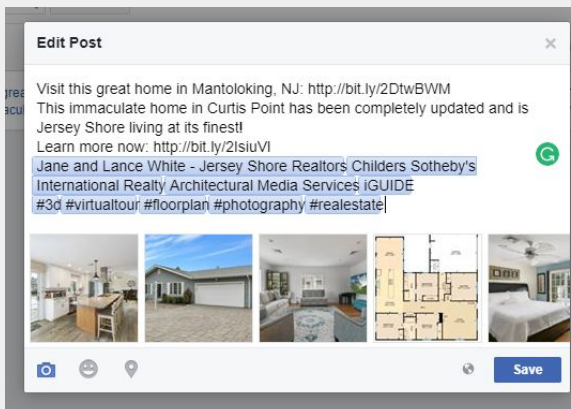
- Open your iGUIDE Report
- Download the Photos
- Download the JPG Floor Plans
- Select and Rename:
 - 4 home images
 - 2 floor plan images



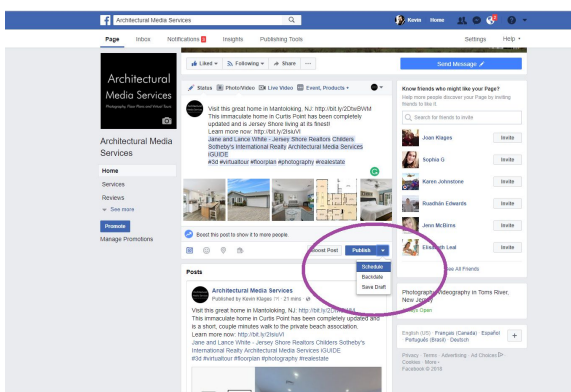
- Go To Write Something
- **ADD Images First**
- Reorganize images once added



- Add your text



- If you are doing multiple posts for the same property, you can schedule them
- Otherwise, just publish when done

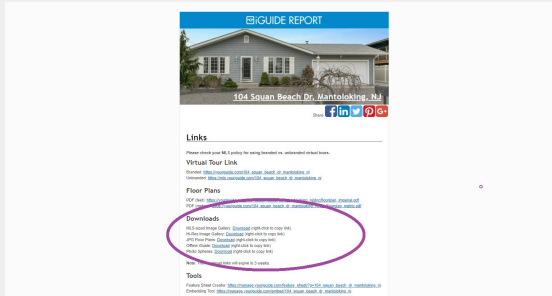


Build your post

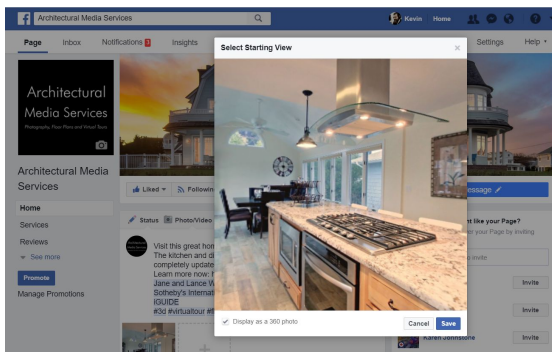
Option Three:

PhotoSphere Featured Property Post:

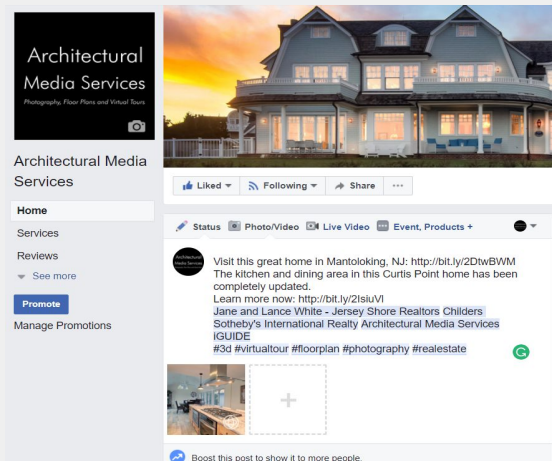
- Open your iGUIDE Report
- Download the Photo Spheres
- Select your PhotoSphere



- Go To Write Something
- **ADD Photo Sphere First**
- Reset the Pano starting position



- Add your text



- If doing multiple posts for the same property, schedule them
- Otherwise, just publish when done

