



**SOCIAL MEDIA**

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We offer a range of social media promotions, ranging from free promotional posts to paid, targeted local advertising. With established accounts on Facebook, Twitter and Instagram, we can broadcast our listings to a community outside those who visit our website and browse property search sites.

Our Facebook posts can become particularly effective when our clients get involved with sharing their own property on social media, and encouraging friends and family to do the same. This multiplying effect has seen our posts generate ten times the attention with vendor involvement.

Alongside our regular, free posts we offer the opportunity to 'boost' our social media adverts through Facebook's marketing portal where, for a small fee, we can push listings out to a targeted wider group, leading to a large number of clicks and downloads on a said property. An example:



A substantial four storey period residence, delightfully located in the uphill Lincoln residential area, enjoying outstanding southerly views out of the adjoining Arboretum park and across the city.

... This advert for a property in Lincoln, featuring 8 photographs and a brief description, generated over 3,500 views and over 500 clicks over just four days, with a £20 budget.



**ON THE MARKET**

**BELL** 16 LINDUM TERRACE  
ROBERT BELL & COMPANY (LINCOLN OFFICE)

VISIT OUR WEBSITE FOR FULL DETAILS & BROCHURE

ROBERT-BELL.ORG  
16 Lindum Terrace

LEARN MORE

Using Facebook's advertising tools we were able to identify a target group of people who might be interested, and this proved effective with 1 in every 7 people the advert reached clicking for more information.

With our staff offering a deep understanding and a wealth of experience of the local market, we are perfectly placed to fine-tune the target audience and make best use of a modest social media advertising budget.

Please search for Robert Bell & Co. on Facebook, Twitter and Instagram to take a look at our recent posts.

**“We were able to identify a target group of people who might be interested, and this lead to 1 in every 7 people reached clicking for more information.”**