

Imogen Callister's real estate marketing and social media tips

Golden Marketing Rules of 2025

Rule

Why?

Does it have all the information or is something hidden to create a reply?

Conversations lead to conversions.

Does it look like an ad or a direct conversation?

Welcome to 2025: the year of zero tolerance for spam, where quality human connections matter most.

Does the marketing have a question?

People won't reply to a statement. "I would love to assist you with your property goals. Are you researching the market to buy or sell?"

The Non-Negotiable 2025 Marketing System

01

Social Media Property
advertising

02

Social Media Lead
generation ads

03

Text Message Funnel with a
digital appraisal adaptation

04

A rockstar **door knocking or**
community strategy

Social Media

Posting

Boosting

Facebook Ad

Promotes on all social sites - install Facebook - display network

Only on platform you boost it from



Generates Leads



Reaches buyers and sellers in your marketplace



Creates direct conversations with those living in your marketplace



Is seen on your profile



Only if you post the content

The 2025 Fun Facts you need to know

i

79% of people won't answer calls from unknown numbers or a number they don't know.

i

72% of people don't check voicemails frequently.

i

Social media has the highest media consumption rates in Australia, with an average of 2 hours and 16 minutes spent on social media per day.

i

92% of text messages are read within the first 90 seconds of being received.