

ACHIEVE SOCIAL MEDIA SUCCESS FOR YOUR REAL ESTATE DEVELOPMENT COMPANY

HAUTE LIVING

WELCOME TO HAUTE LIVING'S SOCIAL MEDIA AGENCY

HAUTE MEDIA GROUP ONLINE



*Build an exclusive brand for your real estate
development company through strategic social
media management*

ABOUT | HAUTE LIVING'S SOCIAL MEDIA AGENCY FOR REAL ESTATE DEVELOPERS



- Haute Living's Agency is an exclusive social media management agency for select real estate developers from top markets in the United States.
- We provide leading developers with unmatched social media management to attract prospective clients looking for the best developments and properties across the US and around the world.
- Haute Living's Agency works with developers to establish their reputation as an "A-list" expert.
- We rebrand their business, implement a formal brand voice, grow a dedicated following, boost social engagements, and maximize impressions at one fixed cost.
- By continuing to publish relevant, unique, and engaging content on a regular basis, our influential readership in some of the most affluent national and global destinations, turn to us as the authority on luxury living.

WHAT OUR HAUTE LIVING FAMILY SAYS:

We are the beneficiary of your deep and long-standing relationships with interesting and accomplished individuals, many of which we can now proudly call our clients. Big thanks to you and your extremely dedicated team for a decade-long partnership!

Sabine Brown of Rolls Royce



SILVER REAL ESTATE DEVELOPER SOCIAL MEDIA MANAGEMENT PACKAGE \$2500

CONTENT MANAGEMENT

- Our in-house team of creatives, writers, and strategists will take charge of your Instagram, YouTube, LinkedIn, and Facebook
- Includes: content creation, monthly analytics, and an initial diagnostic report.
- **We create and post (7) posts a week on each channel.**
- We also take over your YouTube with (2) uploads a month.

PROFESSIONAL PHOTOSHOOT

- **One introductory professional photoshoot.** Essential for branding yourself as the premiere real estate developer in your market.
- *minimum four month commitment

STRATEGIC ACCOUNT LEVERAGING

- **(2) story posts per month on @hauteliving or @hauteresidence Instagram accounts**
- Our Instagram accounts have a combined following of over 361K ultra-high net worth and celebrity followers who would view your content.

BI-MONTHLY EDITORIAL FEATURES

- **Be featured in bi-monthly digital editorials!**
- This is your chance to take the next big step for branding. Be featured on our premiere publication and brag all you want!



GOLD REAL ESTATE DEVELOPER SOCIAL MEDIA MANAGEMENT PACKAGE \$3500

CONTENT MANAGEMENT

- Our in-house team of creatives, writers, and strategists will take charge of your Instagram, YouTube, LinkedIn, and Facebook
- Includes: content creation, monthly analytics, and an initial diagnostic report.
- **We create and post (7) posts a week on each channel.**
- We also take over your YouTube with (4) uploads a month.

PROFESSIONAL PHOTOSHOOT

- **Every three months we will conduct a professional photoshoot.** Essential for branding yourself as the premiere real estate developer in your market.
- *minimum four month commitment

STRATEGIC ACCOUNT LEVERAGING

- **(2) static posts per month on @hauteliving or @hauteresidence**
- **(2) story posts per month on @hauteliving or @hauteresidence**
- Our Instagram accounts have a combined following of over 361K ultra-high net worth and celebrity followers who would view your content.

BI-MONTHLY EDITORIAL FEATURES

- **Be featured in monthly digital editorials!**
- This is your chance to take the next big step for branding. Be featured on our premiere publication and brag all you want!



BENEFITS OF SOCIAL MEDIA MANAGEMENT FOR YOUR REAL ESTATE DEVELOPMENT COMPANY



- Enhanced digital and social branding through Haute Living's experts
- Consistent creative content by Haute Living's top copywriters, graphic designers, media buyers, and social media strategists
- **Instagram, YouTube, Facebook, and LinkedIn** takeover by our team of in-house experts
- Engaging posts **7x a Week** on each of your social media platforms
- Professional photoshoots to enhance your overall brand image and provide fresh content
- Monthly analytics to measure what is working and what needs to be adjusted
- Strategic account leveraging to grow your following and awareness in the luxury market
- Editorial content and newsletter promotions to increase your brand visibility on multiple digital platforms

REAL ESTATE DEVELOPER SOCIAL MEDIA MANAGEMENT INCLUDES

CONTENT MANAGEMENT:



FACEBOOK

INSTAGRAM

LINKEDIN

YOUTUBE

(2-4) uploads a month

Creation and publishing of posts 7x a week on each platform.

Our editors will work closely with your team on content strategy and planning while executing best practices such as search engine optimization (SEO) and lead generation marketing to grow your business.

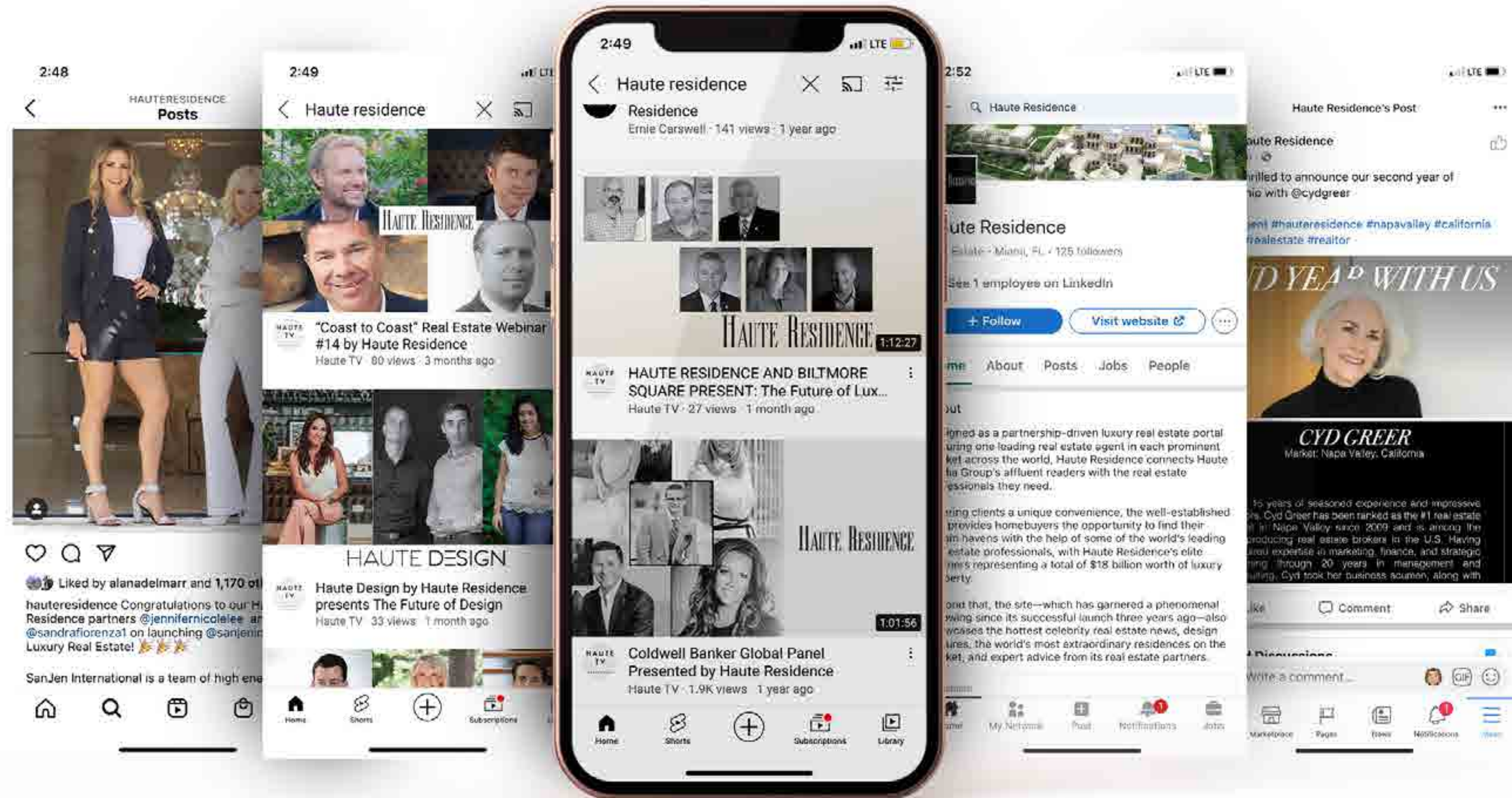
PROFESSIONAL PHOTOSHOOTS:



This provides fresh content and enhances the professional appearance across your social media channels. This is essential for branding yourself as the premiere real estate developer in your market.

* minimum four month commitment

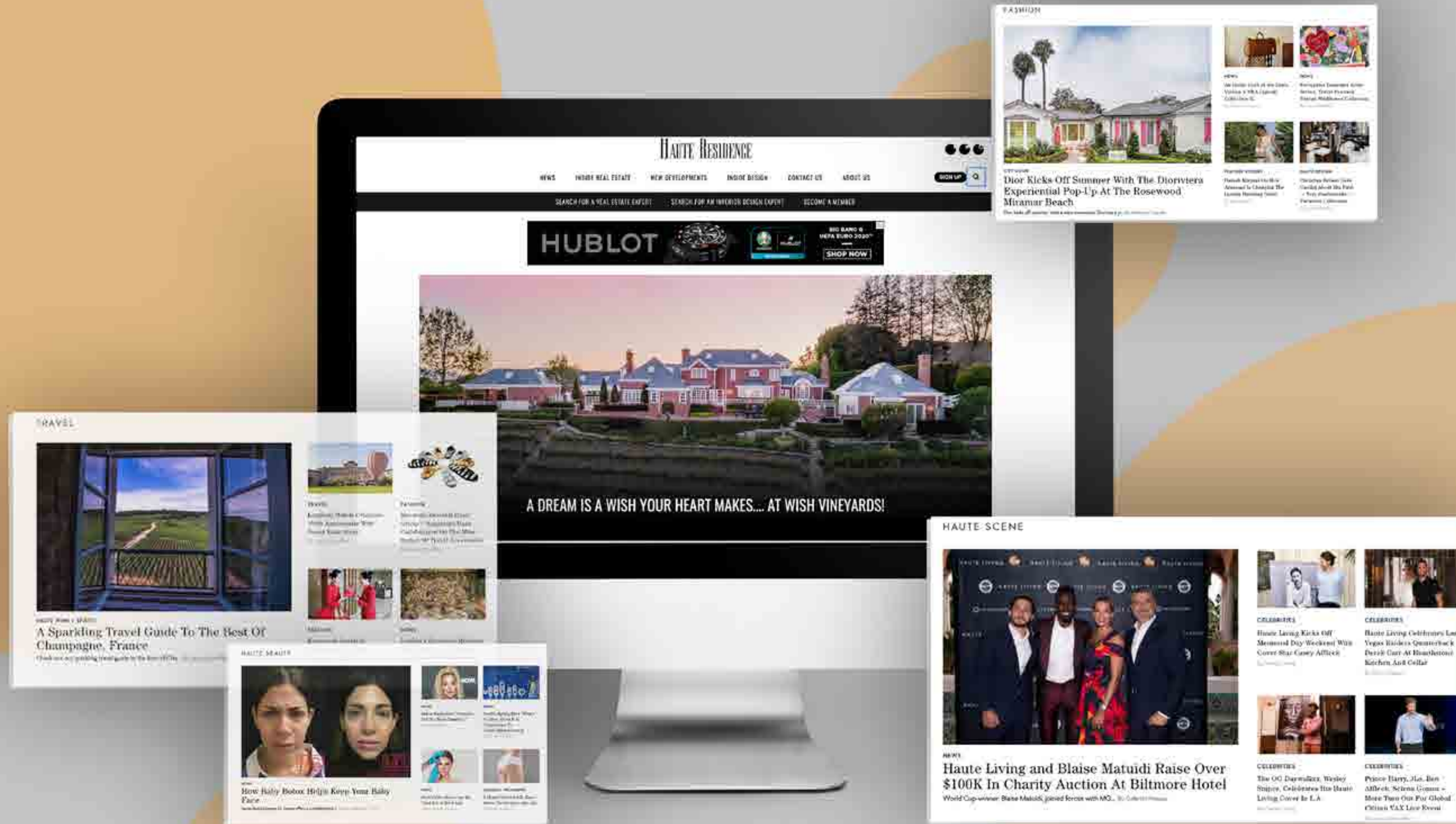
STRATEGIC ACCOUNT LEVERAGING:



Content published to @HauteLiving and @hauteresidence Instagram pages utilizing our unparalleled network as a tool to cross promote the content on the client's page and positioning the client's brand among our ultra-high net worth and celebrity following.

Our Instagram accounts have a combined following of over 361 K followers who would view your content.

EDITORIAL FEATURES:



Exclusive digital editorial features to increase the visibility and awareness of your brand to our audience of high-net worth individuals looking for the most experienced real estate developers across the US and around the world.

SILVER PACKAGE VS. GOLD PACKAGE

DELIVERABLE		SILVER	GOLD
Content Management	Content Creation	7 days a week	7 days a week
	Monthly Analytics	✓	✓
	Initial Diagnostic Report	✓	✓
Platforms Managed	Instagram	✓	✓
	Facebook	✓	✓
	YouTube	(2) uploads a month ✓	(4) uploads a month ✓
Professional Photoshoots	Introductory Photoshoot	✓	✓
	New Photoshoot Every 3 Months		✓
Account Leveraging on @hauteliving and @hauteresidence	Instagram Story Takeover Per Month	2 posts	2 posts
	Instagram Static Posts Per Month		2 posts
Digital Editorial Feature	Bi-monthly editorial features	✓	
	Monthly editorial features		✓
TOTAL COST		\$2500	\$3500



HAUTE LIVING HAS BEEN FEATURED IN:

Haute Living featured regularly in

