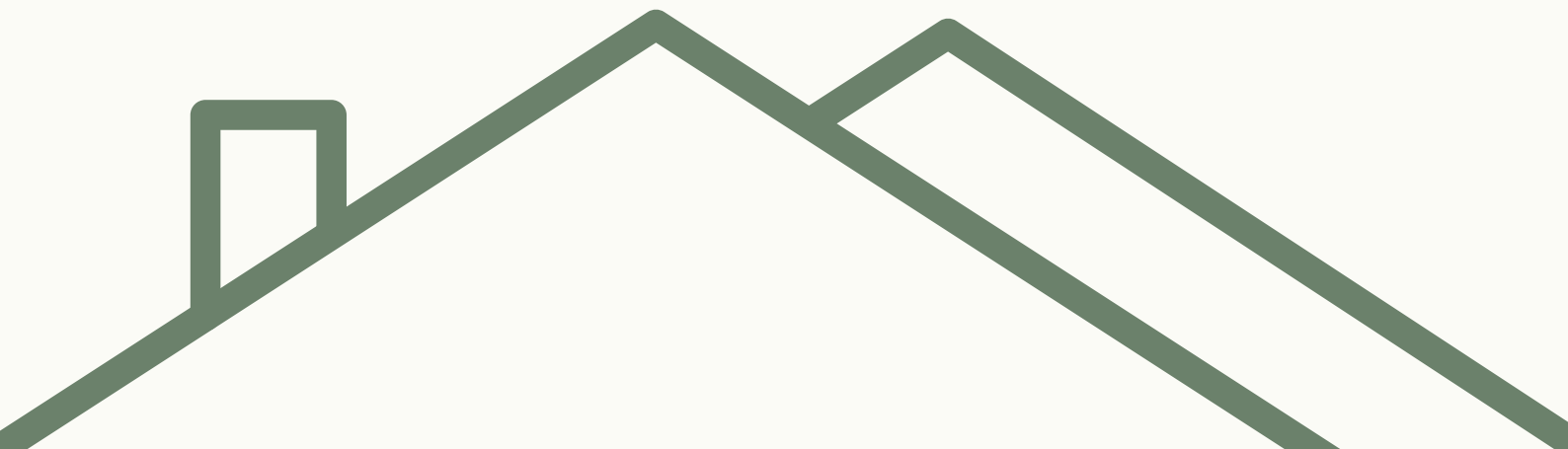


The Nest

HOME AND RENTAL PROPERTY MANAGEMENT
Social Media Case Study By Jessica Vanderwalker



WHAT?

The Nest is a Home and Rental Property management company owned by Beth and Justin Vanderwalker. They have been buying, renovating, renting and selling their properties for 17 years.

The couple has owned and flipped ten properties so far with no signs of stopping any time soon. They currently own six properties and act as managers for renters, realtors on the properties up for sale, and hosts for an AirBNB.

They are adept at every stage of the process, from picking and buying the right houses, to the entire renovation process with Justin acting as the all-knowing handyman, to staging with Beth's artistic eye.

This well oiled machine has profited them through many sales and has resulted in their AirBNB being named within the TOP 5% of all listings on the site.



WHY?



Recently, The Nest found themselves in an unfamiliar situation. Despite their nearly two decades spent in the housing game, Beth and Justin landed in unknown waters as they needed to relocate their business from South Carolina to Idaho.

With this transition came the need to raise brand awareness and rebuild a community across the country from their familiar market. In the digital age, this meant creating a social media presence, which is an aspect far outside of their wheelhouse of expertise.

This is the point in which I was approached to help in this capacity and ensure their business can continue to thrive out west.

Over the past 8 years, I have helped with social media and marketing efforts for several companies and non-profit organizations. My efforts have brought increased business, cliental, and funds to companies in fields ranging from automotive, clothing, medicine, cleaning products, fitness and more. With my experience in the workforce and the knowledge I've gained over the last four years studying Digital and Social Media and Public Relations at BYU-Idaho, I knew I had what it would take to help Beth and Justin reach their goals.



HOW?

When deciding how to tackle this project, I looked to all of the knowledge I have gained thus far in the Digital and Social Media Emphasis.

I knew I needed to start with a brand guide that encompassed the overall goals, target audience details, colors, voice, and all further details needed to outline the direction of our pages.

I did this by conversing expectations and wishes with the client, then forming the requests and ideas into the visual board that I have attached on the next pages.

Next, I created a content calendar that included the best posting time, media type, and content topic for each day I posted over the span of the project. I have included one week of this calendar to show as an example within further pages.

Throughout this process, we made adjustments if we noticed our audience responded to one media form over another or if a certain time received better engagement than another. No matter the minor changes, we always remained consistent to the brand guide.

BRAND GUIDE

MANIFESTO

Our Instagram and Facebook strives to help individuals and couples interested in pursuing real estate as owners to rental properties. We also show flips we are working on, and properties available for rent.

VOICE

Our voice will be upbeat, positive, and empowering through our media in an effort to reflect the tone of our business. Posts will be well-written and grammatically correct.

FONTS

Headings: March

Subtitles: Ovo

Body: Rosario

PRIMARY AUDIENCE

Our target audience is young couples or adults, most likely first time homeowners or those with an Interest In pursuing real estate. This could include those wanting to flip their own homes or to do it as a property owner. We are also targeting those entertained by progress videos or project before and afters.



Photo by Georgi Ganga - <https://www.pexels.com/photo/young-couple-983463/>

CONTENT THEMES:

EDUCATE:

We will teach about the process behind flipping properties as well as tips and tricks for renters and property owners.

ENTERTAIN:

This section will mainly focus on the videos we do around project flips, or funny entertaining content.

INSPIRE:

We will help our audience to feel empowered in their ability to succeed in small and large home projects or find success through real estate.

GRAPHICS

Use of graphics on the page should be MINIMAL. When they are used, it should be simple and done to emphasize or add to general aesthetic. They should be nature inspired and within the color scheme.

PHOTOGRAPHY

Photos should be clean, bright, and within the color scheme listed. They should feel cohesive, and self-explanatory. I want the photos to be REAL, yet if I do include graphics, I want the background colors and fonts to be within the brand's style guide.

PROFILE PICTURE

This must be the profile picture across all social media profiles in order to remain consistent and recognizable with viewers.



COLORS: MUTED EARTH TONES

Hex Code:
#4B644A

Hex Code:
#2D471D

Hex Code:
#FEFAE1

Hex Code:
#01273D

Hex Code:
#3B617D



CONTENT CALENDAR

DAILY SCHEDULE

| | 12/31 SATURDAY | 1/1 SUNDAY | 1/2 MONDAY | 1/3 TUESDAY | 1/4 WEDNESDAY | 1/5 THURSDAY | 1/5 FRIDAY |
|----------|-------------------|---------------|---------------|----------------|------------------|-----------------|---------------|
| 9:00 AM | | | | | | | |
| 10:00 AM | | | | | | | |
| 11:00 AM | | | | | | | |
| 12:00 PM | | | | | | | |
| 1:00 PM | | | | | | | |
| 2:00 PM | | | | | | | |
| 3:00 PM | | | | | | | PHOTO |
| 4:00 PM | | | PHOTO | | | | |
| 5:00 PM | CAROUSEL | | | | | | |
| 6:00 PM | | | | REEL | | REEL | |
| 7:00 PM | | | | | GRAPHIC | | |
| 8:00 PM | | REEL | | | | | |

NOTES

MONDAY: Graphic: 3 Things we wish we knew before renovating properties

TUESDAY: Reel: Fridge Installation

WEDNESDAY: Photo: St. Anthony paint before and after

THURSDAY: Reel: I'm working late ...

FRIDAY: Graphic: Review from a previous renter

NOTES

SATURDAY: Reel: Decor

SUNDAY: Photo: Self Sufficiency

POST ADDITIONAL STORIES FOR AUDIENCE ENGAGEMENT

ALTERATIONS

I find it important to mention that we were posting over both Instagram and Facebook. These platforms are very different, so we had to treat them as such. In order to use both platforms effectively, we had a different target audience and objective for each social media outlet.

INSTAGRAM

Our objective for Instagram was to build brand awareness. We did this by localizing our page and sharing posts that show The Nest as an expert in its field. Our target audience for this platform is individuals in their 20s and 30s who are interested in realty and renovation who wish to learn how to begin, and to attract local people interested in our projects.

FACEBOOK

Facebook's objective was slightly different as we targeted Individuals looking for housing. In this area, people go to Facebook groups and marketplace listings when trying to find housing. To adhere to this practice, our Facebook was centered around property availability and finding new tenants looking to rent. The audience varied per property, yet usually was late 20 year old single females or small newlywed families.



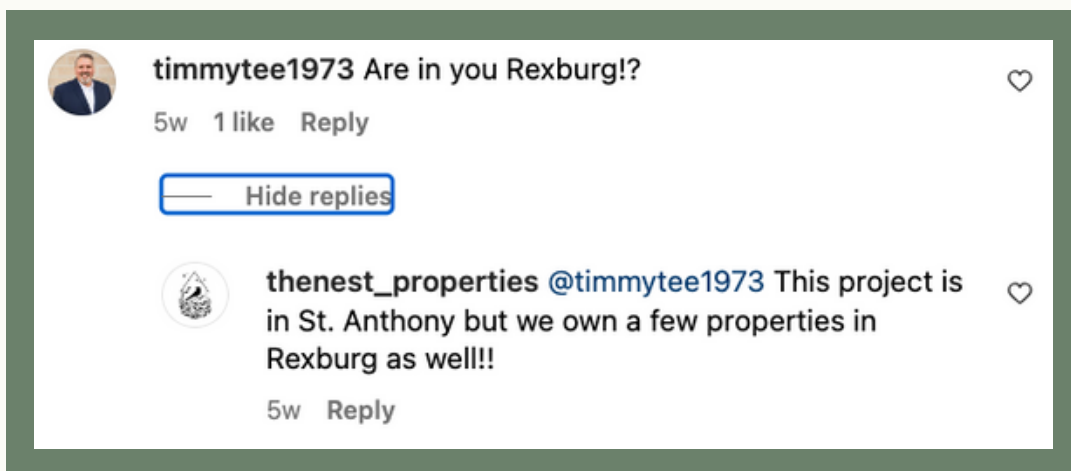
RESULTS

Results on the success of this case study are based around the completion off the goals set at the beginning of the project. Of these three objectives, we have accomplished all of them through the use of social media. These goals included:

1. Raise Brand Awareness
2. Increase Local Trust
3. Find New Tenants to Rent/Buy

Brand Awareness

We worked to raise brand awareness organically through posts by tagging our location, adding locally centered posts, and including pictures with well known landmarks in the area. Additionally, I went through and followed many people in the area who were following other local housing companies. I followed this population because I knew they were local and already had an interest in realty.



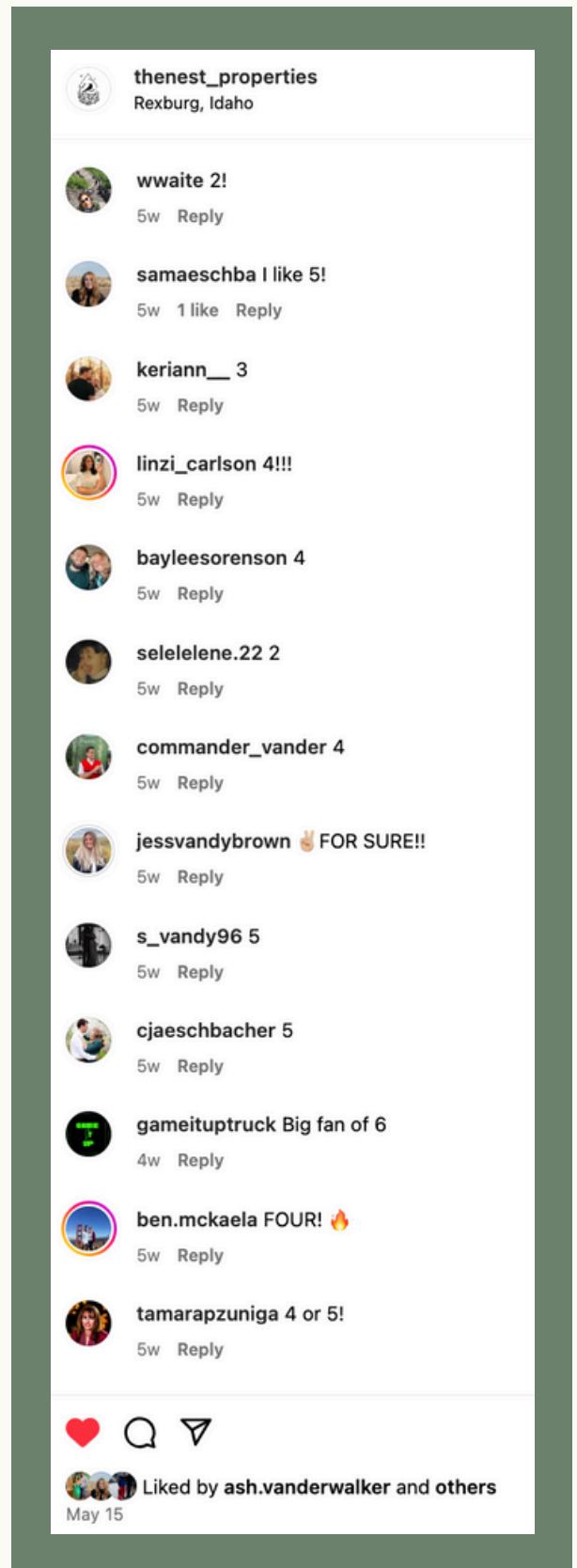
Local Trust

One of our favorite ways we built local trust was by asking our followers for their opinions on the design choices we put into our properties.

This was a fun way for us to engage with our followers and show that we cared for their input enough to reflect their wishes in our own homes!

No one knows what local's want to see in their spaces better than the locals themselves. This is displayed in the picture of one of our comment sections to the right. In this case, we asked our followers to vote on which countertop we should install in a Rexburg property after a kitchen fire.

The response we received was astounding!

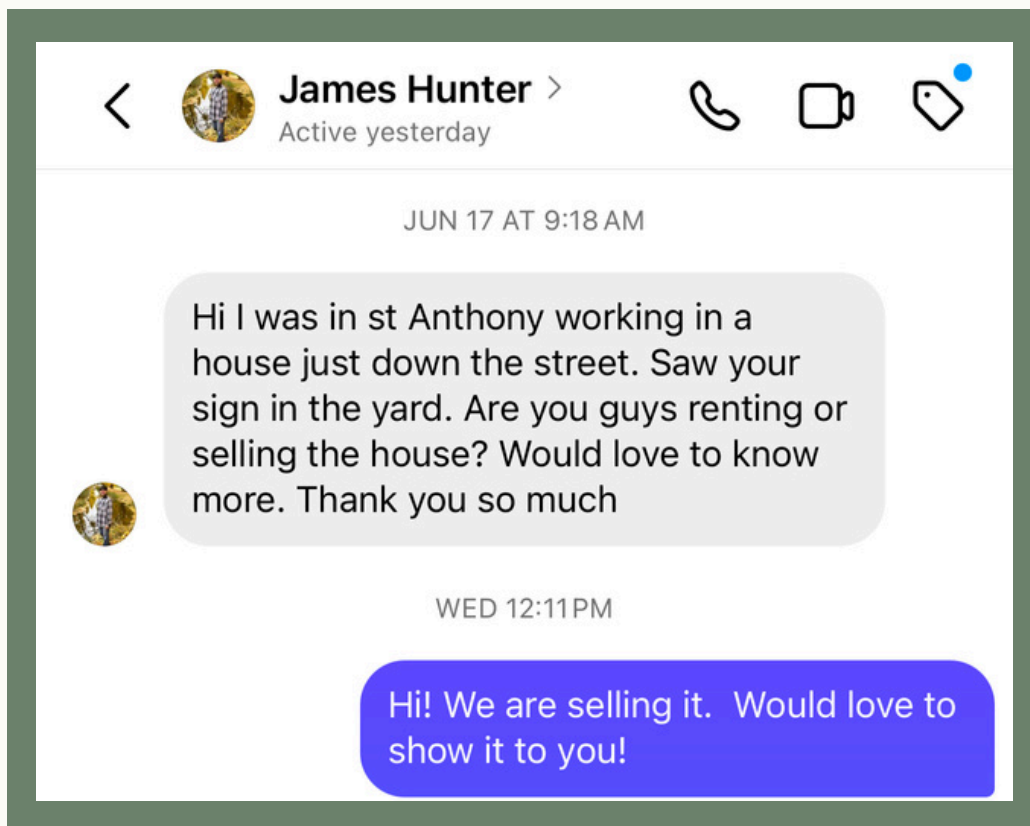


New Tenants

As previously mentioned, the majority of our search for renters stemmed from Facebook Groups and Marketplace where our available properties are always listed. This helps keep a steady stream of interested people aware of what The Nest has to offer.

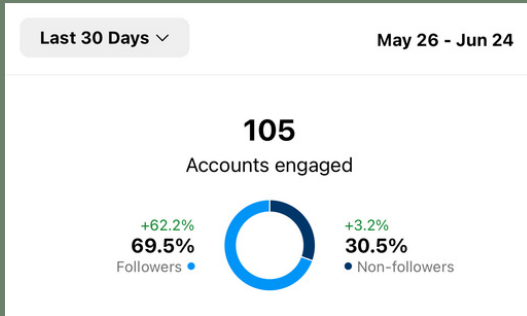
In addition to having current listings out, we also make frequent posts to our main Instagram and Facebook feed surrounding the status of our properties availability.

Through both of these methods we have been able to find and fill many of our spaces for the upcoming Fall season! One example of this is in the pictured of a direct message we received below.

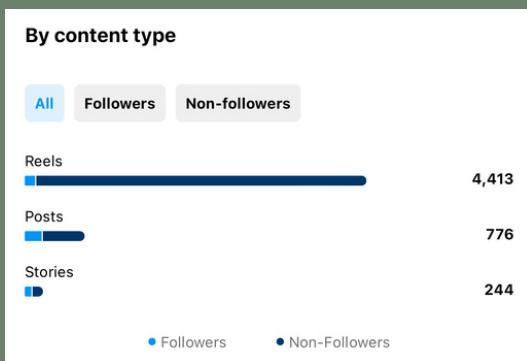


ANALYTICS

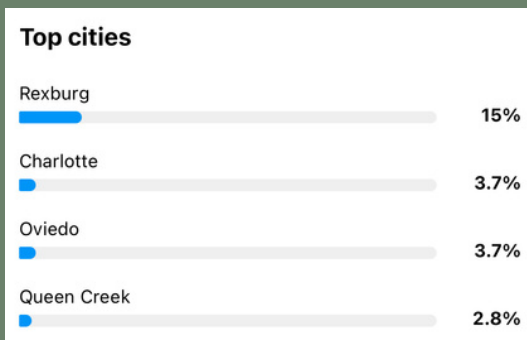
Below are some of the Instagram analytics pulled from the duration of this project.



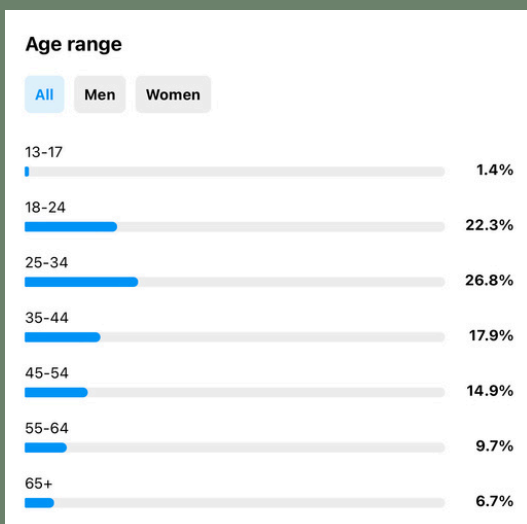
Over the past 30 days, 105 accounts engaged with our account. 69.5% followers, 30.5% non-followers.



We had the highest reach with our Reels, with a total of 4,413 accounts reached over the past month.



People in Rexburg make up our #1 top city of those who follow us, which makes up for 15% of all followers.



The largest age range of our followers is 25-34 year olds, which makes up for 26.8% of our total follower count.

SUCCESS STORY

One success we have experienced from our social media efforts that is particularly exciting occurred a few weeks ago with our St. Anthony property.

A man reached out saying he had stumbled across our page and began following us when he noticed one home we were renovating looked familiar to him. After some research he discovered our project house was his childhood home.

We were able to give him a tour of the space. He loved the changes we have made to the home and expressed his interest in purchasing for his own family. He has since been working through the process in order to live in his old home once again.

He expressed his gratitude for the Instagram page and the role it played in this full-circle moment.



CONCLUSION

In conclusion, my client and I have found this project to be a huge success!

We are happy to see that the our following is those local to this area and who are invested in our progress as a company. We also have gained such an amazing new community of those interested in realty and other realtors we have interacted and networked with. Not to mention the spaces we have filled across our locations!

If we could change anything for the future, it would be to alter our demographic on Instagram to a slightly older audience. This is due to the fact that many of people we reached were those who were slightly more established and better prepared for the costs associated with realty and property flipping.

To conclude, social media has made an enormous impact for The Nest, and Beth and Justin will continue to use the pages for many projects to come!



VISIT THE NEST

