

CASE STUDY

Coastal Delaware Clients

687%

INCREASE IN REACH.

*RESULTS OF THE FIRST 90
DAYS WORKING WITH LUXELY*



Meet the Client

Their Goals

- Reach more people to nurture potential clients
- High quality photos/videos that reflect notable brand
- Have a strategy and posting plan for content
- Reflect local expertise
- Show the beauty of Coastal Delaware living



Our Solutions

- 36K+ Reach
- 1,345 profile visits
- High quality reels of listings & team photos
- Monthly calendars, reels ideas, all content scheduled out
- Local highlights and collaboration with businesses
- Trending reels, local photos of Delaware beaches



What We Did

BEFORE



SOCIAL OPTIMIZATION

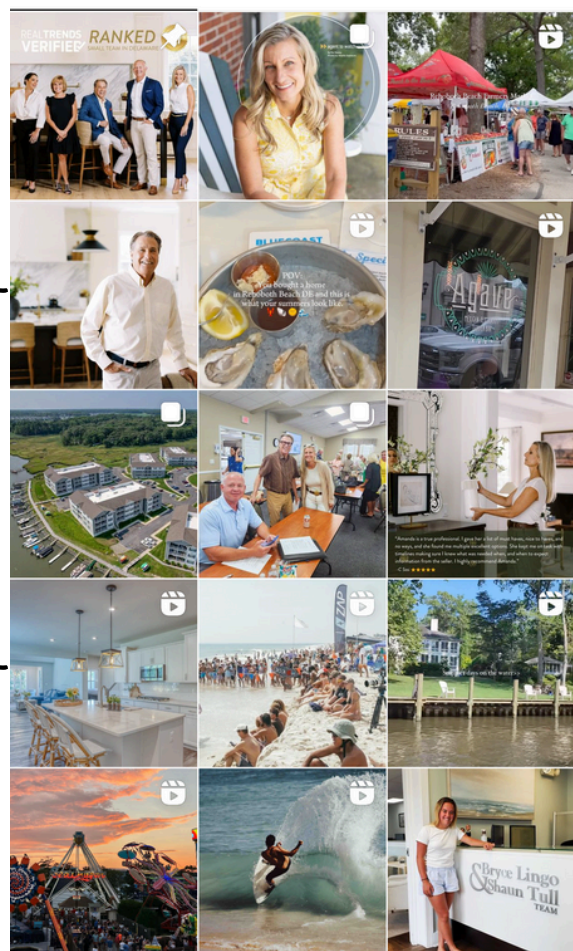
BEING
PERSONABLE

LISTINGS
INTO
VIDEOS

CONTENT
STRATEGY

TEAM
CONTENT

AFTER



SHOWING
LOCAL
EXPERTISE

UTILIZING
TRENDS

CLIENT
REVIEWS

BEHIND
THE
SCENES

ADDING IN
KEYWORDS

INCREASED
REELS

POSTING AT
THE RIGHT
TIMES

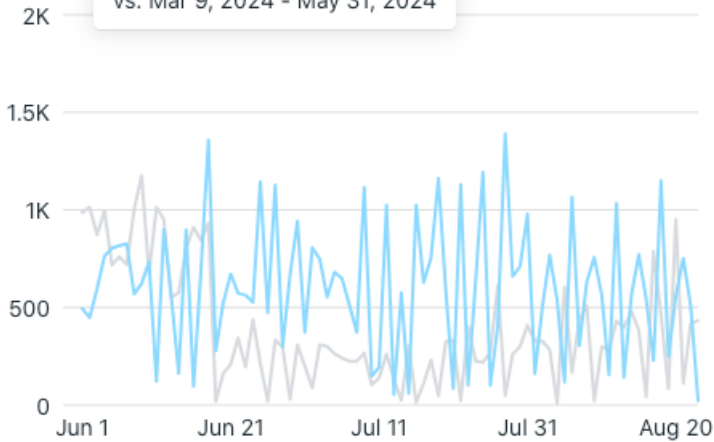
Results

THE CLIENT'S FIRST 90 DAYS VS 90 DAYS PRIOR.

Facebook reach ⓘ

27K ↑ 52.2%

vs. Mar 9, 2024 - May 31, 2024



Instagram reach ⓘ

9.6K ↑ 687.1%

vs. Mar 9, 2024 - May 31, 2024



Content interactions ⓘ

1.2K ↑ 651.5%

Instagram content interactions ⓘ

1.5K ↑ 345.2%

Facebook visits ⓘ

897 ↑ 40.2%

Instagram profile visits ⓘ

448 ↑ 154.5%

Want results like these? →

HELPING
REALTORS
ACROSS THE U.S.
RETURN THEIR
FOCUS TO
SELLING HOMES.



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