



SMM CASE STUDY



www.vonohlenteam.com

CHALLENGE

Jillian Von Ohlen Home Selling Team is one of South Florida's Top Real Estate Teams. Our team is committed to enriching the lives of our community by building relationships, providing education and industry shattering service. Their challenge was to reach out to more and more audiences with their properties.

SOLUTION

I developed a strategy, and relevant graphics, to share and increase awareness about the properties they have. We started listings the properties on Facebook Marketplace and started running ads on the same. Fortunately, we witnessed amazing results and got so many inquiries on the Marketplace that the client gave us their SEO to manage. We also manage her chime board, her youtube channel, as well her MLS to upload new as well as pocket listings and reach out to potential buyers & sellers..

Results

I am working for Jillian since May 23rd, 2022. We manage her social media accounts, her listings, and her browser i.e, chime board for LPT realty.

To boost her listings, I run paid ads at her Facebook marketplace with a handsome budget for about 5-6 days which results in about 600+ clicks to her listings, which are ultimately directed to her website, as well as her Facebook messenger. I achieved a target to reach more than 8000 people on a single listing and got about 20+ messages to enquire about each home listing.

I've also started creating Instagram reels for Jillian Home Team, which contributed to interacting with the audience looking to join her team, as an agent, as well as join LPT Realty. I connected to high-profile professionals on her LinkedIn, who were interested to invest in properties in South Florida.

It's been more than 3 months working with her, and I have already crossed about 800+ total followers on Instagram, and achieved the target to gain 200+ page likes in just 3 months!!



PROPERTY LISTINGS ON MARKETPLACE

Your Listings

🔍 Search your listings



3 Beds 2 Baths House
\$270,000
Active - Listed on 8/24



3 Beds 2 Baths House
\$385,000
Active - Listed on 8/8



Tip: Renew your listing?
3 Beds 2 Baths House
\$365,000
Active - Listed on 8/3



3 Beds 1 Bath House
\$250,000
Sold - Listed on 7/28



3 Beds 2 Baths House
\$375,000
Active - Listed on 7/27



Tip: Renew your listing?
4 Beds 3 Baths House
\$470,000
Active - Listed on 7/12



2 Beds 2 Baths House
\$415,000
Sold - Listed on 6/23



2 Beds 2 Baths House
\$290,000
Sold - Listed on 6/16



Tip: Renew your listing?
3 Beds 2 Baths House
\$499,000
Active - Listed on 6/3



Tip: Renew your listing?
3 Beds 2 Baths House
\$499,000
Active - Listed on 5/28



Tip: Renew your listing?
3 Beds 2 Baths House
\$414,900
Active - Listed on 5/21



Tip: Renew your listing?
2 Beds 2 Baths House
\$310,000
Active - Listed on 5/13

30 DAYS INSIGHTS OF FB MARKETPLACE

Marketplace insights



6,994

Clicks on listings



39

Listing saves



31

Listing shares



3

Commerce profile follows

0

Needs attention

20+

Active & pending

20+

Sold & out of stock


12

To renew

0

To delete & relist

FB MARKETPLACE PROFILE WITH 5 STAR RATING



Real Estate Mama
POWERED BY: **lpt** really
#realestatemama

Jillian Von Ohlen

Your Facebook privacy settings control what people, including Marketplace users, can see on your Facebook profile. [Go to Settings](#)

[Edit profile](#) [Share](#) [View Profile](#)

Seller Ratings
★★★★★
Based on 5 ratings

What You Do Well
These are your strengths, according to feedback from others on Facebook.

- Pricing (4)
- Friendliness (1)
- Item Description (4)
- Punctuality (3)
- Communication (3)

LEADS GENERATED FROM FB MARKETPLACE

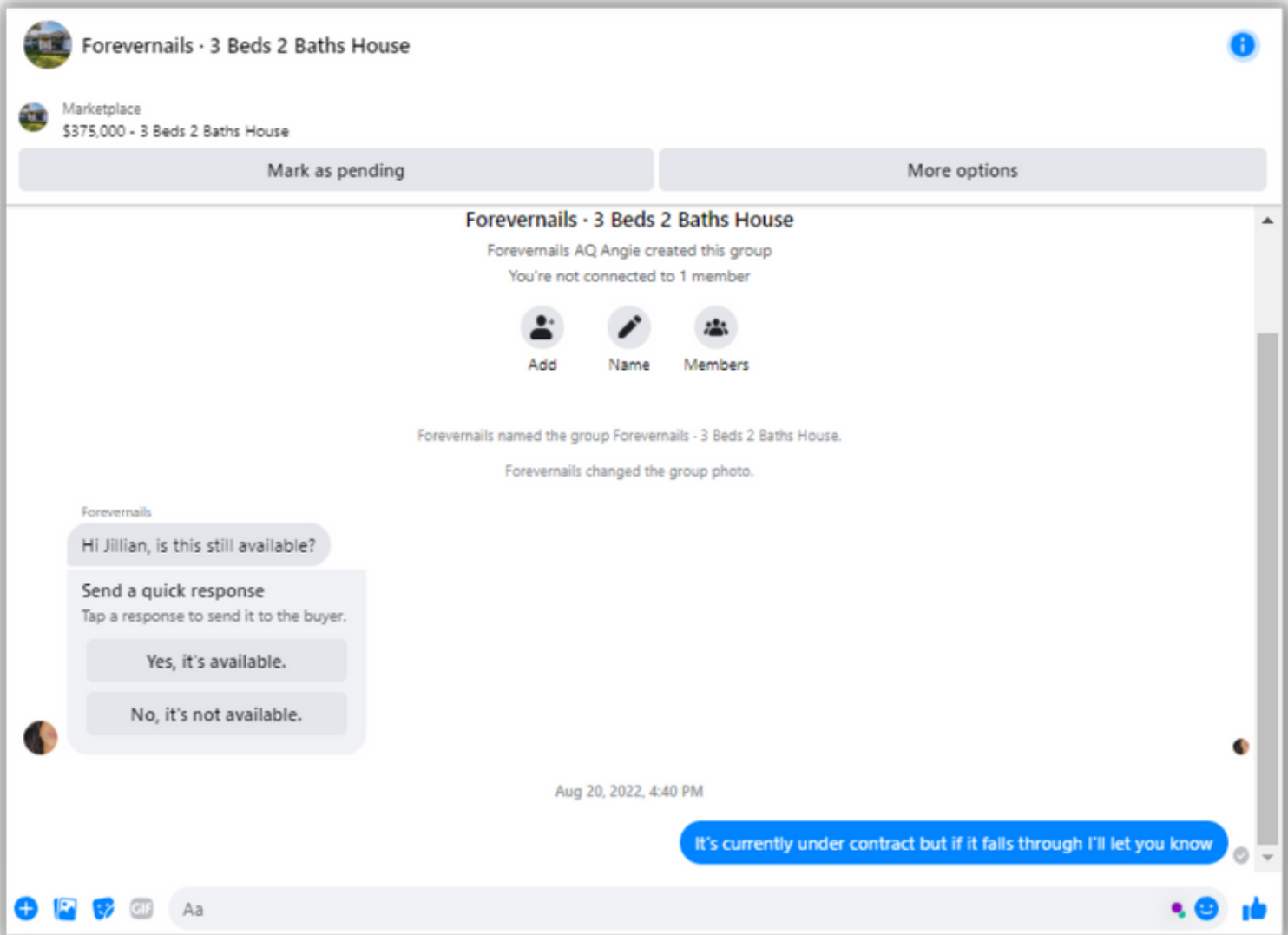
The screenshot shows a Facebook Marketplace listing for a house. At the top, the listing is titled "John · 3 Beds 2 Baths House" with a profile picture of John. Below this, it says "Marketplace" and "\$270,000 - 3 Beds 2 Baths House". There are two buttons: "Mark as pending" and "More options".

The main content area shows the group details for "John · 3 Beds 2 Baths House". It states "John Fawcett created this group" and "You're not connected to 1 member". There are three icons: "Add", "Name", and "Members". Below this, it says "John named the group John · 3 Beds 2 Baths House." and "John changed the group photo."

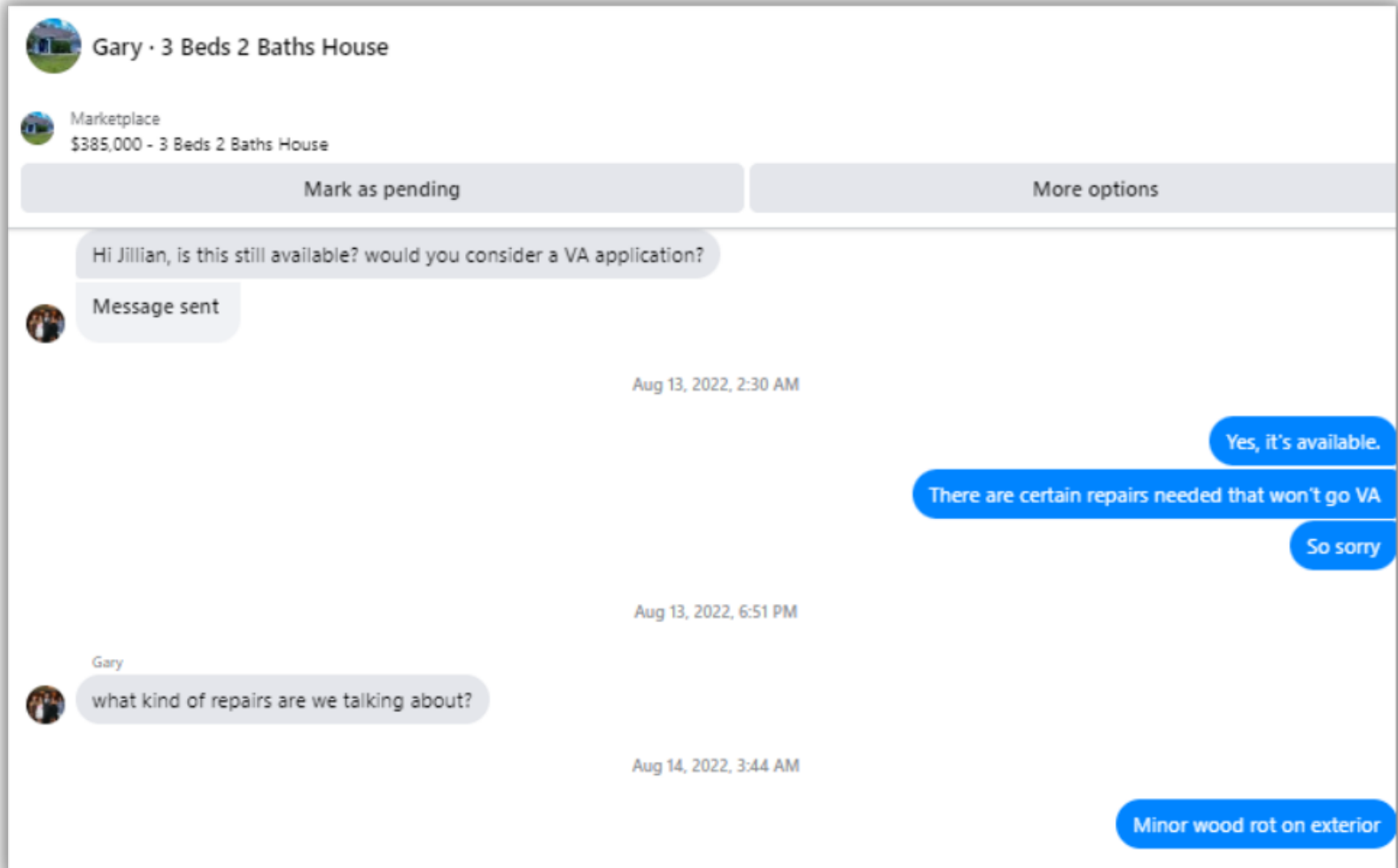
A chat conversation is visible. John asks "Hi Jillian, is this still available?". A response from Jillian says "Yes, it's available." and "Let me know if you'd like to preview it".

At the bottom, there is a text input field with "Aa" and icons for adding attachments, GIFs, emojis, and a thumbs up icon.

LEADS GENERATED FROM FB MARKETPLACE



LEADS GENERATED FROM FB MARKETPLACE



NOTE:

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jillian.vonohlen

Message

Follow



182 posts

815 followers

556 following

Jillian Von Ohlen | LPT Realty

Property service

Realtor at LPT - Mompreneur - Marketer - Author - Trainer - Inspirational Leader -
Lover of Life & God!

📍 Port St. Lucie, Florida

www.vonohlenteam.com



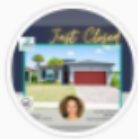
Testimonials



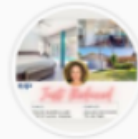
LPT!!



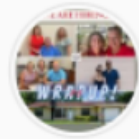
🏠 Quotes...



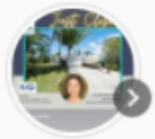
August clo...



New listin...



Hiring!!



July closin...

Look at the Instagram Profile...

SAMPLE CONTENT



A collage of four images: a bedroom with a large wooden bed and ceiling fan, an exterior view of a single-story house with a garage, a kitchen with white cabinets and a blue refrigerator, and a circular portrait of Jillian Von Ohlen. The collage includes the 'lpt' logo in the top left and the 'Jillian HOME TEAM' logo in the bottom left. The text 'Just listed' is written in a pink cursive font across the bottom. Below this, a white box contains the following information:

PLACE: 1196 19TH AV AVENUE SW VERO BEACH, FLORIDA	CONTACT: JILLIAN VON OHLEN 772-222-7653
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jillian.vonohlen 🏠🔥 New Listing!! 🔥🏠

Nice 3 bed, 2 bath CBS home on corner lot. Tile floors throughout. Great room and eat-in kitchen. Large master suite with walk-in closet and separate shower. 🗝️

The roof is original from 1998. Home off dirt road within the community. Cute home on an affordable budget! 🏠❤️

Link to view the home:

www.vonohlenteam.com/1196-sw-19th-av-ave

📞 Contact the Jillian Home Team at LPT Realty today for your private showing & home assistance at 772-222-7653.

🌐 www.vonohlenteam.com

✉️ jillian@vonohlenteam.com

#jillianhometeam #lptrealty #justlisted #newlisting
#floridahomesforsale #portstlucliehomes #realestatemarket
#topagent #toprealtor #portstlucliefl #checkthisout
#realtorsofinstagram

20h

SAMPLE CONTENT



jillian.vonohlen Happy Monday!! 🌞

Focus on the goal, not the obstacle 🎯

#jillianhometeam #realtorsoffacebook #portstluciefi
#mondaymotivation #successmindset #goals #portstlucierealtor
#quoteoftheday #realtorsotinstagram

2d



brittanyandco.consulting Yup! Love this quote

19h Reply



SAMPLE CONTENT

Just Closed



PLACE:
1134 BALMORAL
PORT ST. LUCIE, FLORIDA



JILLIAN VON OHLEN
772-222-7653
www.vonohlenteam.com



jillian.vonohlen 📍 1134 Balmoral is officially off the market!

Congratulations to my clients on the sale of this beautiful home



Thank you for trusting us throughout your home-selling process!



🚀 Want to sell your home fast and for top dollar? The Jillian Home Team at LPT Realty has the experience, knowledge & technology to help you get the job done right ✓ 📱

Jillian Home Team
772-222-7653

#jillianhometeam #portstlucierealtor #portstluciehomes
#justclosed #justsold #portstluciefl #happybuyer #happyseller
#Thankful #grateful #blessed #realtorsoffacebook
#realestatemarket

Thank
you!

Interested in learning more? I would love to hear from you.

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