CREATING HYPER - LOCAL CONTENT

PHILADELPHIA REALTORS



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CREATING HYPER-LOCAL CONTENT

THE PROBLEM EXPLAINED

Scroll through any Philly realtor's feed ...

90% of it is listings, closings, or "Who do you know looking to buy or sell?" posts.

Here's the truth:
Nobody cares about your open house until they already care about you.
And nobody will ever care about you if all you do is sell.

The algorithm doesn't reward "sales."
It rewards **interest**.
If you want people to follow, share, and remember you,
you've got to show the city through your eyes, not your closings.

THE NEW PLAY

Your goal is no longer "make a post."
Your goal is to become **the local personality** people trust before they ever need a realtor.

Think:

- "Where's the best affordable steak in Logan Square?"
- "What's that new building going up near Broad & Washington?"
- "When's that Fishtown bakery opening?"

When your face starts showing up on those videos - you're not just a realtor anymore.

You're the local go-to voice.

And that's when you start winning listings before you even know about them.

THE WINNING FORMULA

This is the same framework agents across the country are using to go viral - but this version is Philly-built.

STEP ONE

Start every video with something only locals would understand.

Examples:

- “Here’s a hack for parking in Fishtown”
- “These old warehouses in South Philly are about to be torn down — here’s what’s coming.”
- “Here’s why everyone’s talking about this hidden pasta spot in Queen Village.”

You’re not trying to reach everyone.
You’re trying to make the locals say, “Oh yeah, I know that place.”

STEP TWO

Record everything on your phone. No fancy production needed.

1. Hook + intro (you talking for 3–5 seconds)
2. 15–25 short clips (2–3 seconds each) — food, streets, people walking, signs, interiors
3. Record your voiceover after you film
4 End with a simple CTA:
   “Tag a friend who’d love this spot” or “Follow for more Philly finds every week”

Bonus: Use movement ... walk into the frame, pan left/right, or spin into the reveal. Movement keeps people watching.

STEP THREE

Post like a Media company
Think: Billy Penn + Philly Mag + Zillow had a baby

The Empower 80/20 System

- 80% lifestyle + local content
- 20% real estate + personal

80% Brand / Awareness Content

- “5 New Restaurants Opening in Philly This Month”
- “Hidden Coffee Gems in Fishtown”
- “Walking Tour: A Day in Fitler Square”
- “The History Behind That Mural on South Street”
- “Here’s What’s Being Built at Broad & Washington”
- “3 Best Outdoor Brunch Spots in Center City”
- “Where to Watch the Eagles Game in Your Neighborhood”
- “Philly Ice Cream Spots to Beat the Heat”
- “5 Things to Do in Philly This Weekend”
- “Local Spotlight: Inside the New Rittenhouse Bakery Everyone’s Talking About”
- “Guess the List Price (Game)”
- “You Know You’re from Philly When…” series
- “Wrong Answers Only: Describe the Market Right Now”
- “Philly Pet-Friendly Parks & Patios”
- “Before & After: Philly Neighborhood Transformations”
- “Inside the City’s Most Unique Homes for Sale — No Million $ Needed”
- “What Locals Actually Think of That New Development”
- “Top 3 Rooftops for Summer Nights in Philly”
- “Local Event Series: Free Things to Do This Weekend”
- “Spotlight on a Philly Nonprofit Making a Difference”

Don’t Post:

- Generic “Top 10 Things to Do in Philadelphia” lists
  - Instead: show your favorite 3 spots in your neighborhood with your commentary.
- Overly polished, corporate-looking videos
  - Instead: iPhone-quality storytelling — movement, noise, real reactions.

20% Conversion / Real Estate Content

- “Here’s What $500K Buys in Different Philly Neighborhoods”
- “Philly Market Update: September Snapshot and What It Means for You”
- “How We Helped a Buyer Win a Home Against 6 Offers”
- “Before You Buy in 2025, Read This (Philly Edition)”
- “The Truth About Philly Condo Fees No One Tells You”
- “Should You Buy or Rent in Philadelphia Next Year?”
- “3 Things to Check Before Making an Offer in Philly”
- “How We Got This Seller $25K Over Asking in 2 Days”
- “Behind the Scenes of a Winning Listing Presentation”
- “How Interest Rates Are Impacting Philly Buyers Right Now”
- “5 Neighborhoods Still Affordable in 2025”
- “What to Do Before You List Your Home (Without Spending Thousands)”
- “The 3 Most Common Mistakes Philly Sellers Make”
- “How to Buy a Row Home with 0% Down”
- “This Is Why Your Home Didn’t Sell — and How to Fix It”
- “Why Now Could Actually Be the Best Time to Buy in Philly”
- “Breaking Down the Philly Market by Neighborhood”
- “The Story Behind Our Client’s First Home in Passyunk”
- “How to Invest in Philly Real Estate in 2025 (without Being a Landlord)”
- “The One Thing Philly Buyers Wish They Knew Before Starting the Process”

Don’t Post

- “Just Listed / Just Sold” posts with zero story
  - Instead: “Here’s how we helped our seller get $15K over asking — without lowering the price.”
- Stock template market updates
  - Instead: “Showings are up 12% this month in 19125 — here’s what that means for you.”
- Posting only transaction content
  - Instead: mix in your why, behind-the-scenes, and client stories.
- Overly salesy calls to action
  - Instead: “If you’re thinking about moving next year, here’s the first step I’d take.”
- Celebrating yourself instead of your clients
  - Instead: “So proud of this first-time buyer who didn’t think it was possible six months ago.”

STEP FOUR

The Viral System
How to turn Attention into Business

1. DMs = Details
Your comment section is public, your DMs are private conversations.

That's where business happens.

- Reply to every comment.
- Ask questions.
- Keep conversations going after someone replies to a story.

Example:
"Haha, I know! That parking at Wawa is wild. You live nearby?"
That turns engagement into relationship.

2. Build the "Philly Insider" Newsletter
Followers are great. But algorithms own them.
Emails? You own those.

Set up ManyChat so when someone comments "Insider" or "Viral", it collects their name + email.

Send a weekly newsletter that feels like lifestyle media, not a sales pitch:
Your structure:

- 🌆 Feature Story: a reel or article about a new place in town
- 🗞️ Around Town: 3 quick bullet stories or openings
- 📈 Market Corner: "Here's what's happening in Philly real estate this week"
- ❤️ You Know You're From Philly When... (fun line or meme)
- 📩 Soft CTA: "Thinking of buying or selling? Let's talk."

Target: 65 – 70 % open rate and 5 %+ click-through.

3. Build a Weekly Rhythm

Monday: Reel – New Development
“Here’s what’s coming to Broad & Washington.”

Tuesday: Carousel – Local List
“5 Philly Events You Can’t Miss This Week.”

Wednesday: Story Game
“Guess the List Price – Point Breeze Edition.”

Friday: Lifestyle Reel
“Hidden Gems in Queen Village.”

Sunday: Market Insight
“How we helped a buyer win against 6 offers.”

Consistency > Creativity.
One great local post per week beats seven forgettable ones.

STEP FIVE

The Long Game: Micro-Influencer

You’re not chasing viral once.
You’re building **brand ubiquity.**

You want someone scrolling in Manayunk to think,
“Oh, that’s the guy who always shows the cool Philly spots.”

And when they need an agent — they already trust you.

Because when your face, voice, and content are everywhere...
you’re not competing for leads — you’re the default choice.

You can’t door-knock 140 000 people.
But one viral video can reach that many overnight.
And your newsletter keeps them forever.

FOR MORE INSTAGRAM TIPS AND TRICKS

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