

 TomFerry™

San Antonio, Texas, US

# Emily TERRELL

*Creating proven strategies to build balance within agent's businesses and lives.*



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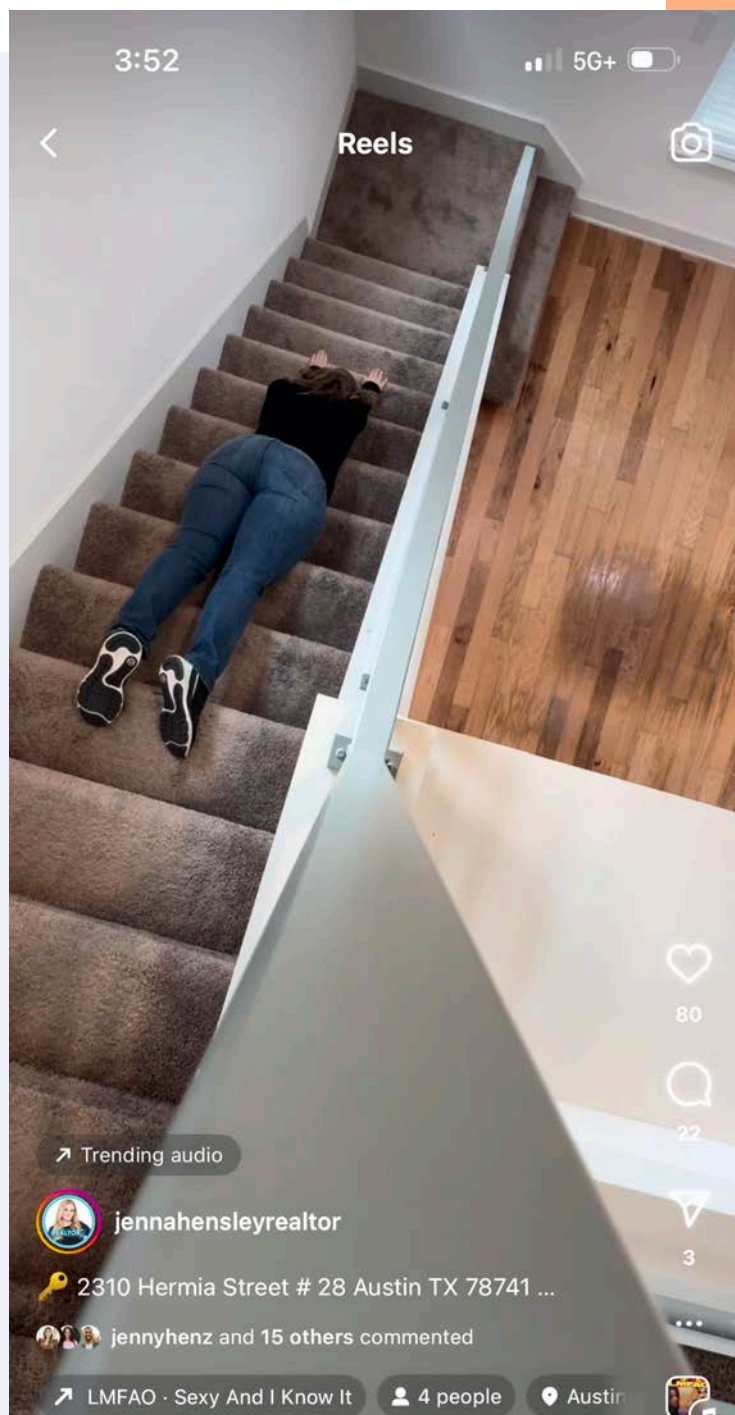
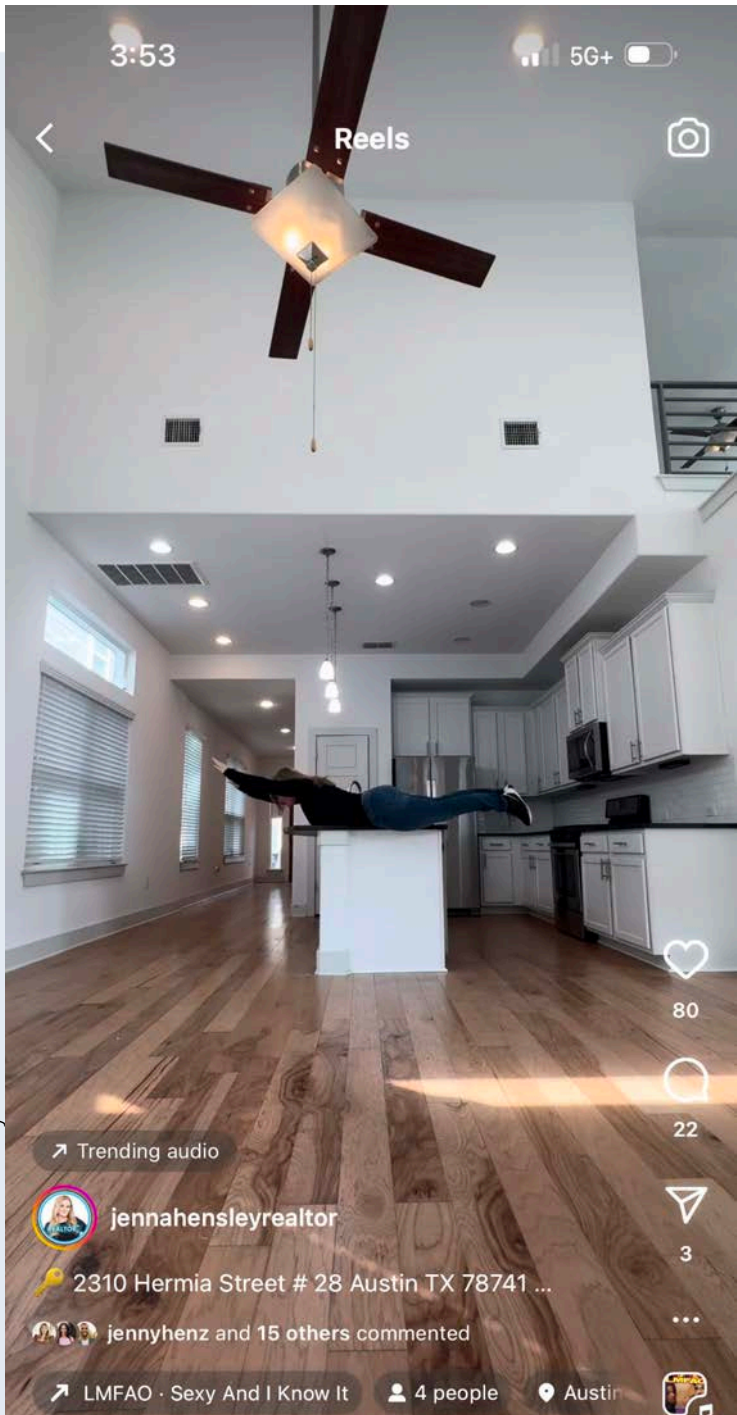


# How are you elevating AI in your Social System?

Are you reaching the right  
Audience?







**Prompt:** *Acting as a Social Media Strategist, please review the captions I have included below and tell me WHO you think my target audience is*



# Case Study: Jason Sirois

## Denver, CO

- First Time Home Buyers
- Real Estate Market Enthusiasts
- Industry Professionals
- Denver Area Residents or those interested in Denver Real Estate
- Educated or Informed Buyers or Sellers
- Tech Savvy or Social Media Engaged Individuals

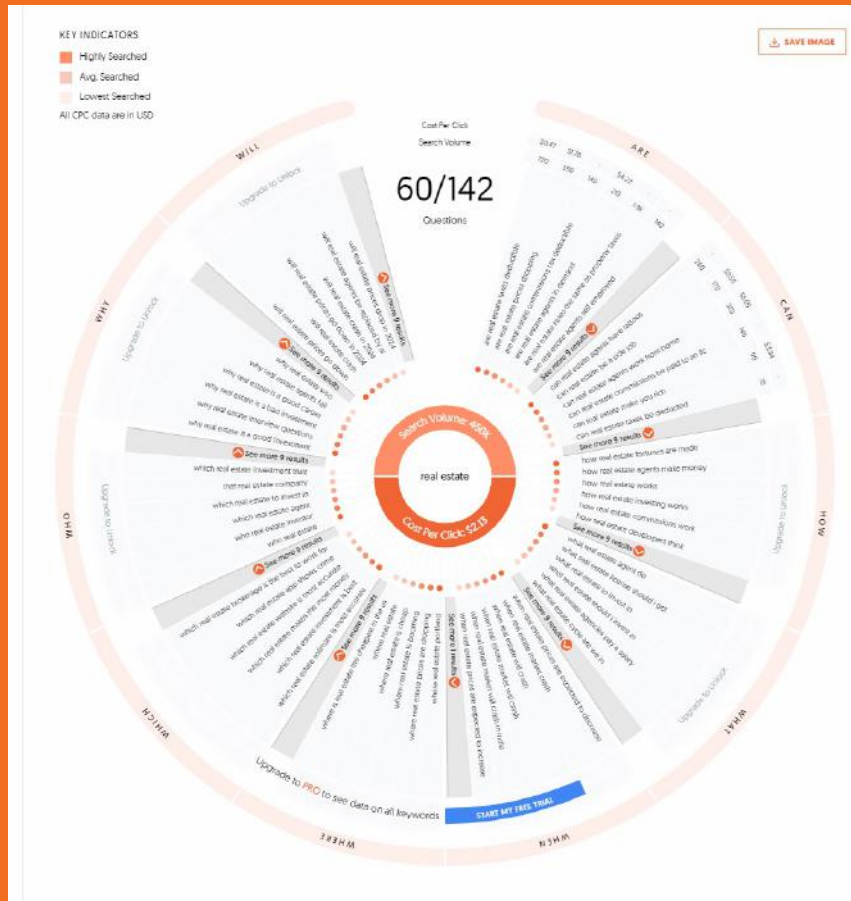
## What's Next?

- **Based on the content above what would you say my Unique Value Proposition is?**
- **Can you shorten that into a slogan?**
- **Why should someone hire you over anyone else?**

# Content Ideas using AI

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# Create an Everlasting Content Thread with AI



You

In a moment I am going to ask you to act as a marketing strategist and help me think about 10 questions that I can ask and answer on my IG profile. However, I want you to ask me up as many questions as you need to help you understand who my target audience is, what is going on in my local real estate market, and what issues or concerns buyers and sellers in my local market are concerned with.

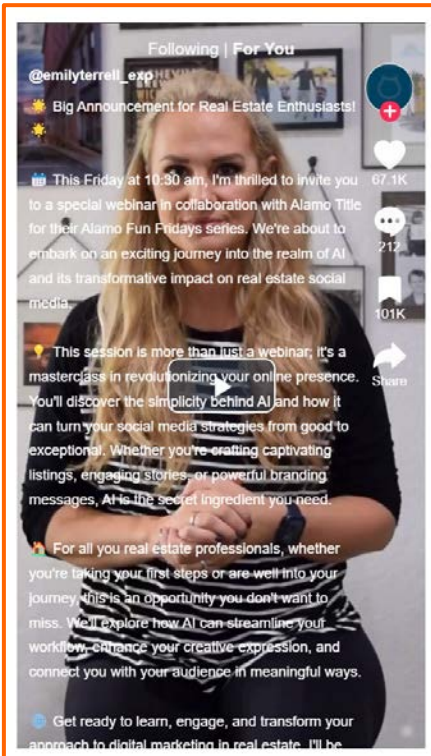
\*\*Pro Tip: Save the context questions and answers in a notepad or Google Doc

**“I don’t know what to say”**

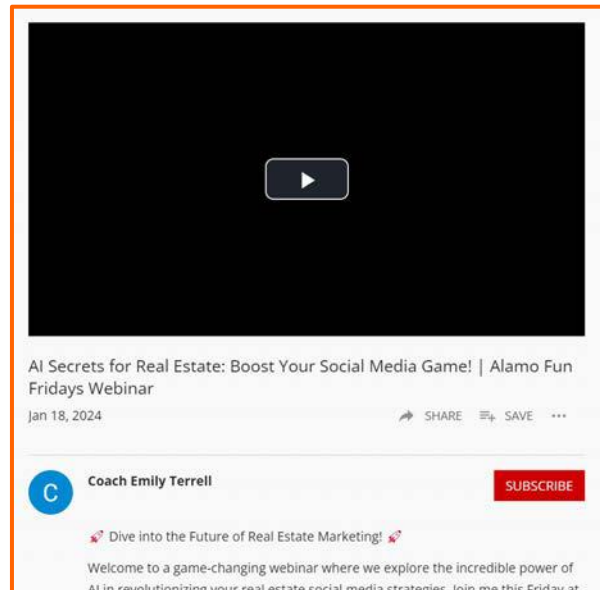
In a moment I am going to ask you to write me a 45 second script to answer the following “QUESTION”, please use the information below to help you with **CONTEXT.**

# You have a Script, What's Next?

**Please write me a caption to be used on IG. Please optimize it to what is trending on IG to increase my engagement.**



**Please update my caption to be used on YouTube, please also include a title that is optimized for what is gaining the most traction on YouTube.**



**Please create an image to be used as an update on Google My Business, please do not include any words.**



# Creating a Consistent Look

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- ✗ Captions ✓
- ✗ B-Roll ✓
- ✗ Auto Zoom ✓
- ✗ Concise Message ✓
- ✗ Leveraged ✓



# Submagic.co

Style Captions B-rolls Publish


Themes Filter by: all

HORMOZI 1	DEVIN	ELLA
New TRACY	New DAW	New LUKE
New Celine	New Maya	New KARL
WILLIAM	HORMOZI 2	HORMOZI 3
DAVID	Iman	Ali
BEAST	Umi	NOAH

Edit theme: Karl

Color [ ] Size 18 px Position Y 57 %

Highlight colors  
Main color [ ] Third color [ ] Second color [ ]



@Username  
Description of the video  
#tag #submagic  
0:00 / 0:31  
@Original sound

Replace video

Style Captions B-rolls Publish


54.45 - 59.01  
Embrace the future of real estate marketing and see your online presence soar

59.01 - 61.41  
+ For more details and to get your spot

61.41 - 64.29  
comment or DM me for the registration link

64.29 - 66.84  
+ Let's harness the power of AI together

66.84 - 68.1  
See you this Friday



@Username  
Description of the video  
#tag #submagic  
0:00 / 1:08  
@Original sound

Replace video

# What else can you do with Social Media?

- Custom thumbnails
- Canva Templates
- Train Chat GPT to have a specific voice

- Analyze Sales data
- Automatically reply to your Google Reviews
- Video and Audio Avatars
- Develop long term marketing plans
- Create customized videos for Transaction Milestones
- Manage your Schedule

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SCAN ME