



**R1,500
VOUCHER**
inside!



The Agent's Festive Season Playbook

You can't 'press pause' in December
- driving momentum for 2022

flow

Why you need to advertise your brand over the festive season

Buyers and sellers are on social media more than ever

During the holiday season, people spend more time on social media and are still actively engaging with brands and services.

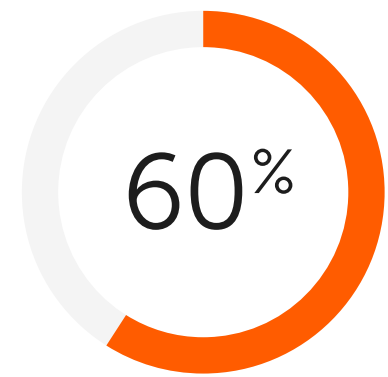
You can't 'press pause' in December

Successful brands and agencies have an "always-on" approach, because the customer consideration cycle takes months.

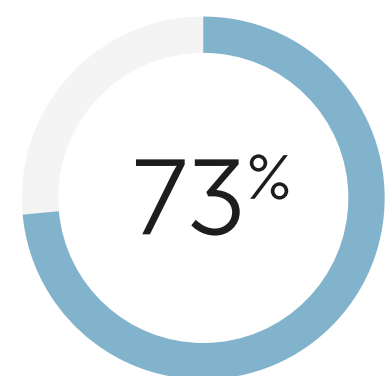
Buyers and sellers are looking around in December and will be ready to take action in January, therefore it's vital to maintain brand awareness and remain top-of-mind in your suburb throughout the festive season.

Get in the game

Top agents don't slow down over the Festive season - they capitalize on this period to build momentum for the coming year. Competing agents and agencies are reaching your prospective buyers and sellers on social media - If you stop advertising now, you'll lose your 'share of voice'.



60% of consumers say they explore new products and services more during the holidays than the rest of the year



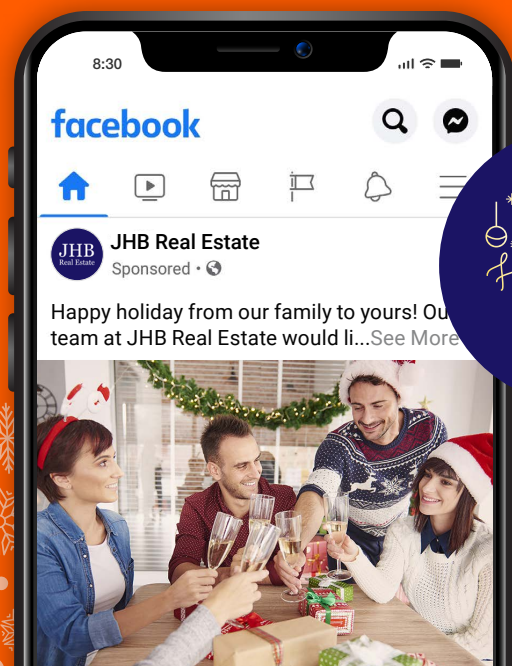
Social media traffic spikes 73% during the holidays

5 holiday campaign ideas to build brand awareness

01 Year in Review

Reflect on your successes over the past year. Celebrate your achievements - houses sold, mandates signed, and any other notable metrics, with testimonials from happy clients





02 Top Achievers of 2021

Showcase your top achieving agents of the year. Celebrate their victories and provide proof that they are the area experts in your region

03 Happy Holidays from Our/My Family to Yours

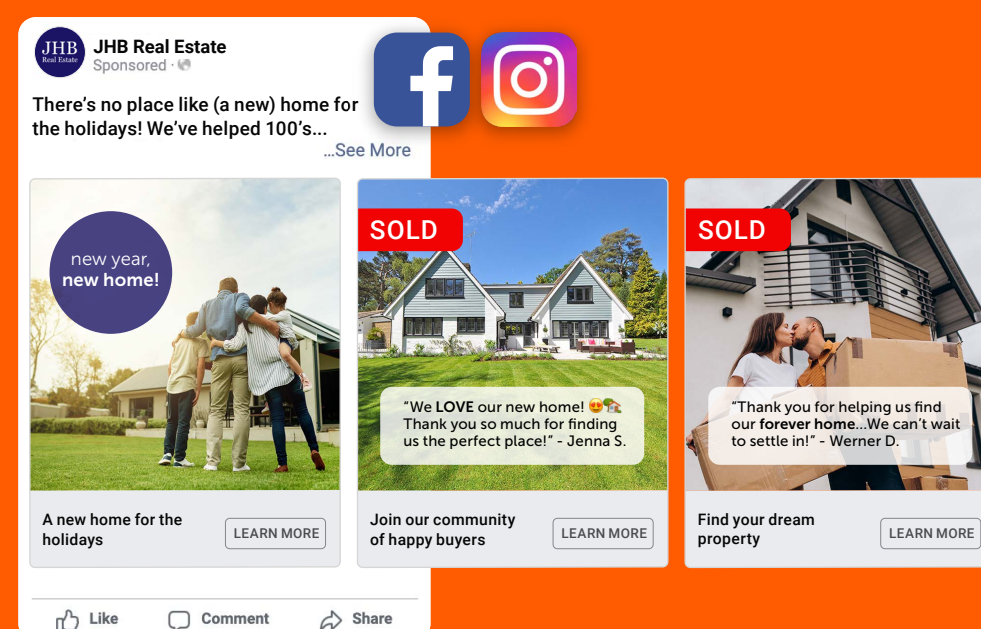
Relate to your audience by sharing candid and lighthearted team photos, or festive photos of yourself and your family

04 Season of Giving

Show that you care about your community. Share how you are giving back to local charities, and encourage others to do the same - increasing your perceived brand value and trust

05 New Year, New Home

There's no place like (a new) home for the holidays. Share some of the desirable homes you have sold, highlighting positive testimonials from happy buyers



Additional Tips



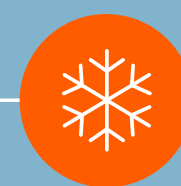
Tone of Voice

Infuse your ad copy with some holiday cheer, and reach your target audience with a warm & heartfelt tone



Engage with videos

Consider using formats such as videos, slideshows and GIFs to attract the most attention to your brand



Festive Flair

Add holiday-themed backgrounds, graphics or seasonal emojis for some extra festive spirit



Sleigh your marketing this festive season, with Flow

Effortlessly build momentum for 2022

Go live in hours

With Flow's automation, you can create 16+ ad formats using your agency profile. In the time you're done reading this, your ads are placed on Facebook, Instagram and multiple websites.

Set yourself up for the new year

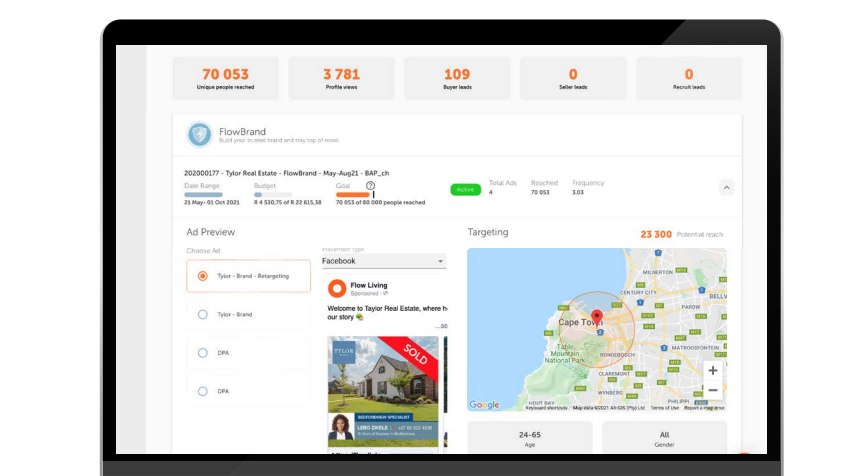
Every time someone interacts with one of your festive season ads, they become part of your audience. By the time January rolls around, you'll have amassed a personalized audience that you can then target with specific ads to meet your 2022 objectives.

Track and manage your festive campaign

Once your campaign is in gear, you can track and manage your ads at the click of a button with the **Flow Dashboard**. View your ads in real time and see how they're performing, with ease.



Join leading agents & agencies using Flow to scale and automate their digital presence



"Flow has enabled our franchise to access social media advertising on expert level through their technology automation. The best part is we hardly had to do a thing - they do the heavy lifting."

Neville Brits | RE/MAX Dazzle Broker Owner

Start your brand campaign now

Claim your voucher: **P D - F E S T I V E**

Contact a Flow agent:

sales@flowliving.com
or visit www.flowliving.com



Book a demo



EXCLUSIVE OFFER

R1,500
FREE Advertising*

*When you sign a 3 month+ contract this Festive Season. Valid for new Prop Data clients on the Flow Platform. Minimum spends & Ts & Cs apply.

P D - F E S T I V E

Includes:
Agency strategy playbook for your office + design creative

First **10** agencies only!