

A GUIDE FOR REAL ESTATE BRANDS READY TO GROW

Instagram That Actually *Generates Leads.*

You've built the foundation. You're posting consistently. But the leads aren't coming in. This guide breaks down exactly why — and shows you what a real system looks like for DWELL513.

WHAT'S INSIDE

- 01 The Three Gaps Holding Your Instagram Back
- 02 7 Content Ideas Built for DWELL513
- 03 How We Can Help — Packages & Pricing
- 04 Next Steps

You're posting. But the leads *aren't coming.*

This is the most common problem we see with service-based businesses on Instagram. The issue isn't your work, your brand, or your effort — it's the system. Based on our discovery conversation and audit of your account, here are the three gaps we see and exactly how to close them.

MOST COMMON GAP

01 You're Posting Content, Not Building a Funnel

Most agents post listings, market updates, and just-sold graphics. This is almost entirely bottom-of-funnel content — it only speaks to people who are ready to transact right now. That's less than 1% of your audience. The other 99% are future buyers and sellers who aren't ready yet. Without content that meets them where they are, you're invisible to the people who will become your next clients 6 months from now.

THE FIX

Structure your content around a three-stage funnel. **Top-of-funnel (TOFU)** builds awareness with broad-appeal content — Cincinnati neighborhood guides, lifestyle reels, market education. **Middle-of-funnel (MOFU)** builds trust with expertise-driven content — historic home buying tips, your builder background, process transparency. When you finally post a **bottom-of-funnel (BOFU)** call-to-action, you've already earned their trust. The ask becomes natural.

CRITICAL GAP

02 You're Not Using Social SEO

Instagram is now a search engine. People are actively searching "Cincinnati real estate agent," "best neighborhoods in Cincinnati," and "historic homes Cincinnati" directly in the app. If your posts, captions, and bio aren't optimized with these keywords, you're invisible to people who are already looking for exactly what you offer. Your 3,800+ followers are only part of the equation — discoverability to new audiences is where lead generation actually starts.

THE FIX

Treat every caption like a mini blog post. Use keyword-rich copy that mirrors how your ideal client searches. Your bio should immediately communicate "**Cincinnati Real Estate — Historic Homes & Character Properties.**" Tag locations consistently. Use hashtags strategically (not 30 random ones — 5 to 8 highly relevant ones). This isn't gaming the algorithm; it's making it easy for the right people to find you.

FIXABLE FAST

03 Your Content Isn't Speaking to a Specific Person

If your content speaks to "anyone buying or selling in Cincinnati," it resonates with no one. The accounts you drew inspiration from — Hart & Cru, Oyler Hines, Finn Team — all have one thing in common: you can tell exactly who they're talking to. That specificity is what makes their content feel magnetic. DWELL513 has a clear differentiator (builder background, historic homes, 10+ years of market expertise) that most agents can't claim. That story isn't being told yet.

THE FIX

Define your Ideal Viewer Profile (IVP). Based on your brand, it's likely someone who values design, character, and the unique story of a home — not just the square footage. They're probably already following Hart & Cru for the aesthetic. **Your content should feel like it belongs in that same feed.** Every post should speak directly to that person and no one else.

What great content looks like *for your business.*

These aren't generic real estate ideas — they're built around DWELL513's specific differentiators, your Cincinnati market, and the funnel stages you need to fill. Each one is ready to execute.

1

REEL

TOFU — AWARENESS

"3 Overrated Cincinnati Neighborhoods... And 3 Underrated Gems"

Hook: "Everyone talks about Hyde Park. Here's where the real value is."

You talking to camera, fast-cut B-roll of the neighborhoods. **Why it works:** Strong local opinion, high shareability, positions you as the insider who knows things other agents don't. This is the type of content Hart & Cru and Oyler Hines use to build massive organic reach.

2

CAROUSEL

MOFU — EDUCATION & TRUST

"The First-Time Buyer's Guide to Historic Homes in Cincinnati"

Hook: "Buying a historic home isn't like buying a new build. Here's what to look for."

5-slide carousel with text overlays and high-quality photos of historic home details. **Why it works:** Directly addresses the fears and questions of your ideal buyer. This is where your builder background becomes your biggest content asset — no other agent can write this with your credibility.

3

REEL

TOFU — BRAND & LIFESTYLE

"A Perfect Saturday in Prospect Hill"

Hook: "Here's my Saturday morning in the most underrated neighborhood in Cincinnati."

Lifestyle-focused video showing local spots, architecture, the neighborhood vibe — with you as the guide. **Why it works:** Sells the lifestyle, not the listing. This is the exact format that drove 17K+ views for Oyler Hines. It connects with people on an emotional level before they're even in buying mode.

4

REEL

MOFU — EXPERTISE & AUTHORITY

"Unpopular Opinion: Your Zillow Estimate Is Wrong"

Hook: "Your Zestimate is off by \$40,000. Here's why — and what the number actually is."

You talking directly to camera, breaking down Cincinnati market data in plain language. **Why it works:** Takes a universal pain point (distrust of Zillow) and turns it into an opportunity to build authority. This type of opinion-led content is what separates agents who get DMs from agents who don't.

5

REEL

TOFU — LOCAL LIFESTYLE

"Why I Moved to Cincinnati (And Why You Should Too)"

Hook: "People always ask me why I stayed in Cincinnati. Here's the honest answer."

Personal, founder-led storytelling about Cincinnati's culture, food, neighborhoods, and community. **Why it works:** The 513Eats angle is a massive differentiator. You're not just an agent — you're a local. This content attracts people relocating to Cincinnati who are actively looking for someone who knows the city the way you do.

6

CAROUSEL

MOFU — PROCESS TRANSPARENCY

"What Selling a Home in Cincinnati Actually Looks Like in 2025"

Hook: "Most agents won't tell you this. Here's the real process — from listing to close."

Step-by-step breakdown of the selling process with real timelines and what to expect. **Why it works:** Sellers are anxious. Transparency builds trust faster than any credential. This is MOFU content that converts fence-sitters into leads.

7

REEL

BOFU — LEAD GENERATION

"Before You List Your Home — Watch This"

Hook: "3 things I tell every seller before we go live on the market."

Direct-to-camera advice from Doug with a clear CTA: "DM me 'SELL' and I'll send you our pre-listing checklist." **Why it works:** This is the only type of content that directly asks for the lead — and it works because it's been earned by the TOFU and MOFU content that came before it. The trust is already built.

Results from businesses *just like yours.*

We work with service-based businesses where trust, credibility, and expertise drive buying decisions — the same psychology that drives real estate. Here's what a real system delivers.

BUSINESS TYPE	STARTING POINT	KEY RESULTS	TIMELINE
MED SPA Local service, trust-driven, high-ticket	No strategy, inconsistent posting, no lead gen system	96% engagement rate · 77% reach growth · 2,800+ avg reel views	First 6 months
BOUTIQUE FITNESS Community-driven, local authority	Lack of capacity, no defined social strategy	209% total reach growth · 25% views increase · 34% reels engagement	First 90 days
SPECIALTY RETAIL Boutique brand, founder-led	No strategy, no posting consistency	71% total views · 70% avg reach · 33% total interactions	First 90 days

ON REAL ESTATE EXPERIENCE

The system works because the psychology is the same.

Every business above sells something high-trust, high-ticket, and relationship-driven — exactly like real estate. Buyers don't purchase on the first post. They follow, they learn, they trust, and then they reach out. That's the buying journey we build for every client. The niche changes. The framework doesn't.

Three ways to work together.

Every engagement starts with a deep understanding of your brand, your audience, and your goals. From there, we build a strategy designed to compound over time. No cookie-cutter content. No guesswork.

Content Day

ONE-TIME

\$975 flat one-time fee

A focused, strategy-led shoot that captures high-quality photo and video assets in a single session. Delivered in 2–3 weeks. Credited toward the Signature Package.

- ✓ Creative planning & shot list
- ✓ On-site content shoot (photo + video)
- ✓ 2–3 fully edited creative pieces
- ✓ Raw photo & video assets (b-roll)
- ✓ Brand-aligned visual direction
- ✓ Full asset delivery within 2–3 weeks

Instagram Growth Blueprint

DONE-WITH-YOU

\$997 one-time · credited toward Signature

A complete, 90-day Instagram strategy built for your business in 3 weeks. You get the plan. You execute it — or use it as the foundation for full-service.

- ✓ 60-min onboarding strategy call
- ✓ Full brand & competitor analysis
- ✓ Ideal Viewer Profile (IVP) development
- ✓ Content pillar strategy (TOFU / MOFU / BOFU)
- ✓ Custom keyword bank & social SEO setup
- ✓ Profile optimization plan
- ✓ Complete 90-day strategy document
- ✓ Week-by-week 90-day content calendar

Signature Package

OUR GOLD STANDARD

\$2,750 – \$3,000 / month

Full-service, done-for-you Instagram management. Strategy, content creation, execution, and reporting. You focus on closing deals — we handle everything else.

- ✓ Full strategy foundation & IVP
- ✓ Monthly on-location content shoots
- ✓ Reels scripting, filming & editing
- ✓ Carousel design & copywriting
- ✓ Scheduled posting at optimal times
- ✓ Community management (DMs + comments)
- ✓ Monthly KPI dashboard & reporting
- ✓ Monthly strategy call with your account lead
- ✓ Link-in-bio funnel management

ESSENTIAL

\$2,750/mo

2 feed posts/week · 3 story days/week · Shoots every 3–4 weeks

GROWTH

\$3,000/mo

3 feed posts/week · 5 story days/week · Bi-weekly shoots · Quarterly review

When you're ready, *here's how it works.*

No pressure, no hard sell. If anything in this guide resonated and you want to explore what working together looks like, just let us know which package feels right and we'll take it from there.

1 You reply with your interest

Let us know which package feels like the right fit — or if you have questions. No commitment required at this stage.

2 We build a custom proposal

We'll put together a detailed proposal tailored to DWELL513's goals, timeline, and the package you're interested in.

3 Services agreement

Once you're happy with the proposal, we'll send over a simple services contract to make it official.

4 Onboarding form

You'll fill out a detailed onboarding form so we can go deep on your brand, voice, goals, and audience before we touch a single piece of content.

5 Project kickoff meeting

We sit down together (or jump on a call), walk through the strategy, align on the plan, and get to work.

READY TO TAKE THE NEXT STEP?

Let us know what you're thinking.

If any of this resonated — even just one idea or one gap that felt familiar — reply and let's talk. We're happy to answer any questions, walk through the packages in more detail, or just have a conversation about what makes sense for DWELL513 right now.

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