

# Social Media Campaign for Joudi-Pizzulli Real Estate Team

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Created by Christian Torrado

# Strategy

This social media campaign was developed during my time as a marketing consultant for the Joudi-Pizzulli Team at Compass Real Estate. The strategy involved highlighting the team's exclusive New York listings on various social media platforms such as Facebook and Instagram as well as reaching out to real estate publications to cover certain listings in articles. I started by creating videos for each listing and then shared these videos on social media to provide awareness and generate interest for potential buyers. This campaign generated many interested leads and recently contributed to a signed contract for a listing in Brooklyn.

During the beginning of the COVID-19 pandemic, we wanted to get the word out that we were offering virtual showings for listings as well as promote social distancing and hand washing to our New York City clientele. Below is an example of a post that was created for one of the agents' Facebook page.

**Zahra Joudi**  
March 17 · 🌐

Hello everyone, hope you and your family are all safe and healthy!  
Please take care of yourself, wash 🧤 cover 😷!

We provide virtual showings on all our listings, like this one of 343  
49th Street. Contact us for a virtual showing if interested!

<https://www.youtube.com/watch?v=b2Lqu54P2kl>  
[#zahrajoudi](#) [#realestate](#) [#safe](#) [#healthy](#) [#family](#)

393 West 49th Street, #6G

YOUTUBE.COM  
**New Listing at 393 West 49th, Unit 6G**  
Welcome to unit 6G at the Residences at Worldwide Plaza in Hell...

# Facebook Content

 **Zahra Joudi**  
January 7 · 🌐


You or anyone you know looking for a beautiful Victorian home in Brooklyn? If so, come join us at our open house this Sunday from 1pm to 2pm at 699 E 18th St, Brooklyn, NY!

<https://www.compass.com/.../699.../357890268854263329/...>

#zahrajoudi #compass #openhouse #realestate #Brooklyn #newyork #FiskeTerrace #DitmasPark




COMPASS.COM  
**699 East 18th Street, Brooklyn, NY 11230 | Compass**  
699 East 18th Street, Brooklyn, NY 11230 is a single family home...

 **Zahra Joudi**  
February 5 · 🌐

Take a look at this exclusive townhouse in Harlem! This beautifully renovated approximate 4000 square foot four-story home is a rare Harlem Jewel. Please contact if you are interested in a private showing!

<https://www.youtube.com/watch?v=mH6HpRCTRkC&feature=youtu.be>

#newyork #realestate #townhouse #Harlem #exclusive #zahrajoudi




112 West 118th Street

YOUTUBE.COM  
**Townhouse at 112 West 118th Street!**  
Welcome to the residence at 112 West 118th Street! This fully ren...


Social copy on Facebook involved addressing the reader and inviting them to take an action such as joining the team at an upcoming open house or contacting and agent for a showing. Examples of this are shown to the right.

# Promotions from Publications


Facebook posts and Instagram Stories were also used to highlight an exclusive listing that had been featured by two New York real estate publications. This was to create further awareness for the property and to generate publicity for the team.

 **The Joudi-Pizzulli Team**  
January 10 · 🌐

Ditmas Park ranked 11th Best Neighborhood to call home in the U.S. as of 2019 by Money Magazine

 **Zahra Joudi**  
October 22, 2019 · 🌐

"Built around 1910, this charming Victorian home at 699 East 18th Street in the Fiske Terrace-Midwood Park Historic District of Brooklyn has over 4,900 square f... [See More](#)



6SQFT.COM  
**This handsome \$2.25M Midwood Park Victorian has enough room for guests to stay a while | 6sqft**

## For \$2.25M, a Midwood Park house with tons of vintage charm

The Brooklyn home, located in a small historic district, was built in 1915

By Amy Plitt | @plitter



**Standalone single-family Victorian home in Midwood Park**



**Read about it on @curbedny ! Link in bio! @compassny @plitter @greenehouse nyc**

The home... | Melanie Greene, Courtesy of Compass