



SOCIAL MEDIA

MANAGEMENT SERVICE

As a busy agent, managing your social media can be tough to juggle. PorchLight has your back with competitively priced services to fit your needs and budget. Take a look at the options below.

STANDARD

\$30/mo

Included for agents in the BA program

- All weekly Agent Social Media Calendar (ASMC) content posted to your Facebook business page only.
- Includes adjusting certain posts according to your choice of Boulder or Denver.

ENHANCED

\$60/mo

Included for agents in the BA program

- Includes ASMC Facebook posts in the Standard package.
- Option to replace your daily content post with agent-specific social graphics (Just Listed, Open House, etc.) when needed.

CUSTOM

\$200/mo

3-month commitment

- ASMC content posted to Facebook with personalized messaging.
- Option to replace daily posts with agent-specific social graphics as needed.
- Links to local and lifestyle articles custom-curated and posted to fit your interests (interior design, hiking, family, etc.) based on your completed questionnaire.

All plans include posting to Facebook only. For posting to other platforms, see Add-Ons.

ADD-ONS

INSTAGRAM

All image-based Facebook content will be cross-posted to Instagram with the same caption.

+\$40/mo

LINKEDIN

Up to three Facebook posts with the most appropriate content for LinkedIn (e.g. Market Stats) will be posted to your feed each week.

+\$10/mo

SHARED CALENDAR

With this add-on, you will be able to view, approve, reject or comment on scheduled content.

+\$12/mo

AGENT EDIT ACCESS

To edit scheduled content, you'll receive your own login to access PorchLight's social media tools.

+\$20/mo

