



Client Case Study

REAL ESTATE MARKETING | BRANDING

Executive Summary



In 2020, a Southern Oregon real estate agent collaborated with Rhema Strategic for a brand revamp and social media management. Since their partnership began, she has turned to Rhema Strategic for various marketing and operational support on both a monthly and project-specific basis.

The market center for the client is a small region that experienced considerable growth in the early 2000s but has recently seen a noticeable decline in buyer activity compared to listings moving out of state. To address this demographic shift, we focused on creating content that targets buyers and encourages referrals.

The client has observed an increase in referrals from out-of-state agents who have complimented her engaging social media presence. Additionally, there has been a marked rise in both buyer and seller transactions. As an independent agent, she now successfully closes between 36 and 40+ transactions each year.

Recently, the client enhanced her social media strategy to include seven posts per week, reflecting her expanding inventory of listings. Given her time constraints and commitment to prioritizing client care, she has opted to limit her involvement in managing her online presence.



Services Utilized:

- Brand Refresh
- SEO - Google Business Profile
- Social Media Management - Meta
- Web Design - (ad hoc)
- Consulting



Brand Assets Created:

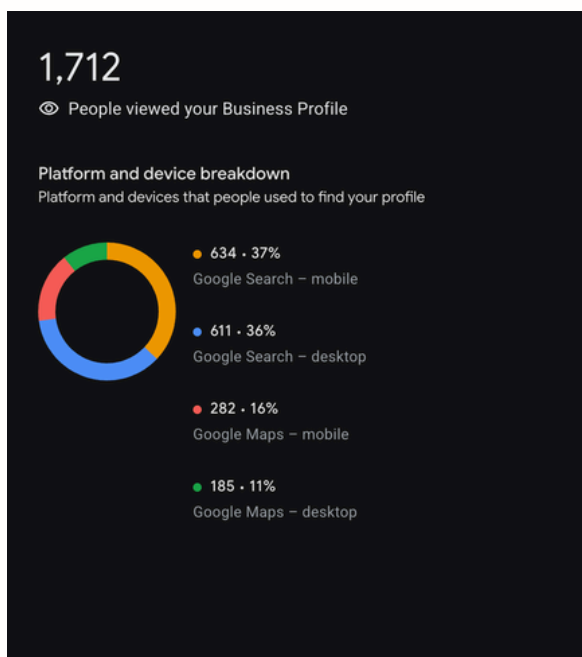
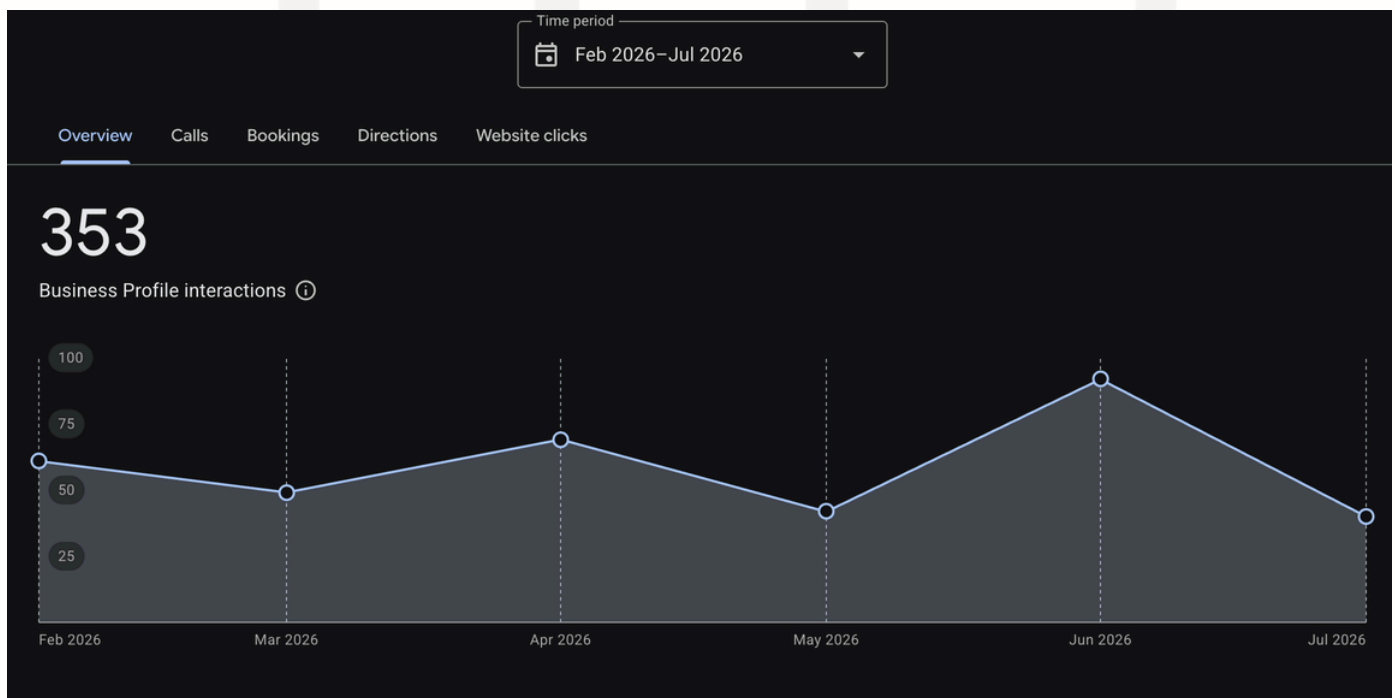
- Buyer Guide
- Seller Guide
- Buyer/Seller Resource Web Page
- Social Media Brand Awareness
- Luxury Listing Brochures



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Google Business Profile | SEO

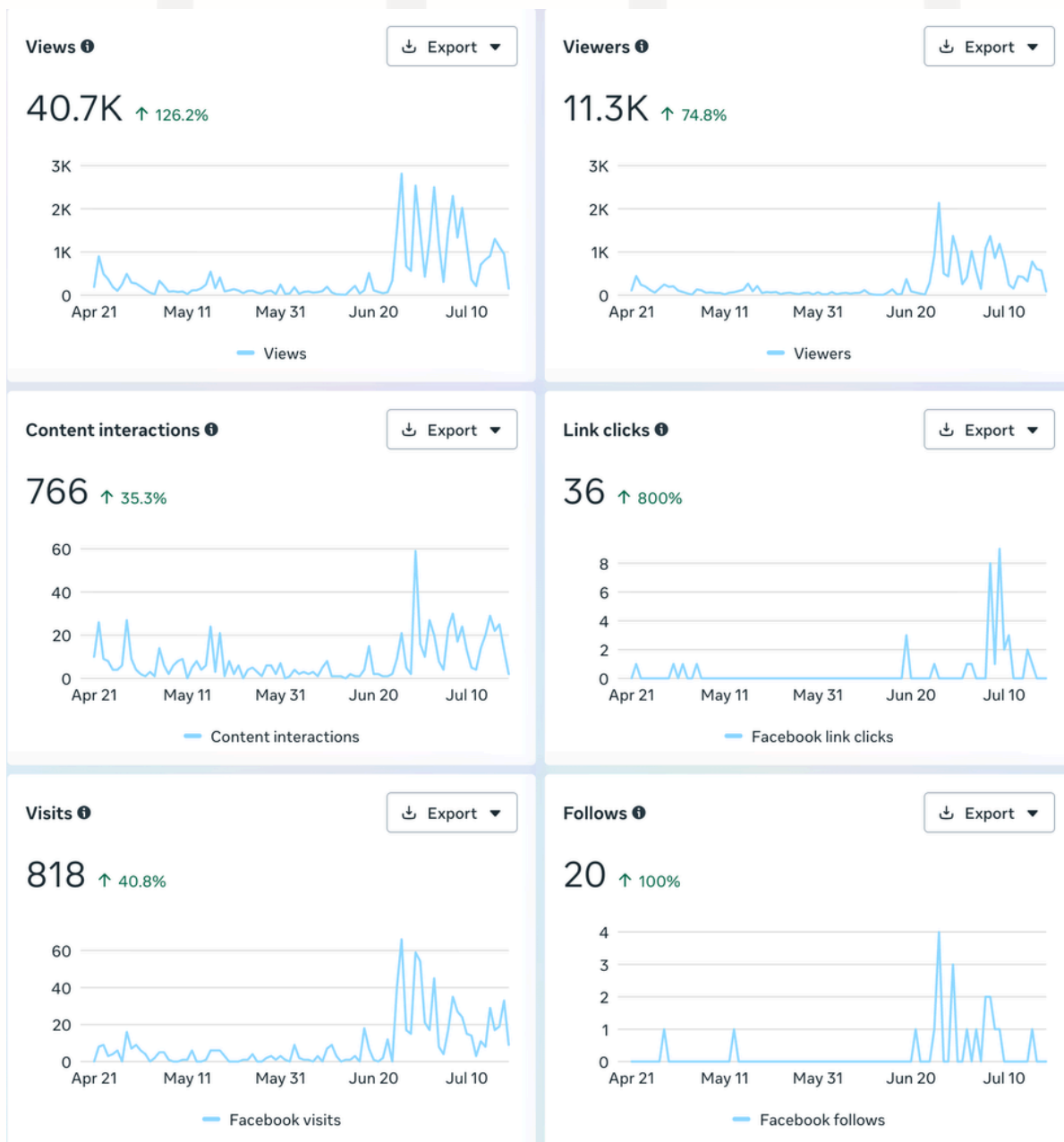


Rhema Strategic has navigated numerous changes with the Google Business Profile platform and has discovered effective workarounds for each challenge, ensuring the continued growth of her online presence through SEO-rich content.

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3 MONTH META ANALYTICS



We utilize an organic content strategy without any advertising expenditure. The client engages minimally with her social media platforms and fully relies on Rhema Strategic to manage her Facebook and Instagram accounts.

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1 MONTH FACEBOOK ANALYTICS

Performance

June 22, 2026 - July 19, 2026

Views

Views ⓘ

30.6K ↑ 978.2%

From followers ⓘ 22.9% ↓ 58.3%

From non-followers ⓘ 77.1% ↑ 71%

Viewers ⓘ 9,925 ↑ 1.0K%

Follows

Follows ⓘ

17 ↑ 1.6K%

Unfollows ⓘ 2 ↑ 100%

Net follows ⓘ 15 ↑ 1.4K%

Visits

Facebook visits ⓘ

621 ↑ 676.3%

Interactions

Content interactions ⓘ

426 ↑ 378.7%

From followers ⓘ 342 ↑ 375%

From non-followers ⓘ 84 ↑ 394.1%

Videos and reels

3-second views ⓘ

5.4K ↑ 2.3K%

Watch time ⓘ 1d ↑ 1.7K%

Conversations

Conversations started ⓘ

0 0%

New contacts ⓘ 0 0%

Response rate ⓘ --

Conversions

Orders created ⓘ

0 0%

Leads ⓘ 0 0%

Appointments created ⓘ 0 0%

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1 Month Instagram Analytics

Instagram Performance

June 22, 2026 - July 19, 2026

Views

Views ⓘ

28.3K

↑ 705.2%



18,930 views



9,334 views



From Instagram followers ⓘ 71.2% ↓ 10.9%

From Instagram non-followers ⓘ 28.8% ↑ 43.4%

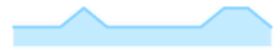
Follows

Follows ⓘ

15

↑ 66.7%

Unfollows ⓘ 5 ↑ 25%



Reach

Instagram reach ⓘ

1.3K

↑ 109.9%



From followers ⓘ 317 ↑ 18.3%

From non-followers ⓘ 971 ↑ 182.3%

Interactions

Content interactions ⓘ

461

↑ 142.6%



From followers



From non-followers



Conversations

Conversations started ⓘ

13

↑ 30%



New contacts ⓘ 4 ↑ 300%

Response rate ⓘ 7.1% ↑ 100%

Conversions

Orders created ⓘ

0

0%

