

ELITE
RETREAT

20
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Building Revenue Through Video & Social Media

The Three Words That Matter: Revenue, Attribution, Engagement



ELITE RETREAT 2025

Why Focus on Revenue, Attribution, and Engagement?

- Social media isn't just about likes—it's about driving measurable results.
- Real estate agents are marketers first, and results are what keep us thriving in any market.
- These three words are your guide to strategic, intentional growth.

Revenue: The Goal of Every Post

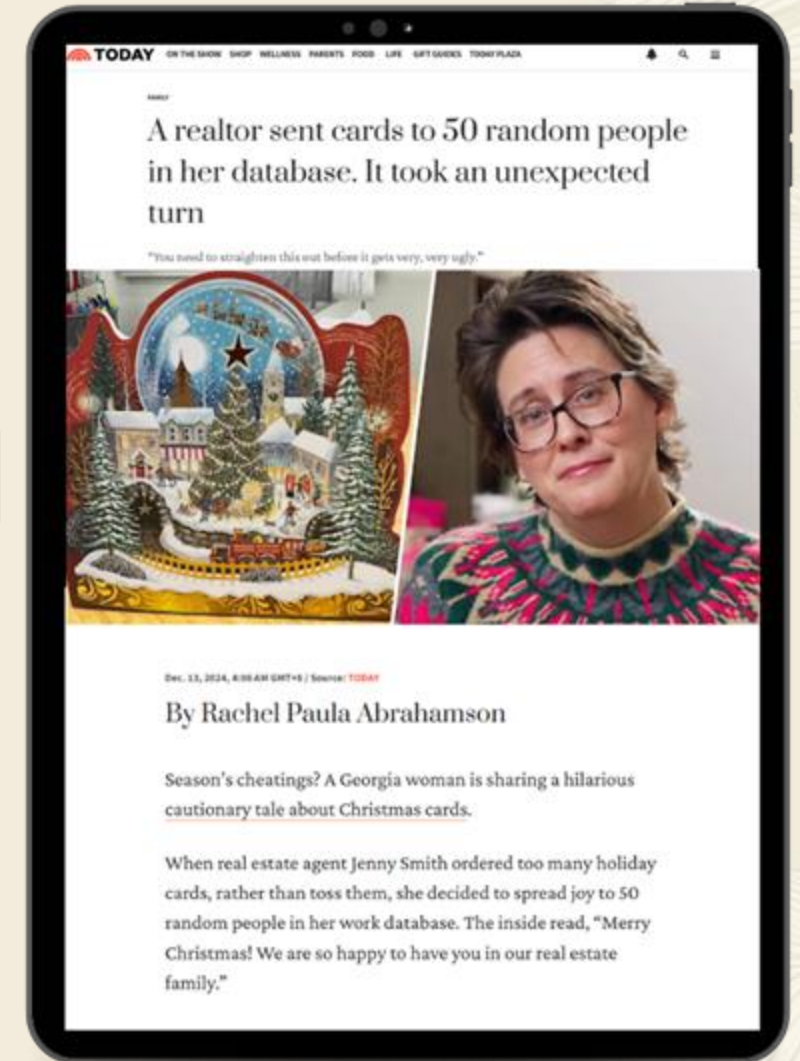
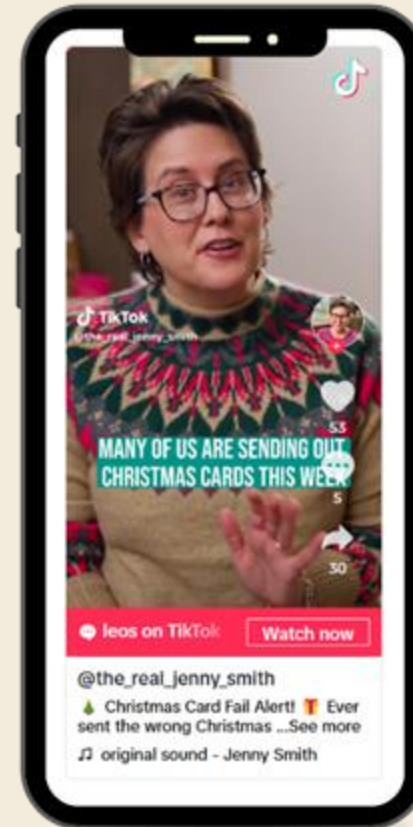
Every video is a tool to attract new clients, generate referrals, or nurture existing relationships.

Attribution: Tracking Your Results

- Why tracking leads and engagements is critical for understanding ROI.
- Tools for attribution: CRM, social media analytics, and surveys ("How did you find us?")

Engagement: It's More Than Likes

Engagement is about starting conversations, building trust, and becoming the agent people remember.



The Process: From Idea to Revenue

1. **Plan:** Align your content to Revenue, Attribution, and Engagement goals.
1. **Create:** Batch videos to save time and maintain consistency.
1. **Distribute:** Repurpose videos for Instagram, Facebook, YouTube Shorts, and TikTok.
1. **Measure:** Track engagement and adjust based on analytics.

How Real Agents Are Winning



Your Turn: Take Action

Revenue starts
with action.
**What's your first
step?**