

Turning Likes into Listings: Social Strategies for 2025

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The background features a light beige color with faint, stylized line art of tropical leaves, including palm fronds and monstera leaves, scattered across the frame.

You will leave with:

- ☒ Content ideas to attract your ideal client.
- ☒ A social media plan to win every listing appointment in 2025.





the.mangin.team



974
posts

10.6K
followers

2,524
following

Shannon & Tyler Mangin | Austin TX

Real Estate Agent



Selling Suburbia in Austin's Hill Country



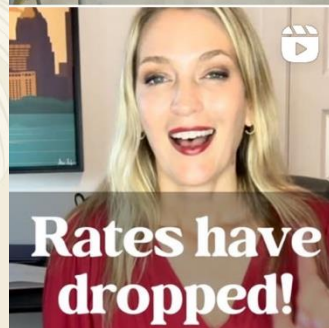
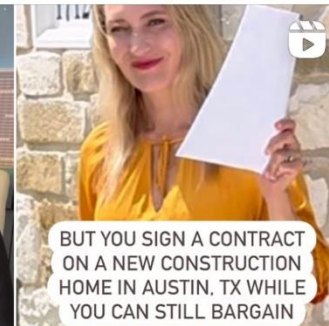
200+ Families Served Since 2017



Free Guides and Consultations



liinks.co/the.mangin.team



The background features a light beige color with faint, stylized line art of various leaves and ferns scattered across the surface. The quote is centered in a bold, orange font.

**“Your page is not about you.
It’s for your ideal client.”**

~ Andrea

Who is your ideal client?

A family wanting to upsize their home in the suburbs near Lake Travis or Dripping Springs.



Avatar by ChatGPT

Who is your ideal client?

1

What do they want?

2

What problems do they face?

3

How are you solving their problems and bringing value?



Avatar by ChatGPT

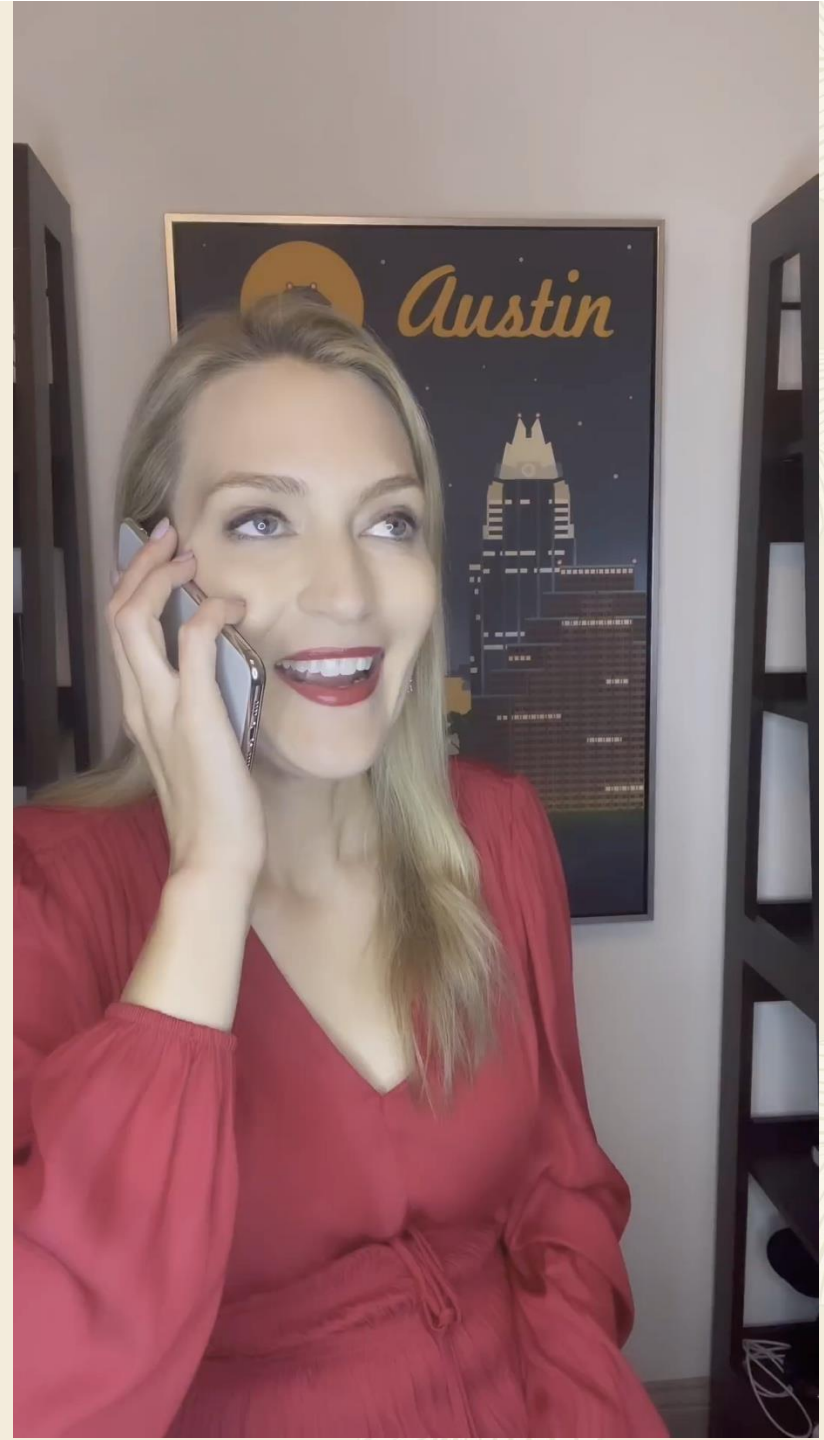
**What does my
client want?**

ELITE RETREAT 2025



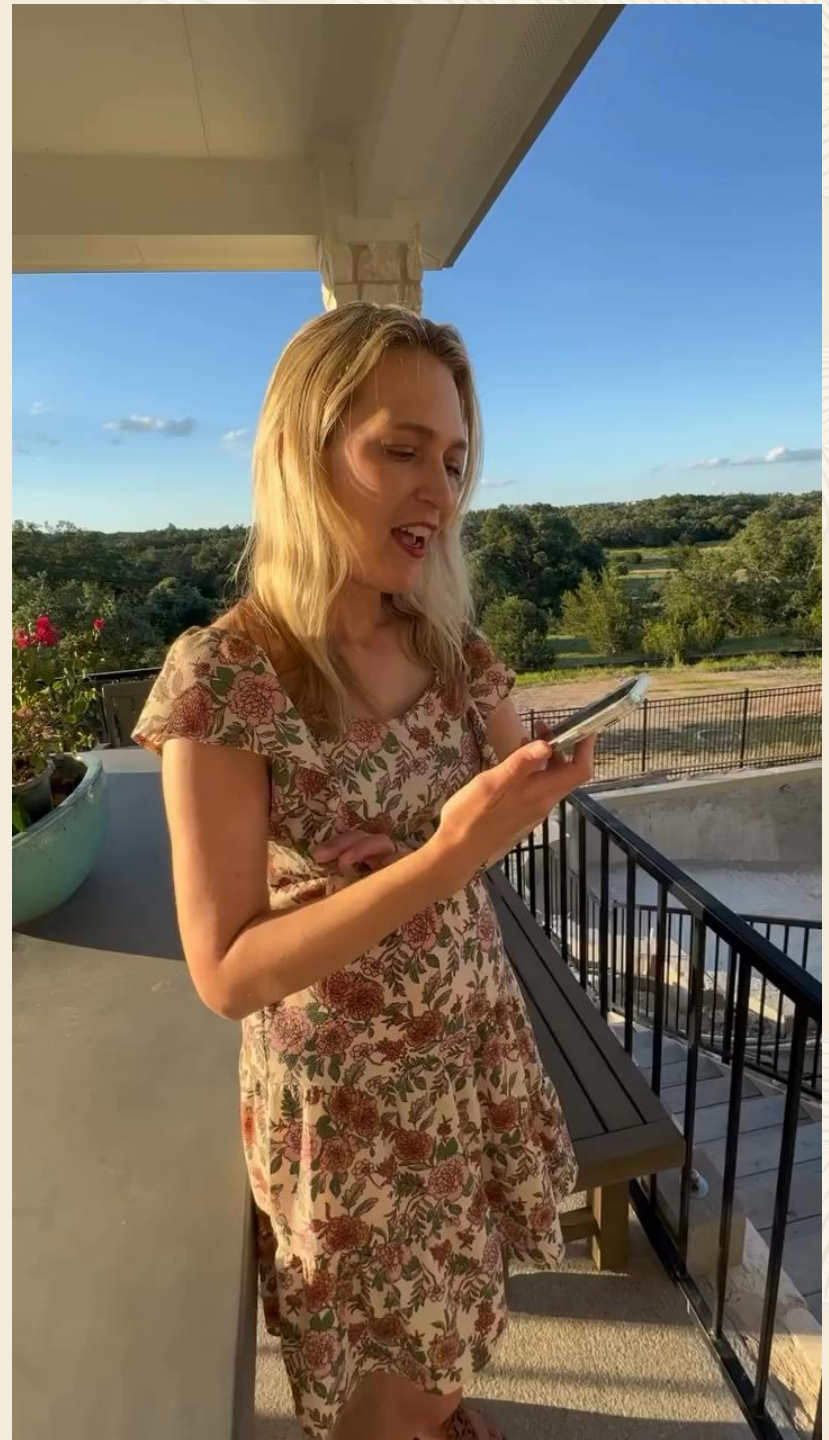
**What problems
do they face in
this market?**

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**How do I solve
their problems
and bring value?**

ELITE RETREAT 2025



**How do I solve
their problems
and bring value?**

ELITE RETREAT 2025



Reach ⓘ

Accounts reached 17,580

Followers
 25.1%

Non-followers
 74.9%

Views 17,737

Watch time 49 hr 44 min 46 sec

Average watch time 10 sec

Interactions ⓘ

Reels interactions 601

📍 Likes 375

💬 Comments 67

🔖 Saves 107

📤 Shares 52





Moving to Austin with the Mangin Team

@ManginTeamAustin · 471 subscribers · 306 videos

We are Shannon and Tyler Mangin, a husband and wife team of full-time agents serving th...more

calendly.com/shannonmangin and 5 more links

Customize channel

Manage videos

Home Videos Shorts Live Playlists Community

Channelytics

Latest

Popular

Oldest



David Weekley Build On Your Lot Program in Austin Texas

24 views · 2 days ago



Sweetwater vs. Provence: Best Neighborhoods near Bee Cave, Texas

39 views · 9 days ago



Discover The New Construction Homes At Parten Ranch In Southwest Austin!

65 views · 2 weeks ago



Where is the Austin housing market headed in 2025?

267 views · 3 weeks ago



Explore Rees Landing by David Weekley: New Construction Homes in Spicewood,...

168 views · 1 month ago



6 Questions You Must Ask Before Buying A New Construction Home In Austin!

54 views · 1 month ago



Luxury Homes In Provence By Drees Custom Homes

39 views · 1 month ago



Toll Brothers: Luxury New Homes In Headwaters in Dripping Springs

76 views · 1 month ago

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The video that earned over \$100k in GCI



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Value over vanity



Moving to Austin with the Mangin Team

@ManginTeamAustin · 472 subscribers · 307 videos

We are Shannon and Tyler Mangin, a husband and wife team of full-time agents serving th...more

calendly.com/shannonmangin and 5 more links

Customize channel

Manage videos

The background of the slide features a light beige color with several stylized, white line-art illustrations of tropical leaves. These leaves are scattered around the edges, with some larger ones on the left and right sides, and smaller ones near the top and bottom. The main text is centered in the middle of the slide.

A SOCIAL STRATEGY THAT WINS LISTINGS





**SELLERS CITE SOCIAL MEDIA
PROMOTION AS THE MOST
VALUABLE TACTIC OF LISTING
AGENTS, AHEAD OF THE MLS
AND ZILLOW.**

Source: 1000 Watt

Video

- Builds a brand
- Establishes trust
- Creates connection
- Shows the value you bring to clients
- Generates warm leads



ELITE RETREAT 2025

Keep the “social” in social media!!

It's called “social” media for a reason...

1. Engage

2. Respond

3. Listen

Win Listings!!!

At the appointment

Set the stage & expectations!

1. What makes this work?
2. Why am I kicking you out of your home for 4-8 hours?
3. What value does that bring?
4. Why do they need me ?



Tell a Story

- Use your clients, client's kids, friends & neighbors.
- This creates impact in the community.
- The video becomes sharable.
- Be intentional with who you are putting in the videos & the locations you are sharing.



5 reasons video...

- It's quick hitting
- It can be used on any home
- It grabs attention
- It's easy



B-roll is gold!

1. Voiceovers
2. Use with trending music
3. Text over
4. Shoot extra for additional videos not listing related

*Gives you enough footage to create new videos for months to come if needed!

Listing Video Shoot Ideas

- Boomerangs
- Thumbnails
- B-roll Footage
- Drone Footage for B-roll
- Drone Footage with me in it
- B-roll with me in it

- Coming soon
- One-line intros
- Trending video
- Speedrun
- 5 Reasons video
- Feature video
- YouTube walk through

Video

This strategy gives me enough video whether the home sells in 4 days or 4 months.

Consistency

Above all else, consistency is key!

Builds a brand

Video builds a brand, establishes community presence & creates connections.

The snowball effect

The more you do this, the more listings you will get. Don't have any listings to start, use someone else's. Create listing videos around your ideal listing avatar.

Bonus!!

Ways to go beyond!

Repurpose

Reuse

Repeat

1. DM videos to neighbors
2. Use to create
hand raisers in stories
3. QR code on Just Listed PC
4. Text people in the area
5. Use in newsletters
6. Ask local lenders
& other agents to share

THIS WORKS!!!

From video to a 4 million dollar listing & a 5 million dollar buyer!!

Be Consistent

Create Connections

Build Trust & Rapport

**Over 500k of GCI in
2024
related to Instagram**

**Sphere referrals
Community referrals
Realtor referrals**

Q & A



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