2025

Picture Perfect

SOLD

CAMP AIGN

PICTURE PERFECT SOLD

CAROLINE ABNEY

Picture Perfect
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Picture Perfect
Overview

PREPARED BY
Caroline Abney

The Picture Perfect Sold campaign was developed in response to a necessary but previously unannounced shift: a change in ownership that, while internally understood, hadn't been clearly communicated to the public or to clients. Montanna Guerra, the company's new owner, brought with her not just technical expertise and fast turnaround times, but a distinct vision for growth rooted in transparency, quality, and long-term relationship-building, specifically with a desire to expand into the Hattiesburg, MS market. This campaign sets that vision in motion.

Over four months, the campaign moves along two tracks. The first focuses on brand realignment that cleans up outdated messaging, refreshes the website, and develops a consistent voice across social platforms. The goal here is simple: to clarify who Picture Perfect Sold is now, without losing the trust built under previous leadership. The second track centers on market expansion, specifically a strategic push into the Hattiesburg real estate community. That effort is driven by both digital and personal outreach, including targeted Meta ads, a structured content calendar tailored to the rhythms of Instagram and Facebook, and two cornerstone events designed to turn passive awareness into active engagement.

The strategy leans into what the brand already does well (quick delivery, professional visuals, and responsive communication) while building visibility around a refreshed identity. Social content is planned and paced to feel personal but polished, with behind-the-scenes reels, client collaborations, and before-and-after showcases forming the core of the campaign's organic reach. Paid promotions are carefully targeted to Hattiesburg-area realtors, emphasizing not just services offered, but the ease and reliability of working with Picture Perfect Sold. The events (a social media giveaway in early August followed by a virtual mixer at the end of the month) are structured to generate both buzz and bookings.

At every stage, success is measured. Follower counts, engagement rates, SEO improvements, discount redemptions, and direct conversions are all tracked regularly and accounted for. The campaign isn't designed for flash or overreach; instead, it's meant to build a stable, recognizable, and trusted presence that extends the brand's footprint without fracturing its foundation. What emerges by the end of August should be a brand that feels cohesive, confident, and unmistakably in forward motion.

PREPARED BY
Caroline Abney

Picture Perfect
Situational Analysis

Internal *Environment*[1]

Policies and Procedures

Based on information collected in a client interview, the operating procedures for Picture Perfect Sold are largely informal. Ms. Guerra functions as the sole decision-maker, coordinates shoots, handles client communication and manages business development.

While the core services of the organization have remained the same after the transition, new ownership has created the need to revise some documents and processes in managing clients-particularly in regard to the testimonial portion of the website page which still references the original owners.[1]

Organizational Performance

- **Current Service Offerings:** Picture Perfect provides real estate photography for residential, commercial, and rental properties. Though not showcased on the website, the organization offers advanced photography techniques like drone video and imagery alongside traditional photography and video walkthroughs.[1]

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1. [1]Guerra, M. (2025, February 11). *Personal interview* [Interview by C. Abney]. Hattiesburg, MS.

- **Client Base:** The current client base consists primarily of local realtors who book online, through social media, and through referrals. A smaller percentage of the clientele consists of individuals attempting to personally list their homes.[1]

Niche

Ms. Guerra has two separate businesses that each focus on a specific niche within the photography industry. Picture Perfect's niche is the real estate industry, and the organization differentiates itself from other photographically inclined organizations by emphasizing the value it brings to real estate listings. With an extensive portfolio of work, Picture Perfect positions itself as a premiere real estate photography company by emphasizing their technology forward approach, and uses words like "innovative," "technology-focused," and "ever-evolving" on the website.[1]

Organizational Structure & Resources[1]

- **Ownership/Management**: Ms. Guerra is the sole owner and manages all strategic and operational decisions. She also runs another business, which impacts her available time for Picture Perfect.

- **Human Resources**: At present, the company has minimal staff, relying primarily on Ms. Guerra for photography, scheduling, and marketing tasks. There may be limited or occasional subcontractors assisting with editing or specialized services, though formal arrangements were not detailed in the interview.

- **Physical/Technical Resources**: Camera equipment, drone (currently being replaced due to a recent loss), and editing software. Ms. Guerra has also expressed interest in investing in 3D tour technology once resources permit.

Internal Influentials and Their Connections[1]

- **Owner Influence:** Ms. Guerra's existing network, particularly her connections with realtors on the Gulf Coast, is a significant internal influence. As a well-known photographer specializing in the wedding and family portrait industry in Hattiesburg, she has established a wide network of individuals interested in photography generally, and that provides potential networking opportunities in regard to regional expansion. Her social media presence is particularly strong for her first business, and she does a great job of emphasizing brand visibility leading to a large number of referrals and organic leads, specifically on Facebook. Leveraging these strengths in communication efforts for Picture Perfect is a must.

- **Former Owner:** Although the former owner does not have any operational involvement with the current business, Ms. Guerra discussed that a majority of clients still remain after the transition. She has yet to send communications to clients discussing the transfer, as the original owner was already taking a backseat role in the day-to-day operations. Still, Picture Perfect benefits from positive testimonials under the former owner's management. This presents both benefits (positive legacy) and the potential for some confusion (lack of clarity about new ownership).

Communication *Audit*

Website

- **Strengths:** Professional layout, online booking system, high-quality sample images.
- **Weaknesses:** Outdated testimonial references to previous owner, lack of mention of drone services, no blog page for SEO content.

Social Media

- Facebook is the most active platform, providing leads and engagements.
- Instagram has lower engagement, though it is maintained.
- No coordinated or consistent brand strategy is in place, as Ms. Guerra "just posts and goes."

Public/Media Relations

- No formal PR campaigns have been undertaken.
- Some coverage in *Signature Magazine* in the past, but no consistent effort to generate press coverage or brand stories in local media outlets.

Google Business Listings

- The company does appear on Google. Ms. Guerra occasionally receives Google-based leads, although she is not deeply familiar with how the backend or analytics work.

Channel	Content	Frequency
Facebook	Posts with multiple images but somewhat generic captions (client said they use AI). Good call to action on each post, but could benefit from a more personal touch.	*22*
Instagram	Image Carousels of work; Before and After photography of properties with amateur photography vs. professional *Opportunity to take advantage of reels/stories to promote video walkthrough add-on	20

Internal *Impediments*

1. ## Time Constraints

   o Because Ms. Guerra manages another business, there are limited hours she has available to devote to expanding Picture Perfect's reach.

1. ## Website Updates

   o Although she discussed being open to website improvements, due to previously discussed time constraints, she has yet to prioritize them. As a result, there are outdated references in the About section of the site, no mention of the newer drone services, and no blog section (which is crucial for SEO).

1. ## Limited Formal Processes

   o The marketing tactics utilized by Ms. Guerra are largely informal with no audience targeting. This hinders the large-scale growth, and there is an opportunity to improve the consistency of messaging.

SWOT *Analysis*

| Internal Factors	Strengths (S)	Weaknesses (W)
Management & Resources	- Owner's personal touch and flexibility - Strong local realtor connections (on the Gulf Coast) - Quick adoption of drone photography	- Time constraints due to another business - Outdated website content referencing previous owner - Minimal formal marketing/PR strategy
Offerings & Niche	- Specialized real estate photography - Potential for advanced visual services (drone)	- Drone service not fully showcased on official channels - Lack of brand messaging specifically targeting Hattiesburg
Marketing & Positioning	- Solid Facebook presence - Existing goodwill from previous ownership's client base	- Instagram engagement (leads) - No cohesive SEO or blog strategy - Limited brand awareness in Hattiesburg

External Factors	Opportunities (O)	Threats (T)
Market & Industry	- Significant demand for professional real estate visuals - Growing Hattiesburg real estate market provides expansion prospects - Potential partnerships with local real estate agencies	- Other local competitors also offer drone and photography services - Real estate market fluctuations (interest rates, economic changes)
Geographic Expansion	- Potential to establish a new client base in Hattiesburg - Could leverage networking events and local press coverage in that region	- Entrenched competitors with established presence in Hattiesburg - Possible brand confusion if transition not communicated effectively

Positioning *Map* [2, 3, 4]

To assess each real estate photography company's visibility, three key factors were selected:

1. **Number of Google Reviews**
2. **Social Media Followers**
3. **Google Search Ranking**

Each factor received a score from **1 to 10**, with 10 signifying the strongest performance (e.g., highest number of reviews or top search ranking) and 1 the weakest. These three scores were then **averaged** to create a single overall Visibility Score for each company. This composite score provides a quick way to compare how visible and easy-to-find each business is in the marketplace.
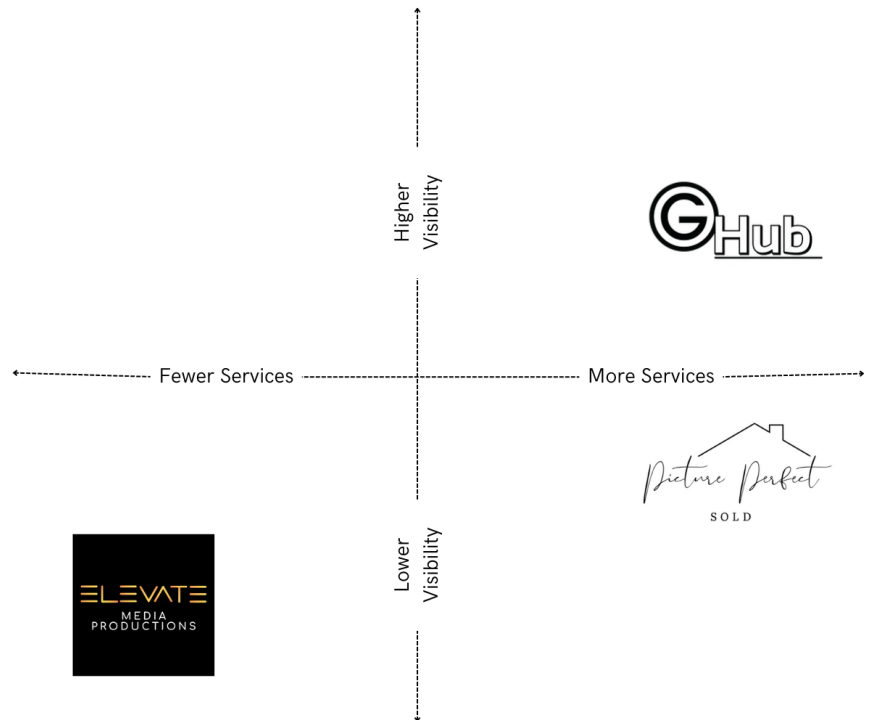
For this positioning map, the x-axis represents the number of services that each real estate photography company lists on their website. For the y-axis, there is a detailed description located in the graphic itself. While Picture Perfect has as many services as GHub, its overall visibility needs work for it to be the apex predator of the Hattiesburg real estate photography industry.[2, 3, 4]

[2] *Picture perfect sold - home*. Picture Perfect Sold - Home. (n.d.). https://www.pictureperfectsold.com/

[3] *Elevate Media Productions*. (n.d.). https://www.elevatemediaproductions.com/

[4] *Professional Real Estate Photography: G-hub photo: Hattiesburg, Ocean Springs, and Ms Gulf Coast Areas*. G. (n.d.). https://www.ghubphoto.com/

The *Issue*

From a PR standpoint, the issue facing Picture Perfect is a mix of brand transition, market expansion, and visibility-building. Each of these sub-issues must be tackled systematically. Whether it's refreshing the website, engaging in local Hattiesburg outreach, or underscoring drone capabilities, the ultimate aim is to reassure existing clients that quality remains high while attracting new clients who seek professional real estate photography in a competitive marketplace.

By recognizing both obstacles and opportunities, Picture Perfect can leverage the momentum of its prior success along the Gulf Coast, forging a clear path to establish itself in Hattiesburg. The core of this issue analysis highlights the importance of clarified branding, time-efficient marketing efforts, and targeted public relations initiatives to secure a stronger foothold in Mississippi's evolving real estate sector.

A. Transition-Related Brand Confusion

- **Ownership Gap**:

  The current website and testimonials still reference the former owners, creating potential confusion for new or prospective clients who expect to interact with the individuals mentioned.

- **Risk to Credibility**:

  At this point, Ms. Guerra is the face of the business. Astute or former clients may notice the transition and have questions regarding the maintenance of quality.

B. Expansion Opportunity in Hattiesburg

- **Market Growth**:

  Hattiesburg is experiencing a rising demand for residential and commercial property listings.

- **Competitive Edge**:

    Picture Perfect has the opportunity to capture new realtor partnerships by offering drone photography, a service sometimes under-promoted by local competitors.

C. Visibility Challenges

- **Google Ranking**:

    Picture Perfect appears as #4 in local searches, while a key competitor ranks #1. This lower visibility could divert potential clients to competitors before they discover Picture Perfect.

- **Legacy Online Presence**:

    Established competitors (e.g., Ghubphoto, Elevate) have more consistent branding or higher search priority, putting Picture Perfect at a disadvantage until it fully updates its own materials.

Public Relations Situation

Stakeholder Perceptions

- o *Existing Clients*: Already familiar with the former owners; may be uncertain about the transition or new operational style.
- o *Prospective Clients in Hattiesburg:* Unaware of the brand's strengths, given limited local awareness and a lower Google search ranking.

Communication Gaps

- o *Outdated Website & Testimonials:* Prospective clients might see references to people no longer involved, or fail to learn about **current** services like drone photography.

- o *Underutilized Social Media:* Although Picture Perfect has **1,200** social media followers—higher than some competitors—it lacks a consistent content strategy that highlights Hattiesburg-specific work or the new ownership.

Competitive Pressures

- o *Local Market Saturation:* Other providers, such as Ghubphoto (#1 in search results) and Elevate (#2), already have a presence and reviews that instill confidence in potential clients.
- o *Similar Service Offerings*: Competitors also offer drone photography; failing to promote it clearly could diminish Picture Perfect's differentiators.

Key Audiences [5, 6, 7]

Identifying and understanding various publics is integral to developing an effective public relations strategy. Thus, successful coordination of a public relations campaign examines the distinct groups of people—referred to as "publics"—that have a stake, direct or indirect, in the organization's success . This includes an analysis of key publics (the primary audience for real estate photography services) and secondary publics (those who influence or are influenced by Picture Perfect's operations). Each public has demographic, psychographic, and communication patterns that shape how they interact with the company and receive its messages.

By exploring wants, needs, and expectations, and by defining each group's relationship with the organization, we establish a foundation for targeted PR initiatives. This analysis also reviews intercessory publics, such as local realtor associations and chambers of commerce, and discusses influencers and credible message sources that can amplify Picture Perfect's reach—especially in the Hattiesburg market, where the company hopes to grow its presence.

Overview of Publics

In general, the publics of a real estate photography business can be categorized as follows:

1. **Primary or Key Publics** – Those who directly purchase or use the service (e.g., realtors, property managers).

2. **Secondary Publics** – Groups or individuals indirectly impacted by or influencing business operations (e.g., local media, partner organizations, the broader home-selling public).

3. **Intercessory Publics** – Organizations or individuals that can serve as "gatekeepers" or "connectors," often passing along information to key publics (e.g., trade associations, local influencer realtors, credible experts).

Because Picture Perfect is a B2B (business-to-business) service in many respects, the most critical segment is composed of realtors, brokers, and occasionally property managers who oversee listings. Understanding the demographic and psychographic make-up of these groups helps tailor effective communication strategies, from social media campaigns to targeted outreach.

Key Public: Realtors & Real Estate Professionals

From the interview with Ms. Montanna Guerra, the owner of Picture Perfect, it is clear that the primary client base consists of real estate agents who value:

- **High-Quality Images**: Realtors need professional photos that highlight a property's best features, aiming to secure quicker and more profitable sales.

- **Easy Scheduling & Fast Turnaround**: This group often juggles multiple listings and expects quick, reliable service.

- **Consistent Branding**: Visual consistency across listings can boost a realtor's personal or professional brand.

- **Local Market Knowledge**: An understanding of local housing trends and integration within the community is valuable to realtors.

Secondary Publics

Although the primary target is residential realtors, a smaller yet important segment includes:

- **Apartment Complex Managers** seeking to fill vacancies.

- **Commercial Real Estate Developers** promoting office buildings, retail spaces, or mixed-use properties.

  They often have similar needs (high-quality imagery, fast turnaround) but may also require tailored visuals, such as highlighting floor plans, parking, or communal amenities.

- **Home Sellers / General Public**

  While realtors usually manage the photography process, some home sellers might directly seek out photographers to save on commissions or to handle "For Sale by Owner" listings. The general home-buying public is less likely to directly hire Picture Perfect; however, their perception of listing photography indirectly affects the business. High demandfor professional photos is fueled by buyers expecting polished, visually appealing listings on real estate platforms.

Local Media & Industry Influencers

-Local Journalists & Bloggers: Publications such as lifestyle magazines (e.g., *Signature Magazine*) or real estate columns can feature Ms. Guerra's work, boosting brand recognition.

-Regional Real Estate Influencers: Realtors with substantial social media followings often share behind-the-scenes content of professional photo shoots, inadvertently promoting the photographer.

Local media coverage in Hattiesburg could help Picture Perfect gain credibility quickly, especially during market entry.

Intercessory Publics & Opinion Leaders

These organizations often **gatekeep** or connect businesses to realtors, property managers, and potential partnerships:

- **Realtor Associations**: Provide networking events, educational seminars, and referral systems.

- **Credible Message Sources**

  o *Satisfied Realtors:* A single positive referral from a well-known real estate agent in Hattiesburg can drive additional clients.

- *Industry Experts:* Home-staging professionals or mortgage lenders who collaborate with realtors might share photographic resource recommendations.

By cultivating relationships with these intercessory publics, Picture Perfect increases the likelihood that positive word-of-mouth will spread among potential customers.

Audience Behaviors

Media Use & Communication Patterns

Based on Ms. Guerra's interview and secondary research, realtors and property managers typically rely on[5]:

1. **Facebook** – A popular platform where realtors share new listings, open house dates, and property photos. Ms. Guerra cited Facebook as her primary source of online leads, given Picture Perfect's 1,200+ followers.[1]
2. **Instagram** – Particularly for brand-building, behind-the-scenes reels, and aesthetic property showcases. Engagement is lower than on Facebook but still relevant for brand image.
3. **Email & Phone** – For direct scheduling, quick coordination, and sharing image proofs or final edits.
4. **Google Search** – Realtors often type "real estate photographer + location" to find local professionals, emphasizing the importance of SEO.
5. **Local News & Magazines** – While not as frequently used for day-to-day property marketing, features or interviews here can add professional credibility.

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[5] *Real estate in a Digital age*. National Association of REALTORS®. (2021, September 23). https://www.nar.realtor/research-and-statistics/research-reports/real-estate-in-a-digital-age

Demographic Profile

While there is no single "typical" realtor demographic, the National Association of REALTORS® consistently reports that agents often fall into the 25–54 age range, though many seasoned professionals exceed that bracket. For a smaller local market like Mississippi's Gulf Coast or Hattiesburg area, these are common characteristics[6]:

- **Age Range**: 25–55 (with a subset older than 55).
- **Gender**: Roughly equal split, though in many areas there are slightly more female realtors.
- **Income Levels**: Middle to upper-middle income; top-earning realtors can surpass six figures.
- **Education**: High school diploma plus real estate licensing requirements; many hold bachelor's degrees.
- **Location**: Primarily local or regional—most realtors specialize in the neighborhoods they serve.

Property managers and commercial developers often share overlapping demographics but may include corporate-level professionals managing portfolios across multiple regions.

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[6] *Quick Real Estate Statistics*. National Association of REALTORS®. (2024, July 8). https://www.nar.realtor/research-and-statistics/quick-real-estate-statistics

Psychographic Profile

Real estate professionals are typically[7]:

1. **Entrepreneurial Mindset**:

   o   Work independently, set own hours, grow personal brand.

   o   Seek vendors who make them look good, respond quickly, and deliver consistent results.

1. **Value-Conscious Yet Quality-Focused**:

   o   Interested in ROI (return on investment) for photography; want professional shots that justify the expense.

   o   Appreciate new tech (like drone photography) as a differentiator but only if it fits their budget and timeline.

1. **Networking-Oriented**:

   o   Develop leads through relationships, referrals, and local events.

   o   More likely to work with photographers recommended by peers or established within well-known professional circles.

1. **Tech-Savvy & Social Media-Driven**:

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[7] Top 10 traits of a good real estate agent | Kapre.com. (n.d.). https://www.kapre.com/resources/real-estate/top-ten-traits-real-estate-agent

- o   Use digital platforms to showcase listings, run ad campaigns, and keep in contact with potential buyers.

- o   Expect quick turnaround and easy digital delivery (e.g., online galleries, quick file sharing).

Understanding these psychographic elements allows Picture Perfect to shape messages emphasizing professionalism, fast turnaround, and ease of collaboration—key themes that resonate with realtors' entrepreneurial and relationship-driven approach.

Picture Perfect
Secondary Research

PREPARED BY
Caroline Abney

The Picture Perfect Sold campaign relied on a range of secondary research to shape its strategy, messaging, and market positioning. Below are five key sources of secondary research that informed decisions throughout the planning process, each summarized to reflect its specific influence on the campaign.

1. Trade Association Reports: Digital Behavior of Homebuyers and Realtors[8]

The National Association of REALTORS®' *Real Estate in a Digital Age* report provided the foundation for understanding how agents and buyers interact with listing photography. The report emphasized that 97% of homebuyers start their search online and that homes with professional photography not only receive more views but tend to sell faster and at higher prices. This confirmed the campaign's focus on digital platforms and visual storytelling as essential marketing tools. Additionally, the association's updated *Quick Statistics* data highlighted the growing reliance on mobile-optimized content and short-form video—further justifying the inclusion of behind-the-scenes

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[8] Refer to Appendix A

Reels, before-and-after carousels, and drone highlight videos in the proposed content calendar.

2. Industry Demographics: Understanding the Realtor Audience[9]

The campaign's tone, platform selection, and posting cadence were shaped in part by REALTOR®-focused demographic and psychographic data from industry-facing sources. Realtors favor platforms like Facebook for relationship-building and Instagram for listing aesthetics and exposure. These findings helped establish the campaign's voice (professional but personable) and supported the decision to tailor content to the rhythm and visual preferences of working agents.

3. Competitor Analysis: G-Hub Photo and Elevate Media Productions[10]

A full audit of competing real estate photography providers across the Mississippi Gulf Coast and Hattiesburg regions revealed gaps that Picture Perfect Sold was uniquely positioned to fill. G-Hub emphasized geographic range and luxury, but lacked visible personalization or behind-the-scenes content. Elevate Media focused on video production and brand films, but did not consistently market toward realtors or highlight listing-specific packages. Neither prioritized turnaround time as a core selling point. These insights helped identify a clear opening: promote Montanna Guerra's speed, responsiveness, and human-centered service model as a distinct competitive edge.

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[9] Refer to Appendix B
[10] Refer to Appendix C

4. Web Materials Review: Brand Inconsistencies and SEO Deficiencies[11]

A review of Picture Perfect Sold's own website and associated digital touchpoints revealed several inconsistencies, including outdated testimonials referencing the former owner, missing service details (e.g., drone or 3D tours), and little to no location-specific keyword use. Google search results for "Hattiesburg real estate photography" placed the brand below key competitors, and meta descriptions were either missing or pulled automatically. These findings directly influenced the campaign's decision to prioritize a website refresh, launch an SEO-driven blog, and standardize visual branding across digital platforms. The inconsistencies also highlighted a credibility gap that the campaign's updated messaging aimed to resolve.

5. Social Media Content Scanning: Post Type and Engagement Trends[12]

Rather than pulling metrics exclusively from the brand's own analytics, the campaign strategy was informed by observing post types and engagement patterns across similar service providers in adjacent markets. Competitors who used Reels or short-form video (especially behind-the-scenes or transformation content) consistently outperformed those relying solely on static posts. Realtors engaging with tagged collaborators tended to receive more comments and shares than standalone announcements or listing photos. These behavioral patterns shaped the logic of the campaign's proposed post cadence, with weekly themes rotating between humor, education, collaboration, and location-based storytelling—anchored by trending formats and consistent value delivery.

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[11] Refer to Appendix D
[12] Refer to Appendix E

PREPARED BY
Caroline Abney

Picture Perfect
Primary Research Report

Survey: *Real Estate Photography in the Hattiesburg Area*

Goal of Survey	Survey Implemented	Survey Sample
Understanding the role of photography from the perspective of local realtors in Hattiesburg, MS.	**February 25th, 2025**	**25 Real Estate Professionals in the Hattiesburg Area**

Questions to Answer:

- **How often are realtors bringing in the pros versus DIY-ing their listing photos?**

- **Does professional photography really move the needle, or is it just a "nice to have"?**

- **What makes a realtor pick one photographer over another: price, speed, quality, convenience?**

- **How do they prefer to schedule, and how long are they willing to wait for edited images?**

- **Would they jump ship for a better deal, or are they loyal to their current photographer?**

Questions Asked on the Survey:

1. How old are you?

2. What is your gender?

3. How many properties do you typically list per month in the Hattiesburg area?

4. Do you currently use a professional real estate photographer?

5. How valuable do you believe real estate photography is to your ability to sell homes?

6. How satisfied are you with your current real estate photographer?

7. Which aspects of real estate photography are most important to you?

8. What is the most significant factor influencing your decision when choosing a real estate photographer?

9. How important are additional marketing services?

10. What turnaround time do you typically expect?

11. How do you prefer to schedule and coordinate photography services?

12. How likely would you be to switch to a new photography provider if they offered better service, quality, and/or pricing?

Survey Sample

This survey was designed by Caroline Abney distributed via the Hattiesburg Area Association of Realtors Facebook page to a private Facebook group for local realtors.

Respondent age, gender, and experiences were varied, which serves to provide a broad representation of the local real estate market.

Demographic Information:

- Respondents' ages ranged from 25-61, with the average age being 46.

- 72% of respondents self-identified as female

- 60% of realtors list 1-3 properties per month.

Use Preferences of Professional Real Estate Photography:

- 76% of real estate professionals surveyed currently use a real estate photographer, and every realtor surveyed described the service as either incredibly valuable or fairly valuable.

- A majority of respondents rank turnaround and photo quality as the two most important variables in real estate photography, with turnaround time being the highest priority variable.

Which aspects of real estate photography are most important to you? Please rank a...
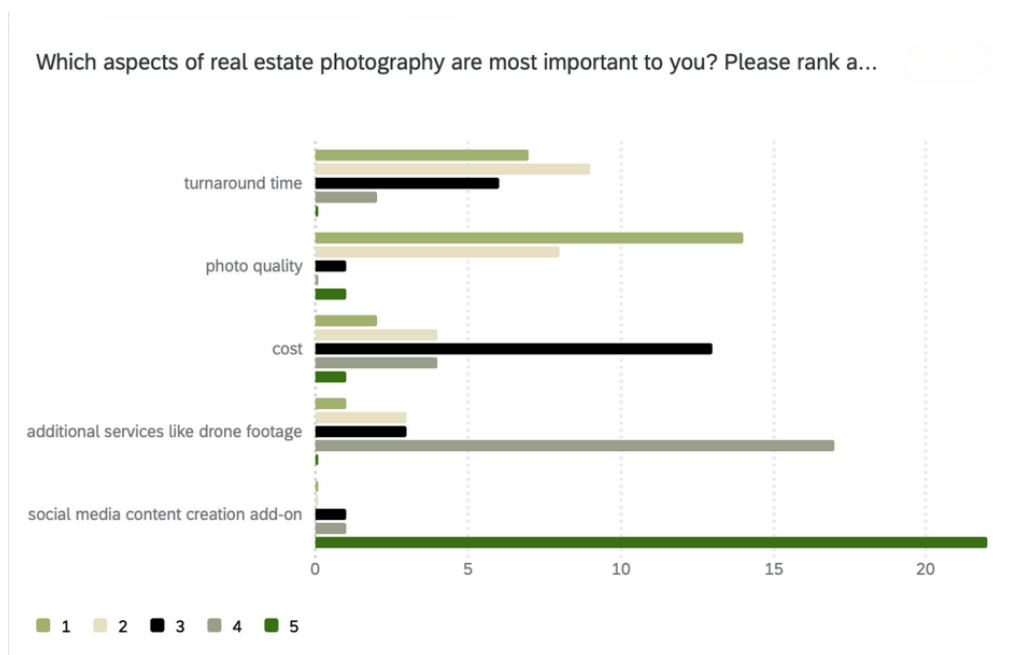
- When it comes to turnaround time, 72% of realtors surveyed expect to receive photos within 24 hours.

- All but two respondents believe that additional photography services like drone photography, virtual staging, and video tours are at least moderately important.

Coordination Habits:

- When searching for a new real estate photographer, 83% of respondents rely on word of mouth, while 17% rely on Facebook.

- A slight majority (52%) of realtors surveyed prefer to schedule services in an online portal. The other 48% prefer to schedule through a phone call or text.

- 52% of realtors surveyed would either be somewhat likely or extremely likely to switch to a new real estate photographer if presented with a real estate photographer who provided better quality or pricing.

Conclusion:

For Picture Perfect Sold, this data isn't just interesting. It's a roadmap. The numbers confirm what we already suspected: Hattiesburg realtors value high-quality real estate photography, but they're also frustrated by slow turnaround times, limited scheduling options, and a lack of extra marketing tools.

That's exactly where Picture Perfect Sold comes in. With a model built on speed, reliability, and a full suite of premium services, Picture Perfect Sold is positioned to meet these needs head-on. Realtors have made it clear: they want fast 24-hour delivery, seamless online scheduling, and additional marketing assets like drone photography, video tours, and virtual staging—all of which Picture Perfect Sold offers as core services.

The survey highlights a major opportunity in that over half of realtors surveyed would be willing to swap providers. This is a major market foothold for Picture Perfect Sold, who offers all of the services listed as high-priority for local realtors. Capitalizing on the preferred mode of selection (word of mouth) is crucial during the launch period into this market.

Interview: Montanna Guerra

Key Takeaways from the Interview

1. **Business Background & Growth**

   o Montanna took over the real estate photography business in April after the
   previous owner reached out with an opportunity.

   o She enjoys the work and has been steadily growing her client base, primarily in the
   Hattiesburg and surrounding areas.

1. **Key Differentiators & Services**

   o Social media presence: Montanna sees this as a strength in her marketing.

   o Drone photography: She offers it but acknowledges that it's a common service
   among competitors.

   o 3D Tours: She's considering investing in this technology as it's gaining popularity
   but notes the upfront cost is a challenge.

1. **Target Market & Expansion Goals**

   o Primary clients are realtors, with occasional property managers or other real
   estate professionals.

   o Currently serving coastal clients but looking to establish a stronger presence in
   Hattiesburg.

   o Plans to print and distribute brochures to increase brand visibility.

1. **Lead Generation & Marketing Challenges**

- Most bookings come from word of mouth and online searches.

- Montanna isn't sure how much Google search traffic she's getting but suspects it's playing a role.

- Website needs updates, and she lacks a blog—which could be a useful SEO tool.

- She's interested in driving more traffic to her website and improving its visibility.

- She is active on Facebook (primary engagement platform) and Instagram but sees fewer direct bookings from Instagram.

1. **Potential Areas for Support**

- SEO & website updates: Improve Google searchability and correct outdated information.

- Blog content: Develop content that drives engagement and boosts search rankings.

- Press coverage: Open to media features, potentially storytelling-driven for lifestyle publications or business-focused for local news.

- Social media strategy: While she posts regularly, she's open to more structured content to keep engagement consistent.

- Brand identity & messaging: Wants to emphasize being easy to work with, professional, and reliable.

1. **Additional Considerations**

- Business growth is somewhat limited by time constraints, as she manages another business as well.

- o Open to hosting networking events or launch parties but has never formally announced taking over the business on social media.

- o Interested in testing paid advertising strategies to see if they can generate more leads.

Future *Primary Research*

Ethnographic Study Plan: Understanding Hattiesburg Realtors

Objective:

The goal here isn't just to skim the surface but to get inside the real work of realtors in Hattiesburg. This study will focus on what actually drives their decisions, how they interact with visual marketing tools (especially photography) and what they think gives them a competitive edge. The big-picture goal? To see the business through their eyes, not just from the outside looking in.

Methodology:

1. Participant Observation:

- Show up where the work happens: open houses, property showings, and office meetings (with consent, of course).

- Watch how realtors engage with clients, stage homes, and decide what gets photographed and how.

- Pay attention to what tools they rely on, what challenges they mention in passing and how photography fits into the broader marketing picture.

2. Informal Conversations & Shadowing:

- Spend time in real estate offices to see how deals actually get made and what a "normal" day looks like (if there even is such a thing in this industry).

- Get in on the casual, unfiltered conversations that don't happen in formal interviews.

- Shadow realtors through the listing process, from first walkthroughs to marketing prep.

3. Artifact Analysis:

- Gather and analyze listing photos, social media posts, property descriptions, and marketing materials.

- Look for patterns—what kind of visuals get prioritized, how realtors present themselves online, and how they differentiate their listings.

Ethical Considerations:

- Get full consent before observing or interviewing anyone.

- Keep identities anonymous where necessary.

- Ensure participation doesn't interfere with their workflow

Timeline & Deliverables:

- **Week 1-2:** Recruit participants and set up initial site visits.

- **Week 3-6:** Conduct fieldwork

- **Week 7-8:** Sort data, identify recurring themes and start drafting key insights.

- **Week 9:** Deliver a report with real takeaways for realtors and marketing professionals.

Focus Group Plan: Hattiesburg Realtors & Real Estate Marketing

Timeline & Deliverables:

- **Week 1-2:** Recruit participants and set up initial site visits.

- **Week 3-6:** Conduct fieldwork

- **Week 7-8:** Sort data, identify recurring themes and start drafting key insights.

- **Week 9:** Deliver a report with real takeaways for realtors and marketing professionals.

Objective:

The discussion will focus on how they use photography, social media and digital tools to attract buyers and sellers, as well as explore their perceptions of market trends and client expectations.

Participant Selection:

- 10-12 realtors from the Hattiesburg area representing different experience levels, brokerage sizes, and target markets (residential, commercial, luxury, investment properties).

- A mix of independent agents and those affiliated with larger agencies.

- Realtors who actively use professional photography and those who don't, to get a range of perspectives.

Discussion Guide:

1. Icebreaker: Establishing Common Ground

- "What's the most unexpected challenge you've faced in marketing a property?"

- "If you had to describe your approach to marketing in one word, what would it be?"

2. The Role of Photography in Real Estate

- How often do you use professional photography for listings and why?

- What do you look for in a real estate photographer?

- Have you ever had a listing where photography made a noticeable difference?

- Are there visual marketing tools you wish were more accessible or affordable?

3. Digital Marketing & Social Media Use

- What platforms are most effective for reaching buyers and sellers?

- How do you balance organic content vs. paid ads?

- What types of posts (photos, videos, virtual tours) generate the most engagement?

- Are there challenges in keeping up with social media marketing?

4. Buyer & Seller Expectations

- Have client expectations for real estate marketing changed in recent years?

- How important are professional visuals to your clients?

- Do clients ever request specific types of marketing (e.g., drone shots, video tours, 3D walkthroughs)?

5. Industry Challenges & Opportunities

- What's the biggest gap in real estate marketing right now?

- If you could wave a magic wand and change one thing about how properties are marketed, what would it be?

- Where do you see opportunities for differentiation in a competitive market like Hattiesburg?

Logistics:

- **Duration:** 60-90 minutes

- **Location:** Conference room at a real estate office or coworking space

- **Facilitation:** One moderator (leading discussion) + one notetaker

- **Recording:** Audio recording (with permission) for transcription & analysis

Expected Outcomes:

- Clearer understanding of how realtors perceive real estate marketing trends.

- Insights into the pain points realtors experience with photography and digital marketing.

- Actionable takeaways for photographers, marketers and realtors looking to improve listing presentation and client engagement.

PREPARED BY
Caroline Abney

Picture Perfect
Goal, Objective, and Strategy

The *Goal*

Unify Picture Perfect's brand perception under the new ownership and establish a stronger market presence in Hattiesburg without compromising existing client relationships along the Mississippi Gulf Coast.

Picture Perfect recently changed ownership, transitioning from the previous owner to Ms. Montanna Guerra. Because Guerra is local to Hattiesburg, there is now an ambition to expand into the Hattiesburg area. This shift necessitates brand clarity and increased local visibility. Currently, there are references to the former owner on the website, and there is limited formal marketing for newer services like drone photography. By unifying the brand image—removing outdated testimonials and clearly communicating the new ownership—and simultaneously increasing visibility in the Hattiesburg real estate community, Picture Perfect can safeguard its established reputation on the Coast while tapping into a growing market. This unified approach ensures that prospective clients clearly recognize Picture Perfect's offerings and that existing Coastal clients feel a seamless continuity of quality and service.

The *Objective*

Awareness: To make all current clients aware of the ownership transition within the first month of the campaign and to ensure that at least 100 Hattiesburg realtors are aware of Picture Perfect Sold within the first month of the campaign.

Acceptance: To ensure that all current clients are confident in new ownership and to gain the interest of 50 realtors in the Hattiesburg area within the first 3 months of the campaign.

Action: To acquire 12 new recurring realtor or property manager clients in Hattiesburg while retaining at least 90% of the existing Gulf Coast clientele within the first 4 months of the campaign.

Explanation & Justification

- **Impact:** Addressing confusion around ownership and highlighting unique capabilities (e.g., drone photography) will strengthen Picture Perfect's reputation, making it more competitive in both Hattiesburg and along the Coast.

- **Target Audience:** Local realtors and property managers in the Hattiesburg area (primary) and existing Gulf Coast realtors (secondary).

- **Timeline:** By setting a clear deadline, Picture Perfect has enough time to revamp branding, improve online visibility, and build new relationships.

- **Research-Based:** The interview, situational analysis, and the survey indicated that many Hattiesburg realtors search online for real estate photographers. Improving

Google ranking to Top 3 directly increases lead generation. Additionally, Ms. Guerra's strong social media presence should be leveraged to promote the updated brand.

- **Quantifiable & Measurable:**

  o **Brand Updates:** Confirmed through the removal of old testimonials, revision of web content, and launch of updated marketing materials.

  o **SEO Ranking:** Measured by routine checks of local search engine results.

  o **Client Growth:** Tracked by new contracts signed with realtors or property managers specifically in the Hattiesburg region.

  o **Retention Rate:** Measured by comparing the total number of existing Coast clients to the number retained after expansion efforts.

- **Realistic:** Expanding the client base by 12 new realtor/property manager accounts over roughly 4 months is ambitious yet achievable given Picture Perfect's existing networks and Ms. Guerra's local connections in Hattiesburg.

The *Strategy*

Implement a two-pronged communication campaign focusing on (1) brand alignment and online visibility upgrades, and (2) proactive relationship-building with Hattiesburg realtors and stakeholders—all while maintaining strong ties to existing clients on the Mississippi Gulf Coast.

Explanation & Justification

1. **Brand Alignment & Online Visibility**

   o **Website Overhaul & SEO:** Remove references to the former owner, spotlight Ms. Guerra's leadership, and emphasize new or under-publicized services (e.g., drone shots, 3D tours). Integrate a regularly updated blog or portfolio section to boost search rankings and highlight fresh content.

   o **Consistent Social Media Presence:** Use Facebook and Instagram to share before-and-after property images, behind-the-scenes reels, and client testimonials featuring Ms. Guerra. Engage with local Hattiesburg pages or realtor groups.

   o **Google Business Profile & Reviews:** Encourage satisfied clients—both new and existing—to leave reviews. This complements SEO efforts and helps cement a Top 3 local ranking.

1. **Proactive Relationship-Building**

   o **Local Realtor Outreach:** Partner with Hattiesburg real estate associations and attend networking events to directly connect with agents and brokers. Consider offering a limited-time promotion for new Hattiesburg clients to showcase drone and photography packages.

   o **Referral & Partnership Programs:** Form alliances with home-staging experts, mortgage lenders, or property management groups in Hattiesburg who can recommend Picture Perfect's services.

- o **Retention of Gulf Coast Clients:** Create a simple e-newsletter or direct email campaign for existing clients to reassure them about service continuity and updates. Highlight any new technological advancements or loyalty perks (e.g., priority booking, discounted drone add-ons).

1. **Tactical Game Plan & Ongoing Assessment**

   o **Action Steps & Timeline:**

      i. **Month 1:** Complete all branding updates (website, social channels), send out communications clarifying ownership transition, develop blog, begin social media campaign

      ii. **Month 2:** Launch targeted Facebook/Instagram ads in the Hattiesburg region; join local real estate groups and associations; attempt to secure a media placement.

      iii. **Month 3:** Re-evaluate campaign success based on new client sign-ups, SEO metrics (Google ranking), and Coast client retention rate.

      iv. **Month 4:** Host two major events discussed later in this campaign plan.

   o **Adjust & Evolve:** Continuously monitor performance indicators (survey feedback from new clients, website analytics, social engagement) to refine tactics. If Hattiesburg client growth is slower than anticipated, we can consider additional promotions or reevaluate the brand message to ensure it resonates locally.

By unifying all branding under new ownership, proactively engaging Hattiesburg realtors, and maintaining strong communication with Gulf Coast clients, Picture Perfect can fulfill

its objective of growing in a new market while protecting and building on its existing

business foundation.

Picture Perfect
Key Messages

PREPARED BY
Caroline Abney

Key Message #1: *Speed*

If there's one thing that we learned from our recent survey results, it's that Real Estate professionals prioritize speed above all else. With a 24 hour turnaround guarantee, Picture Perfect Sold is positioned perfectly to meet that need. With Picture Perfect, there is no waiting, no delay, and no missed opportunity. It's a seamless, efficient service that turns new listings into active, high-engagement properties overnight (literally!).

Implementation:

- Social media posts emphasizing Picture Perfect's speed
- Updating testimonials to include specific references to 24 hour turn-around speed

Key Message #2: *Quality*

A property is not just a structure; it's a space where memories will be made. Mediocre images flatten the perception of that reality. They make a home look smaller, darker, and less inviting. Picture Perfect's photography changes that because every shot is crafted to draw buyers in, highlight key features and create a sense of warmth and space. The work Picture Perfect does is not about snapping pictures. Instead, it's about storytelling through composition, light, and color, ensuring that each image is not just seen but felt.

Implementation:

- Consider adding a before-and-after slider tool to the website
- Before-and-After social media posts comparing professional photography with amateur photography

Key Message #3: *Innovation*

Real estate photography is evolving, meaning that static, uninspired images don't hold attention in a world of immersive experiences. Buyers and real estate professionals alike expect more. Drone photography and AI-enhanced editing aren't gimmicks; they are the new standard for real estate marketing that converts. Leading the charge, Picture Perfect offers cutting-edge solutions to put its clients at the forefront of a competitive market. Messaging throughout the campaign needs to emphasize this.

Implementation:

- LinkedIn thought leadership posts discussing how real estate photography is evolving, positioning Montanna Guerra as an industry leader.
- "Behind the Scenes" social media posts displaying the advanced technology used by Picture Perfect Sold

Appeal: *Logos*

The Data Behind the Decision

Realtors don't have to take Picture Perfect's word for it because the numbers tell the story. Listings with high-quality images get more views, homes with professional photography sell faster and buyers spend most of their browsing time looking at listing photos. If the images aren't compelling, they don't maintain interest. Ultimately, this is not a question of preference; it's a question of market performance.

Implementation:

- A fact sheet lays this information out in clear, quantifiable terms, giving realtors a tangible resource to justify their investment. The fact sheet emphasizes the *quality* and *speed* component of the key messaging. Through compelling statistics, Picture Perfect sold can create a value proposition that is indisputable with this fact sheet.
- Picture Perfect should prioritize making social media posts reflecting before-and-after imaging. Before-and-after comparisons visually prove what the data confirms: better images lead to better sales. This serves as visual supporting evidence for the claim that quality of listings is vastly improved through hiring Picture Perfect Sold.

Appeal: *Pathos*

The Heart (and Humor) of Homebuying

Real estate is personal. Buyers don't just see walls and square footage. Instead, they imagine where their morning coffee will be poured, where their kid's shoes will pile up by the door and where holidays will be spent. Photography should reflect that. Picture Perfect builds emotion into its messaging through emotional appeals.

Implementation:

- An emotional appeal is about connecting with audiences. One way that Picture Perfect can do this is through the development of a heartwarming blog. A blog presents the opportunity to turn listing photography into stories of transformation of how a house becomes a home.
- As an organization with an active social media presence, Picture Perfect Sold has the opportunity to capitalize on social media trends to relate to audiences through humor. Although this has potential, it would need to be explored carefully. Trends should only be used if there is a way to directly relate them to services offered by Picture Perfect Sold.

Appeal: *Ethos*

A Brand Realtors Trust

Trust is built on consistency, and consistency begins with branding. Picture Perfect reinforces its credibility through both verbal and nonverbal communication.

Implementation:

- A refined, signature grey-green color palette that creates a polished, earthy and recognizable aesthetic across all platforms. This stability asserts a level of professionalism necessary for success in the industry. Color theory also suggests that the grey-green emphasizes modernity, lending support to the key message of innovation.
- Montanna Guerra as the face of the brand, lending her industry experience, reputation, and connections to build lasting trust with realtors and property managers. As a highly charismatic local member of the community, she holds a lot of sway in this region. Similarly, she is great at networking.

Picture Perfect Event Plan

PREPARED BY
Caroline Abney

Special Event Plan 1: Social Media Giveaway

Name of Event

Frame It, Flaunt It, Win It! — Picture Perfect Sold's Real Estate Media Giveaway

Description of Event

A two-week social media campaign inviting realtors in the Hattiesburg area to enter for a chance to win a professional real estate photography and videography package valued at $300. The giveaway will be hosted on both Instagram and Facebook. To enter, participants must follow Picture Perfect Sold, like the giveaway post, and tag two colleagues in the comments. Bonus entries are granted for sharing the post to their stories or engaging with additional content. The winner will be chosen at random and publicly announced through a branded video reveal.

Objective (Rationale)

The primary goal is to increase brand visibility among Hattiesburg-area realtors, grow the business's local follower base by at least 50 new accounts, and convert interest into paid bookings. This giveaway aims to generate engagement, establish Picture Perfect Sold as a high-quality visual content partner, and capture new leads for future promotional retargeting.

Target Audience

- Local real estate agents (individual and teams)

- Boutique brokerages

- Industry-adjacent professionals (interior designers, stagers)

- Aspiring realtors building their portfolios

Date and Time

Launch: Monday, August 4, 2025

Close: Friday, August 15, 2025

Winner Announcement: Saturday, August 16, 2025

Location

Instagram and Facebook

Key Message and Theme

You only get one chance to make a great first impression, so make it picture perfect.

Theme: Energetic, sleek, professional, and community-focused.

Format (Program)

- Launch giveaway with static graphic and Reels post

- Mid-weekly reminders with story polls and progress updates

- Last-day countdown with call-to-action

- Branded winner reveal video

- Optional behind-the-scenes content of the winner's shoot

Publicity/Advertising/Invitations

- Meta ad campaign targeting Hattiesburg-area realtors

- Organic posts on Instagram and Facebook

- Email blast to client list

- Posts in relevant real estate groups and realtor Facebook groups

- Canva-designed branded graphic suite

Budget

- Staff Time: $0 (in-house labor)

- Equipment Use: $0 (existing assets)

- Prize Package (photo + video shoot): $300

- Meta Ad Boost: $75

- Canva Pro subscription: Already owned

- Total Cost: $375

Sponsorship/Fundraising

- Optional: Partnership with a local home stager for co-promotion

- No formal fundraising or ticketing; promotional investment only

PERT Chart

Task	Date Range	Dependencies
Plan campaign	July 22–24	None
Create graphics	July 22–24	Brand assets
Draft captions	July 22-24	Graphics complete
Schedule content	July 28–29	Copy finalized
Launch campaign	August 4	Scheduled posts ready
Monitor engagement	August 4–15	Ongoing
Announce winner	August 16	Entries closed

Execution Details & Checklist

- *3 Weeks Prior:* Define rules, confirm prize scope, design graphics
- *1 Week Prior:* Schedule all posts, set up ad campaign, draft outreach emails
- *1 Day Prior:* Confirm scheduling, post teaser to Stories
- *Day Of:* Launch post, monitor entries, answer questions
- *After:* Announce winner, contact them, post BTS content, analyze campaign performance

Evaluation Plan

- *Formal:* Instagram and Facebook Insights (reach, impressions, new followers, post saves, shares, comments), website click-throughs, and inquiries generated
- *Informal:* DMs or comments expressing interest, anecdotal feedback, increase in client inquiries within two weeks

Special Event Plan 2: Virtual Meet and Greet

Name of Event

Let us Shoot our Shot: Meet Picture Perfect Sold — Realtor Virtual Mixer

Description of Event

A live, 45-minute Zoom networking session where realtors can meet Montanna, learn about

how professional visuals boost property sales, and see examples of successful listings.

Attendees will receive a 10% discount on their next real estate shoot and access to an exclusive

booking calendar. Event will include a Q&A session, highlight reel, and informal discussion on

what agents are looking for in a media partner.

Objective (Rationale)

To build relational rapport, educate realtors on the value of strong listing visuals, and convert

event attendance into booked sessions. Secondary goals include gathering feedback, testing

interest in future webinar-style offerings, and reinforcing PPS's image as approachable yet

premium.

Target Audience

- Hattiesburg-area realtors

- Broker-owners and listing agents

- New licensees eager to build client trust

Date and Time

Thursday, August 28, 2025

6:00 – 6:45 PM

Location

Zoom (link sent upon RSVP)

Key Message and Theme

Great listings deserve great visuals—let us show you how.

Theme: Friendly, knowledgeable, and visually engaging.

Format (Program)

- Welcome and PPS Intro (5 mins)

- Brand Story + "Why PPS?" Presentation (10 mins)

- Highlight Reel (5 mins)

- Q&A and Discussion (15 mins)

- Promo Reveal + Wrap-Up (10 mins)

Publicity/Advertising/Invitations

- Instagram/Facebook RSVP posts

- Meta ads ($50)

- Realtor mailing list invitations via Canva graphic

- Outreach via FB real estate groups

Budget

- Zoom Pro: $15

- Meta Boost: $50

- Staff Time: $100

- Canva Pro: Already owned

- Total Cost: $265

Sponsorship/Fundraising

- Possible cross-promotion with staging or realty offices

- Consider creating premium-tier subscription packages as future income streams

PERT Chart

Task	Date Range	Dependencies
Script slides	July 29–30	Needs content outline
Record footage	August 1–5	Script done
Edit reel	August 6–10	Footage ready
Schedule invites and make RSVP list	August 27	Materials complete
Promote	August 17-28	Ongoing
Host event	August 28	RSVP list built

Execution Details & Checklist

- *3 Weeks Prior:* Brainstorm slide deck, assign video task, build landing page

- *1 Week Prior:* Confirm visuals, test Zoom, post teaser content

- *Day Prior:* Email reminder, confirm RSVP list, rehearse

- *Day Of:* Open Zoom early, record session, post-event email with discount code

- *After:* Share replay, track bookings from attendees, compile feedback

Evaluation Plan

- *Formal:* Attendance tracking, Zoom analytics, discount code usage, new client bookings

- *Informal:* Polls, post-event email replies, notes from Q&A engagement

PREPARED BY
Caroline Abney

Picture Perfect
Social Media Plan

Objective

Brand Goals

Picture Perfect Sold isn't just in the business of taking property photos. Instead, it's in the business of making real estate listings unforgettable. At its core, the brand exists to make agents' lives easier and their listings more competitive, all while delivering consistently polished, high-quality work with exceptional turnaround.

As the company moves into the Hattiesburg market, its goals are both strategic and reputational:

1. Expand Market Presence in Hattiesburg

While the Gulf Coast remains its strongest base, Picture Perfect Sold is ready to become the go-to real estate photography partner for agents in the Hattiesburg area. This expansion isn't about volume alone. It's about building long-term relationships with top local agents who value speed, quality, and professionalism.

2. Establish Trust and Credibility Through Content

Since most realtors rely on word of mouth and visual portfolios to choose a photography partner, social media becomes both a storefront and a testimonial. The brand should aim to

showcase not just what it *does*, but how it *operates:* reliable, polished, personable, and highly responsive. [1]

This means the content strategy should help reinforce three key messages previously identified:

- **"We get it done fast"** – Emphasizing next-day turnaround and ease of scheduling.
- **"Your listings will shine"** – Demonstrating quality through visuals, editing, and video.
- **"We bring the tools to elevate your brand"** – Showcasing the use of professional-grade equipment, editing software, drone footage, and virtual staging to help agents stand out in a competitive market.

3. Humanize the Brand

Real estate is relationship-based, and so is real estate photography. By showing Montanna (the founder) in action, including realtors in content, and posting behind-the-scenes moments, Picture Perfect Sold can stand out in a market filled with faceless photo dumps. The goal is to feel both premium and personal.

Objectives

Primary Objective

Increase the number of Hattiesburg-based realtors following Picture Perfect Sold on Facebook and Instagram by 50 new followers within two months. This will expand the brand's reach into a geographically desirable market and cultivate relationships with potential high-value clients, which is the overall goal of the broader campaign.

Secondary Objective

Improve overall platform engagement by 0.4% on both Facebook and Instagram within two months. This increase in engagement will signal a more active, invested audience and support algorithmic reach, particularly through Reels and collaborative content.

Social Media *Analysis*

Target Audience

Target Audience

The primary audience for this campaign is real estate agents operating in the Hattiesburg, Mississippi area, with a particular focus on agents listing 1–3 properties per month. Survey data reveals:

- 76% of realtors currently use a real estate photographer.

- Turnaround time and image quality are the most important factors when selecting a service.

- 72% of realtors expect a turnaround time within 24 hours.

- 83% rely on word of mouth to find a new photographer, while 17% use Facebook.

- 52% prefer scheduling online; 48% prefer scheduling via phone or text.

- 52% would consider switching if another photographer offered better quality or pricing.

- Realtors surveyed range in age from 25 to 61, with an average age of 46.

- 72% identify as female.

This group is visually driven, time-sensitive, and reputation-reliant. The goal of the campaign is to increase awareness of Picture Perfect Sold among this audience and nudge them toward action by highlighting speed, ease, and quality. [1]

Current Social Media Efforts

Platform	Followers	Post Frequency	Engagement Rate	Content Format	Notes
Facebook	1,265	~14 posts/month	0.22%	Static listing photos with basic captions (address, agent, link to book)	No reels or video content. Identical posts shared to Instagram. Below-average engagement.
Instagram	346	~15 posts/month	0.58%	Static listing photos with identical captions	Slightly higher engagement than Facebook, but still underperforming.

				to Facebook	No reels or creative content.

Examples:
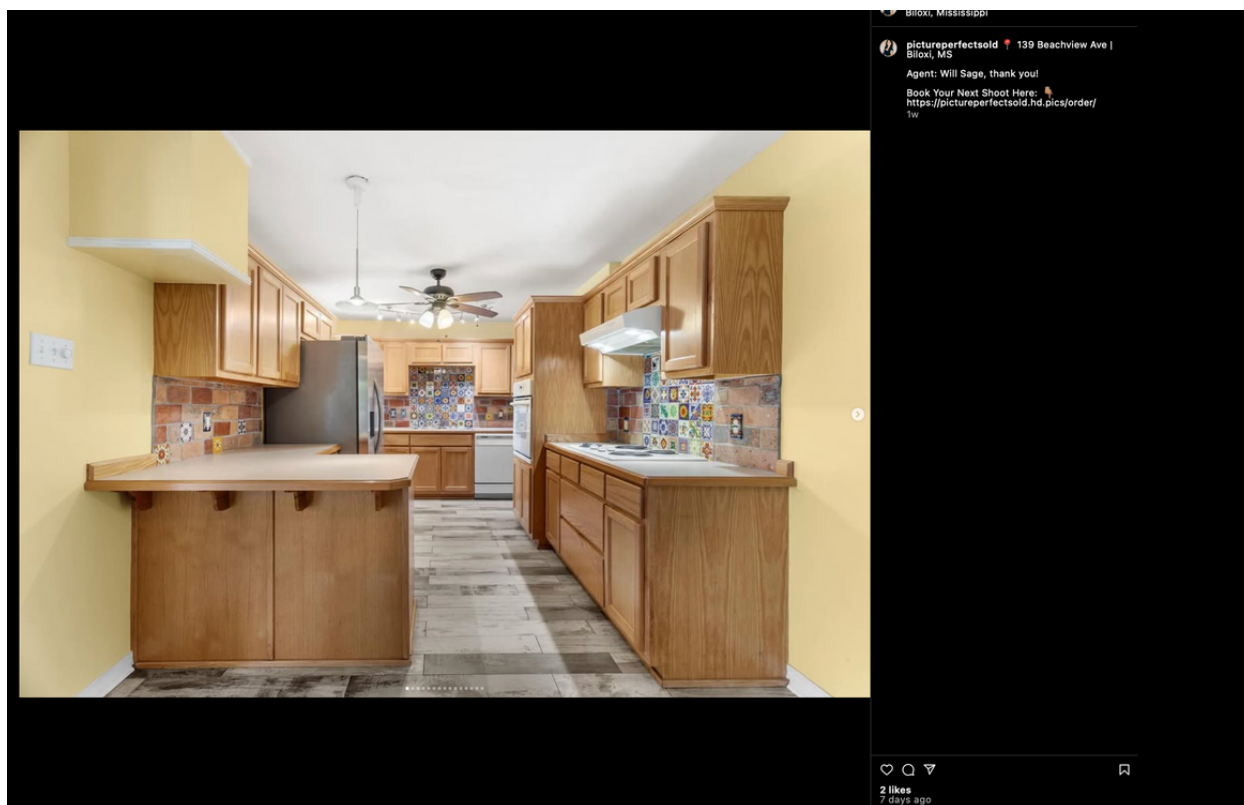
Despite consistent posting on both Facebook and Instagram, Picture Perfect Sold's current social media strategy relies heavily on static listing photos with minimal captioning and no platform-specific optimization. The identical content shared across both platforms misses opportunities to tailor messaging and format to audience behaviors—particularly on Instagram, where Reels significantly outperform photos in engagement. The engagement rates (0.22% on Facebook and 0.58% on Instagram) lag behind competitors, suggesting that while frequency is high, content is not sparking interaction or interest. With no behind-the-scenes footage, video, or visible human presence, the brand currently feels more like a photo archive than a service partner. There's significant opportunity here to reinvigorate the feed by incorporating dynamic video, realtor collaborations, and strategic storytelling to both increase engagement and better reflect the value Picture Perfect Sold brings to its clients.

Competitor Analysis

Performance Comparison

Company	Content Focus	Aesthetic	Human Presence	Reels or Motion	Humor/Personality
Picture Perfect Sold	Listing photos only	Clean but repetitive	No people	No	None
Elevate Media Productions	Property + storytelling	Warm & editorial	Moderate	Yes	Some
G-Hub Photography	Luxury properties, drone shots	Polished & upscale	Low	Yes	Very limited

Content Style Comparison [2, 3, 4]

Company	Content Focus	Aesthetic	Human Presence	Reels or Motion	Humor/Personality
Picture Perfect Sold	Listing photos only	Clean but repetitive	No people	No	None
Elevate Media Productions	Property + storytelling	Warm & editorial	Moderate	Yes	Some
G-Hub Photography	Luxury properties, drone shots	Polished & upscale	Low	Yes	Very limited

Compared to Elevate and G-Hub, Picture Perfect Sold is consistently active but less dynamic. Both competitors incorporate motion (video or Reels), and Elevate in particular makes use of occasional humor, warm branding, and behind-the-scenes content to humanize its feed and boost relatability.

Picture Perfect Sold's lack of diversity in post type (especially the absence of video, collaborative content, and people in frame) makes the feed visually consistent but emotionally flat. This is likely contributing to its lower engagement rate and ranking. Elevate's strength lies in storytelling and approachability, while G-Hub differentiates through technical polish and drone work.

For Picture Perfect Sold to gain competitive footing in the Hattiesburg market, it must bridge the gap between visual quality and social interactivity. The opportunity lies in leveraging its already strong posting frequency to deliver *more varied and strategic* content that reflects both its expertise and its connection to realtors.

Exemplary Account Comparison

FotosForTheFuture

FotosForTheFuture is a standout real estate photography brand on Instagram with a strong following and high engagement. It's driven by an effective mix of creative video, personality-driven content, and thoughtful storytelling.

Content Strategy Comparison

Category	FotosForTheFuture	Picture Perfect Sold
Visual Style	Dynamic, well-edited, modern transitions	Static photos, minimal editing beyond basics
Voice	Friendly, knowledgeable, collaborative	Neutral, minimal captions

Features Realtors?	Yes – visible, tagged, and speaking	No
Behind-the-Scenes	Yes – shows cameras, setup, and fun moments	None
Unique Touches	Creative transitions (e.g., through TV screen)	None

Examples:

Duran Duran • Last Chance on the Stairw...

davedepaola 🔵 Shot killer! #newlisting #comingsoon #depaolasells
1w

incustudio 😩
1w 1 like Reply

fotosforthefuture 🔵 😂 😂 let's leave it in the final video. 🤣
1w 1 like Reply

— View replies (1)

yaritza_realtor 😂 😂
1w 1 like Reply

nj_drone_guy 🔵 My guy 👏 👏 👏
1w 2 likes Reply

mrs_fotosforthefuture 😂 😂 😂 LOL
1w 1 like Reply

36 likes
7 days ago
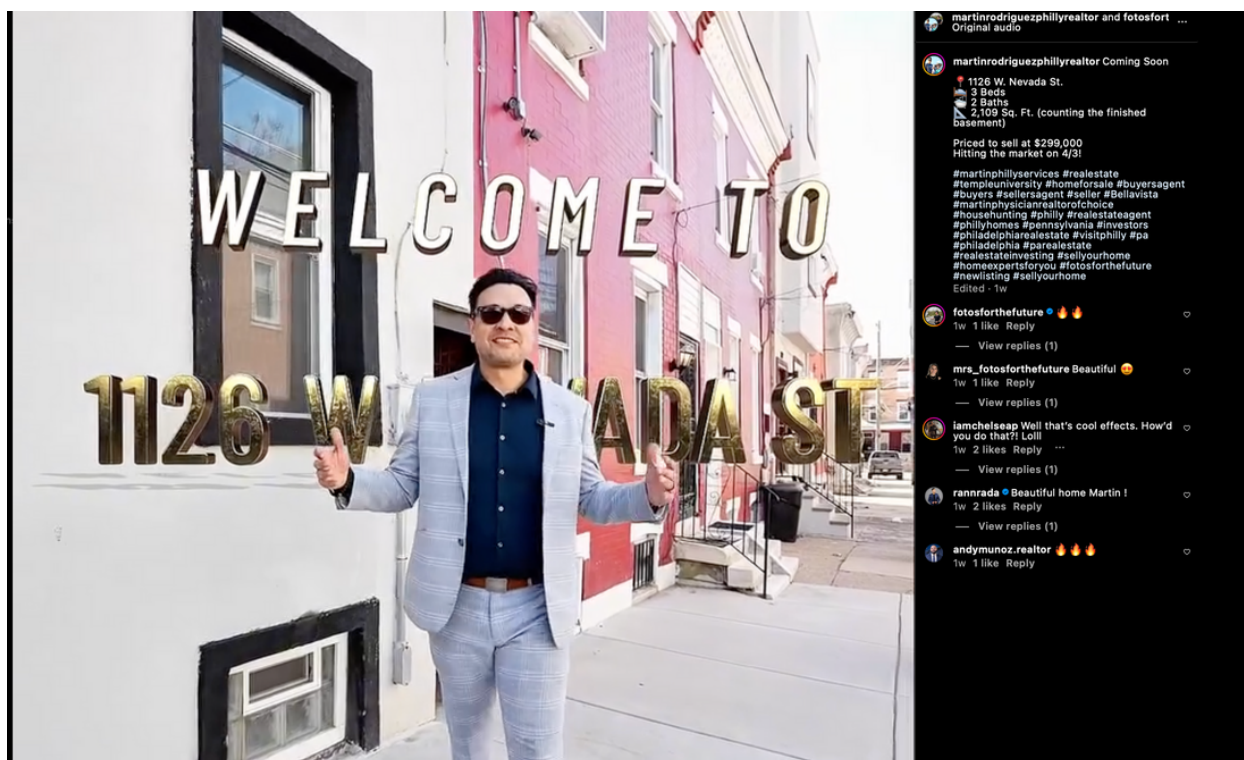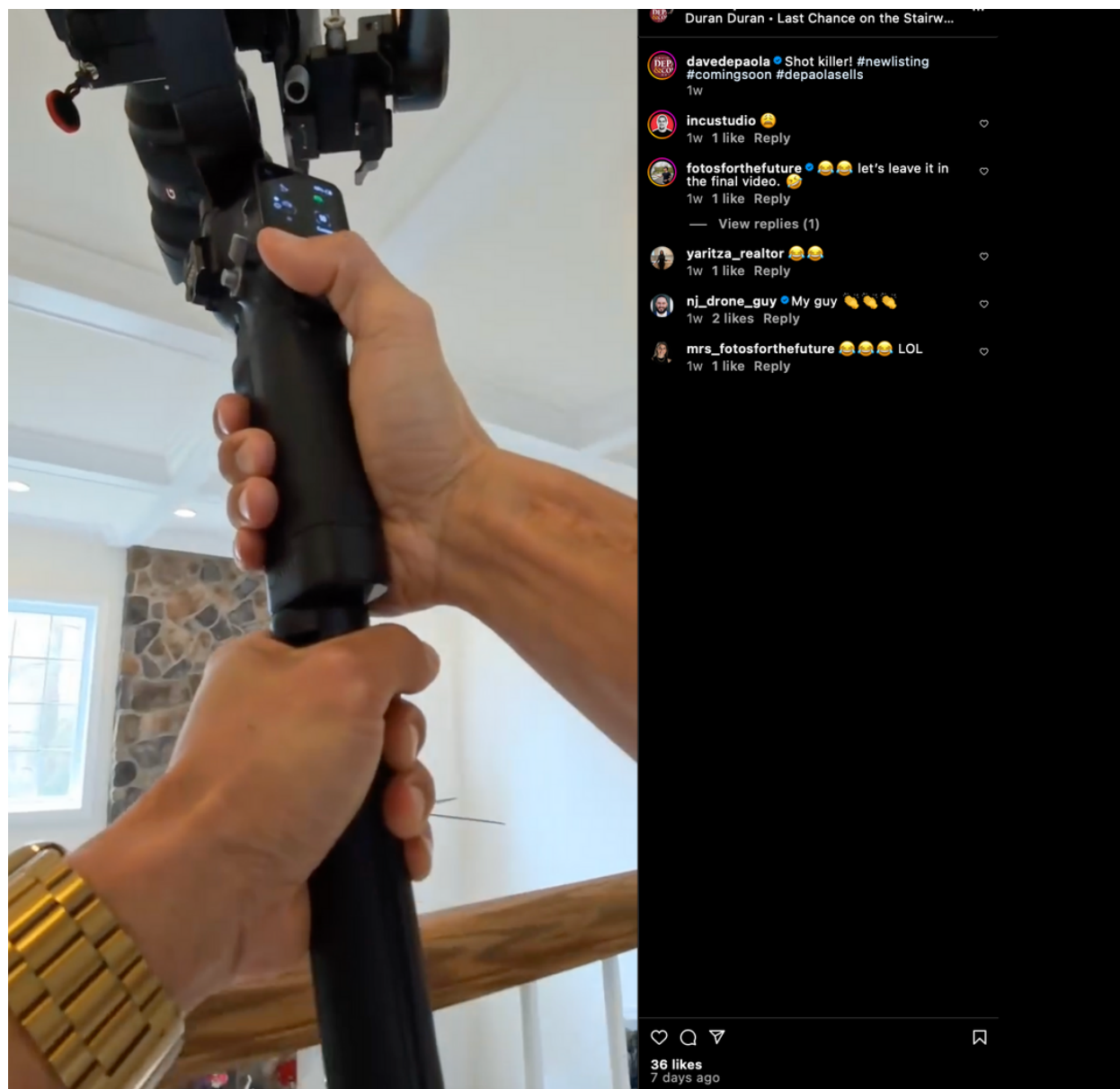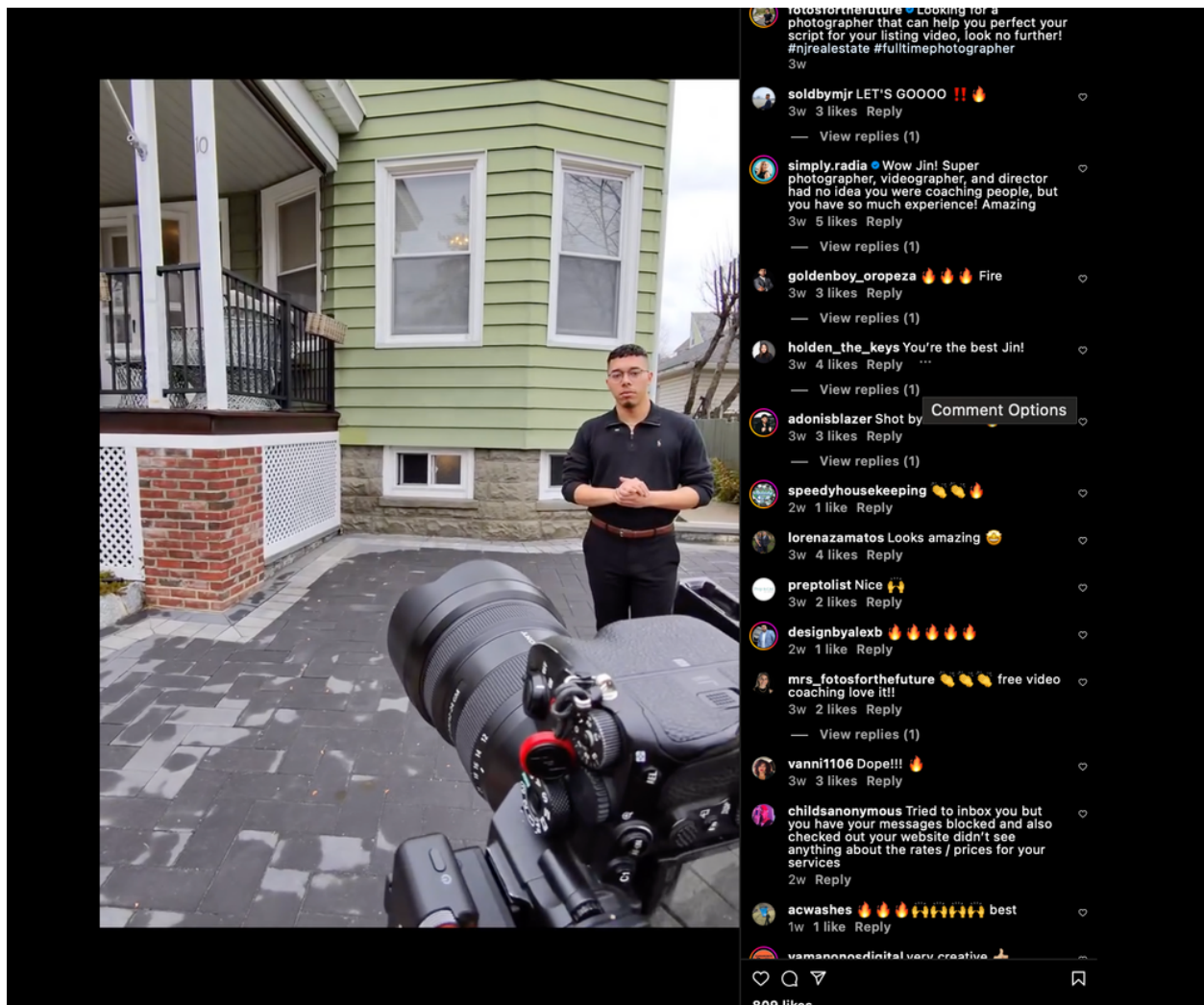
FotosForTheFuture succeeds because it doesn't just document properties—it *narrates* them. Each video is stylized, energetic, and often includes the realtor as a co-star, giving the posts not only aesthetic polish but also a human element that helps build trust and familiarity. The inclusion of behind-the-scenes footage and creative editing (like framing transitions through objects or matching zooms to music beats) makes the account feel modern, personable, and fun.

In contrast, Picture Perfect Sold's Instagram currently operates more like a static portfolio than a social feed. While the photos are high-quality, the lack of movement, personality, and storytelling limits engagement. By adopting even a few of *FotosForTheFuture's* techniques, such as featuring the realtor in a short walkthrough or showing the camera in action, Picture Perfect Sold could transform its page from a gallery into a growth tool.

Suggested Social Media *Content*

To boost engagement, attract Hattiesburg realtors, and better reflect Picture Perfect Sold's value, content must move beyond static listing photos to showcase the people, process, and polish behind the brand. The goal is to keep the clean, professional aesthetic while layering in personality, storytelling, and strategy.

Content Type	Format	Purpose
Behind-the-Scenes Reels	Vertical video (Reels/Stories)	Show off gear, editing, lighting, and the personality behind the process.
Realtor Collaboration Posts	Reels + Tagging + Testimonials	Feature local agents on camera walking through listings or giving feedback.
Before & After Carousels	2–5 slide carousel on Instagram	Visually highlight the difference your editing makes—especially for darker or outdated interiors.

Real Estate Humor Posts	Image or short Reel w/ caption	Light-hearted content like "photographer problems" or exaggerated realtor quirks to connect with the audience.
FAQ/Value Posts	Clean graphic + caption	Ex: "Why professional photos sell faster" or "What 24-hour turnaround actually means."
Drone Highlight Reels	Reels with dynamic transitions	Showcase drone services with movement and smooth, cinematic editing.
Spotlight on Hattiesburg	Reels or posts featuring local homes, landmarks, or clients	Emphasize community connection while making local realtors feel seen.

Suggested Captions + Posting Guidelines

Behind-the-Scenes Reels

EXAMPLE LINK

Purpose: Showcase the *process* and *personality* behind each shoot. Builds trust by humanizing the brand and demonstrating professionalism.

Posting Guidelines:

- Keep it under 30 seconds

- Use trending, non-distracting audio

- Focus on equipment setup, lighting changes, edits in progress, or location walkthroughs

- Include Montanna on screen when possible—people engage more with people

Caption Ideas:

- "What it *really* looks like to shoot a million-dollar kitchen… 👀📸"

- "One tripod, two lenses, and a whole lotta hustle—here's your listing's glow-up in progress."

Realtor Collaboration Posts

[EXAMPLE LINK](#)

Purpose: Build relationships with realtors and encourage sharing/engagement through tags and personal connection.

Posting Guidelines:

- Always tag the realtor and ask if they'll reshare

- Keep tone warm, professional, and appreciative

- Include a photo or video where the realtor is visible and engaged (e.g., opening a door, talking about the home)

Caption Ideas:

- "Working with [@RealtorHandle] is always a dream—this Hattiesburg gem came to life through the lens."

- "You bring the listing. We'll bring the light. Thanks [@RealtorHandle] for trusting us with this beauty!"

Before & After Carousels

**The link above showcases an example of the types of photos that could be used, but they should be in a carousel format for Instagram.

Purpose: Demonstrate editing skill and value of professional photography by showcasing dramatic transformations.

Posting Guidelines:

- First slide = unedited photo; second slide = final version

- Include text overlays like "Before" and "After"

- Use carousel format to increase time spent on post

Caption Ideas:

- "Same room. Same day. Totally different feel. 📷✨ Swipe to see the power of pro photography."

- "A little lighting magic, a little lens wizardry. The difference is in the details."

Real Estate Humor Posts

Example:

Top panel: A beautifully staged living room photo (with perfect lighting and angles)

Bottom panel: A behind-the-scenes shot showing a photographer crouched awkwardly in the corner, half inside a closet to get the angle

Purpose: Boost engagement through relatability and fun. Helps humanize the brand and break up photo-heavy feed.

Posting Guidelines:

- Use memes, trending audio, or humorous voiceovers

- Keep on-brand with light, industry-specific humor (don't be mean-spirited or overly sarcastic)

- Great for Reels or static posts with a meme-style graphic

Caption Ideas:

- "Me: 'Just one more shot.'
Also me, 3 hours later: *rearranging all the throw pillows in Mississippi* 🛋️📸"

- "If I had a nickel for every time a cat walked into the frame... I'd still show up early to your listing."

FAQ / Value Posts

Example:
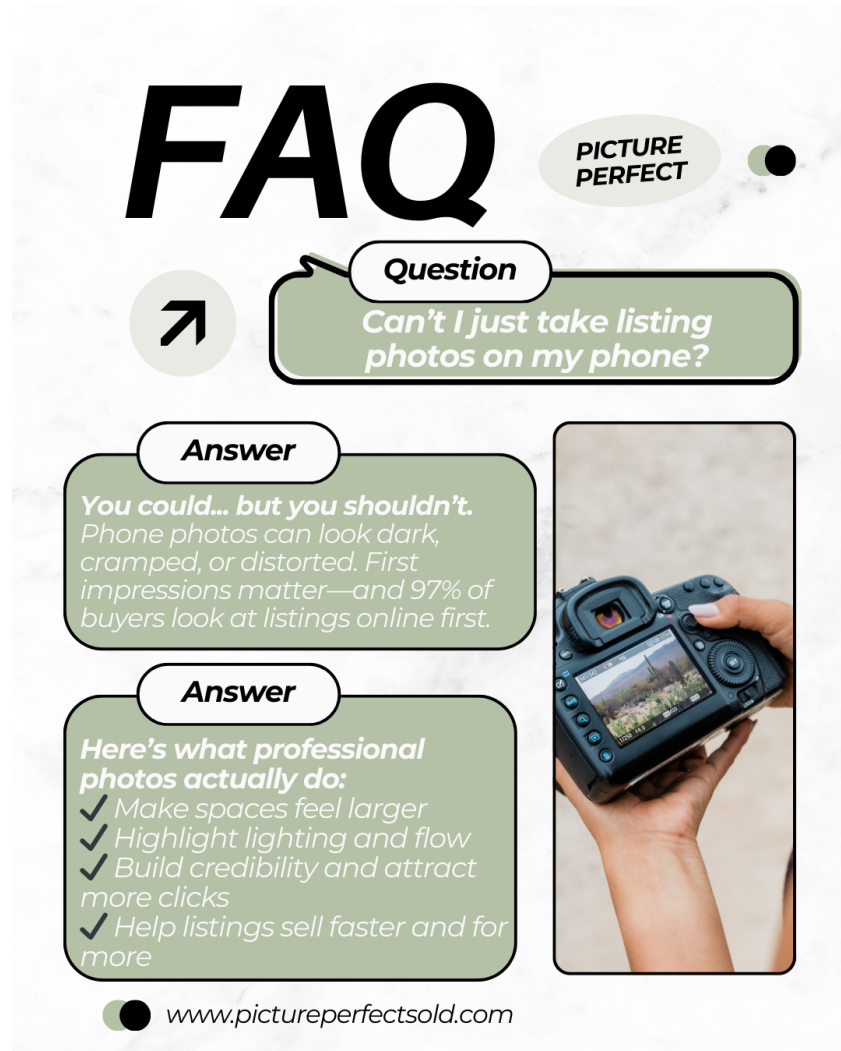
Purpose: Educate realtors while subtly promoting services. Reinforce the brand as professional

and trustworthy.

Posting Guidelines:

- Use branded graphic template (off-white/sage green) with question overlay

- Keep caption short, punchy, and benefit-driven

- Include a soft CTA ("DM us to schedule" or "Tag someone who needs this!")

Caption Ideas:

- "Photos delivered in 24 hours. Because the market moves fast—and so do we. 💨📷"

- "Why hire a real estate photographer? Because your iPhone deserves a break."

Drone Highlight Reels

[EXAMPLE LINK](#)

Purpose: Highlight premium services and create visually stunning content. Drone footage boosts perceived quality of both the property and the photography brand.

Posting Guidelines:

- Use wide cinematic shots, ideally with light background music

- Add subtle text labels (e.g., "Aerial Views: Downtown Hattiesburg")

- Great for Reels or horizontal video previews

Caption Ideas:

- "Bird's-eye view > curb appeal every time. 🚁 Swipe to see why we always shoot from the skies."

- "Elevated listings need elevated views. Here's what drone makes possible 👇"

Hattiesburg Spotlight Posts

Purpose: Localize content and build community connection. Helps signal to realtors in the area that Picture Perfect Sold is ready to serve their listings.

Posting Guidelines:

- Include recognizable local landmarks, homes, or realtors

- Tag local businesses or neighborhoods if applicable

- Use geotag on Instagram to target local discovery

Caption Ideas:

- "From Longleaf Trace to Midtown—Hattiesburg's charm just hits different. Tag a local agent who needs this!"

- "Local listings deserve local love. Grateful to serve this community, one home at a time. 🏠"

Social Media *Calendars*

Dates can be adjusted as needed to start of campaign, but overall posting schedule and content variation should be maintained.

Facebook

Date	Day	Post Type	Execution Notes
Month 1 (Week 1)	Wednesday	Behind-the-Scenes Reel	Film short vertical clip during a shoot day showing setup/editing. Use trending audio.
	Friday	Realtor Collaboration Post	Schedule shoot with Hattiesburg realtor. Tag them and ask them to reshare.
Month 1 (Week 2)	Monday	Before & After Carousel	Select one strong transformation; use carousel with 'before' and 'after' labels.

	Wednesday	Real Estate Humor Post	Use relatable meme or create a Reel using humorous audio tied to photographer life.
	Friday	FAQ/Value Graphic	Create graphic in Canva using brand colors. Keep message clear, bold, and benefit-focused.
Month 1 (Week 3)	Monday	Drone Highlight Reel	Edit footage into short Reel. Add cinematic audio. Overlay text to describe location.
	Wednesday	Hattiesburg Spotlight Post	Feature a home or location in Hattiesburg. Tag neighborhood or local businesses.
	Friday	Behind-the-Scenes Reel	Film short vertical clip during a shoot day showing setup/editing. Use trending audio.
Month 1 (Week 4)	Monday	Realtor Collaboration Post	Schedule shoot with Hattiesburg realtor. Tag them and ask them to reshare.

	Wednesday	Before & After Carousel	Select one strong transformation; use carousel with 'before' and 'after' labels.
	Friday	Real Estate Humor Post	Use relatable meme or create a Reel using humorous audio tied to photographer life.
Month 2 (Week 1)	Monday	FAQ/Value Graphic	Create graphic in Canva using brand colors. Keep message clear, bold, and benefit-focused.
	Wednesday	Drone Highlight Reel	Edit footage into short Reel. Add cinematic audio. Overlay text to describe location.
	Friday	Hattiesburg Spotlight Post	Feature a home or location in Hattiesburg. Tag neighborhood or local businesses.
Month 2 (Week 2)	Monday	Behind-the-Scenes Reel	Film short vertical clip during a shoot day showing setup/editing. Use trending audio.

	Wednesday	Realtor Collaboration Post	Schedule shoot with Hattiesburg realtor. Tag them and ask them to reshare.
	Friday	Before & After Carousel	Select one strong transformation; use carousel with 'before' and 'after' labels.
Month 2 (Week 3)	Monday	Real Estate Humor Post	Use relatable meme or create a Reel using humorous audio tied to photographer life.
	Wednesday	FAQ/Value Graphic	Create graphic in Canva using brand colors. Keep message clear, bold, and benefit-focused.
	Friday	Drone Highlight Reel	Edit footage into short Reel. Add cinematic audio. Overlay text to describe location.
Month 2 (Week 4)	Monday	Hattiesburg Spotlight Post	Feature a home or location in Hattiesburg. Tag neighborhood or local businesses.

	Wednesday	Behind-the-Scenes Reel	Film short vertical clip during a shoot day showing setup/editing. Use trending audio.
	Friday	Realtor Collaboration Post	Schedule shoot with Hattiesburg realtor. Tag them and ask them to reshare.
Month 3 (Week 1)	Monday	Before & After Carousel	Select one strong transformation; use carousel with 'before' and 'after' labels.
	Wednesday	Real Estate Humor Post	Use relatable meme or create a Reel using humorous audio tied to photographer life.
	Friday	FAQ/Value Graphic	Create graphic in Canva using brand colors. Keep message clear, bold, and benefit-focused.

**And repeat

Instagram

Date	Day	Post Type	Execution Notes
Month 1 (Week 1)	Wednesday	Behind-the-Scenes Reel	Film short vertical clip during a shoot day; use trending IG audio and relevant hashtags like #RealtorLife.
	Friday	Realtor Collaboration Post	Tag collaborating realtor in post and story. Use IG location tag for reach. Ask them to reshare.
Month 1 (Week 2)	Monday	Before & After Carousel	Post as carousel; use clear before/after indicators. Use high-performing hashtags (#ListingTransformation).
	Wednesday	Real Estate Humor Post	Use meme or Reel format. Prioritize trending audio

			and include a punchy caption with emojis.
	Friday	FAQ/Value Graphic	Design graphic in Canva using brand colors. Keep text bold and easy to read on mobile.
Month 1 (Week 3)	Monday	Drone Highlight Reel	Edit into vertical video. Use cinematic music and IG Reel text overlays. Tag the property location.
	Wednesday	Hattiesburg Spotlight Post	Highlight recognizable Hattiesburg homes or landmarks. Use geotag and neighborhood hashtags.
	Friday	Behind-the-Scenes Reel	Film short vertical clip during a shoot day; use trending IG audio and relevant hashtags like #RealtorLife.

Month 1 (Week 4)	Monday	Realtor Collaboration Post	Tag collaborating realtor in post and story. Use IG location tag for reach. Ask them to reshare.
	Wednesday	Before & After Carousel	Post as carousel; use clear before/after indicators. Use high-performing hashtags (#ListingTransformation).
	Friday	Real Estate Humor Post	Use meme or Reel format. Prioritize trending audio and include a punchy caption with emojis.
Month 2 (Week 1)	Monday	FAQ/Value Graphic	Design graphic in Canva using brand colors. Keep text bold and easy to read on mobile.
	Wednesday	Drone Highlight Reel	Edit into vertical video. Use cinematic music and IG Reel text overlays. Tag the property location.

	Friday	Hattiesburg Spotlight Post	Highlight recognizable Hattiesburg homes or landmarks. Use geotag and neighborhood hashtags.
Month 2 (Week 2)	Monday	Behind-the-Scenes Reel	Film short vertical clip during a shoot day; use trending IG audio and relevant hashtags like #RealtorLife.
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			and include a punchy caption with emojis.
	Wednesday	FAQ/Value Graphic	Design graphic in Canva using brand colors. Keep text bold and easy to read on mobile.
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Month 2 (Week 4)	Monday	Hattiesburg Spotlight Post	Highlight recognizable Hattiesburg homes or landmarks. Use geotag and neighborhood hashtags.
	Wednesday	Behind-the-Scenes Reel	Film short vertical clip during a shoot day; use trending IG audio and relevant hashtags like #RealtorLife.

	Friday	Realtor Collaboration Post	Tag collaborating realtor in post and story. Use IG location tag for reach. Ask them to reshare.
Month 3 (Week 1)	Monday	Before & After Carousel	Post as carousel; use clear before/after indicators. Use high-performing hashtags (#ListingTransformation).
	Wednesday	Real Estate Humor Post	Use meme or Reel format. Prioritize trending audio and include a punchy caption with emojis.
	Friday	FAQ/Value Graphic	Design graphic in Canva using brand colors. Keep text bold and easy to read on mobile.

Budget

Category	Item / Description	Estimated Cost	Notes
Stock music for Reels	Licensing for 4–6 Reels	$30	Royalty-free music or trending tracks via subscription or purchase
Canva Pro Subscription	Design tool for graphics and carousel templates	$20 x 2	2-month access
Tripod / Phone Stabilizer	For smooth behind-the-scenes and drone highlight shots	$40	One-time investment if not already owned

Ring Light / Portable Lighting	For interior shots or BTS lighting	$35	Useful for both photos and video
Instagram & Facebook Ads	Paid promotion to target Hattiesburg realtors (geo-targeted)	$100	$50/month split between IG and FB
Scheduling Tool (optional)	Buffer, Later, or Meta Business Suite (if going for a paid plan)	$0–$30	Free Meta tools available; premium optional
Realtor Incentive (gift card)	Small incentive for 2 local realtors who participate in collaboration Reels	$40	$20 x 2 (Starbucks, lunch, etc.)
Props / Decor	For styling reels or making spaces photo-ready	$30	Optional but helps with BTS and styling

	(plants, pillows, signs, etc.)		
Branded Watermark Overlay	One-time design for photo/video consistency	$20	Custom-made in Canva or outsourced on Fiverr

Total Estimated Budget: $320–$350

 Notes on Flexibility:

- If cost is a concern, ad spend can be scaled down, or props can be sourced creatively (e.g., using existing home staging).

- This plan assumes DIY video editing via mobile tools (like CapCut or Canva) to avoid outsourcing labor.

- If Montanna already owns photography gear, lighting, or a Canva subscription, the cost drops substantially.

Timeline

Task	Start	End	Dependencies
Finalize Content Calendar	15-May	16-May	None
Create Canva Templates (FAQ, Carousel, Graphics)	15-May	17-May	None
Film BTS Content (Round 1)	16-May	18-May	Finalize Content Calendar
Coordinate Realtor Collab #1	16-May	20-May	Finalize Content Calendar

Edit and Schedule Week 1& 2 Posts	18-May	21-May	Film BTS Content (Round 1)
Launch Facebook/Instagram Ad Campaign	19-May	20-May	Finalize Content Calendar
Track Engagement Metrics Weekly	21-May	15-May	Edit and Schedule Week 1,Äì2 Posts
Film BTS Content (Round 2)	28-May	2-June	Track Engagement Metrics Weekly
Coordinate Realtor Collab #2	28-May	3-June	Track Engagement Metrics Weekly
Edit and Schedule Week 3-5 Posts	3-June	6-June	Film BTS Content (Round 2)

Midpoint Analytics Review	15-June	16-June	Track Engagement Metrics Weekly
Adjust Strategy Based on Performance	16-June	18-June	Midpoint Analytics Review
Film BTS Content (Round 3)	20-June	23-June	Adjust Strategy Based on Performance
Coordinate Realtor Collab #3	20-June	25-June	Adjust Strategy Based on Performance
Edit and Schedule Week 6-8 Posts	24-June	27-June	Film BTS Content (Round 3)
Final Analytics & Campaign Report	12-July	15-July	Track Engagement Metrics Weekly

Evaluation

Evaluation Objectives

Measure campaign success against two primary goals:

a. Gain 50 Hattiesburg-based realtor followers

b. Increase engagement rate by 0.4% on Facebook and Instagram

Key Performance

Indicators

Metric	Platform	Measurement Tool	Success Benchmark
New Followers (Hattiesburg)	Facebook & Instagram	Meta Insights / Manual Tracking	+50 new followers from target area
Engagement Rate	Facebook & Instagram	Meta Insights / IG Creator Studio	+0.4% increase from baseline

Reach & Impressions	Facebook & Instagram	Meta Insights	Steady increase; spikes during Reels
Reel Views & Saves	Instagram	IG Reels Insights	Identify top-performing content types
Story Engagement	Instagram	IG Story Insights	Track replies, sticker taps, profile visits
Click-Through Rate (CTR)	Facebook	Meta Business Suite	Track link clicks on booking CTAs
Post Type Performance	Both	Spreadsheet + Meta Insights	Determine highest performing format
Realtor Collaborations	Both	Manual count + tagging analysis	Minimum of 3 realtor features w/ tags

Evaluation Timeline

Phase	Timeframe	Evaluation Activity
Baseline	May 14 (pre-launch)	Record current followers, engagement rates, post reach
Midpoint Check-In	June 15–16 (Week 5)	Export analytics, evaluate which content types perform best, and adjust strategy
Final Analysis	July 12–15	Collect full campaign data, analyze growth, engagement, and follower acquisition
Campaign Report	July 15–18	Present findings, high-performing content, lessons learned, and next steps

Tools Used

- Meta Business Suite (for Facebook/Instagram metrics)

- Instagram Insights (for reel views, saves, story replies)

- Manual Tracker (spreadsheet to log realtor follows, tags, comments)

- Canva Pro + Bit.ly (to track click performance from graphics with CTAs)

Success Indicators

- 50+ realtor followers from the Hattiesburg area

- 0.4%+ increase in engagement rate on both platforms

- 3+ successful realtor collaborations with tags/reshares

- 2–3 content types that clearly outperform others (to inform future strategy)

- Increased bookings or inquiries traceable to social posts

PREPARED BY
Caroline Abney

Picture Perfect
Media Kit

Press Release

Press Release Link

Budget Table

Item Description	Unit Price ($)	Quantity	Total Cost ($)
Press Release Distribution Fee	75	1	75
Social Media Promotion	20	5 posts	100
Total			**$175**

Calendar

Date	Action Item
May 27	Final Approval
May 28	Distribution to Media Outlets
May 29	Posting on Website and Social Media
May 30	Follow-up outreach to selected journalists/media
May 2	Monitor Coverage & Initial Evaluation
May 5	Comprehensive Media Coverage Review & Evaluation

Evaluation

Distribution Evaluation

- **Reach:** Track the number of media outlets the press release was sent to versus the intended distribution list.

- **Follow-Up Effectiveness:** Document engagement rates resulting from direct journalist outreach.

Output Evaluation

- **Media Coverage:** Count the number of articles, posts, or segments generated from the release.

- **Audience Engagement:** Measure website traffic spikes, social media interactions (shares, likes, comments), and other relevant metrics post-release.

Fact Sheet

500+
HOMES
CAPTURED

SELLING OR RENTING A HOME?

LET'S WORK TOGETHER!

- **87%** of home buyers rely on photos to make their decision
- Professionally photographed homes **sell 32% faster**
- Professionally photographed homes have a **47% higher asking price** per square foot.

Picture Perfect
SOLD
MONTANNA GUERRA

CONTACT:

☐ 1(601) 723-9262
♡ PICTUREPERFECTSOLD.COM

PICTURE PERFECT SOLD

ABOUT US:

AT PICTURE PERFECT SOLD, OUR PASSION FOR REAL ESTATE PHOTOGRAPHY GOES BEYOND CAPTURING STUNNING IMAGES OF PROPERTIES. AS THE OWNERS OF THIS COMPANY, WE STRIVE TO PROVIDE AN EXPERIENCE THAT EXCEEDS EXPECTATIONS AND LEAVES OUR CLIENTS WITH A DEEP SENSE OF SATISFACTION. OUR GOAL IS TO CREATE A SEAMLESS, UNFORGETTABLE JOURNEY FOR BOTH REAL ESTATE PROFESSIONALS AND HOME BUYERS ALIKE, ENSURING THAT EVERY PROPERTY WE PHOTOGRAPH IS SHOWCASED IN ITS BEST LIGHT.

WHY CHOOSE PICTURE PERFECT SOLD?

- EXPERIENCED AND SKILLED PHOTOGRAPHERS
- QUICK TURNAROUND TIME
- AFFORDABLE AND CUSTOMIZABLE SERVICE PACKAGES
- CUTTING-EDGE TECHNOLOGY INNOVATIVE MARKETING STRATEGIES
- EXCEPTIONAL CUSTOMER SERVICE AND CLIENT SATISFACTION

COMPANY OVERVIEW:

OWNER: MONTANNA GUERRA
INDUSTRY: REAL ESTATE PHOTOGRAPHY AND MARKETING
TARGET AUDIENCE: REAL ESTATE AGENTS, BROKERS, PROPERTY MANAGERS, HOME SELLERS, AND DEVELOPERS.
MISSION: TO ENHANCE PROPERTY LISTINGS WITH HIGH-QUALITY VISUALS AND INNOVATIVE MARKETING SOLUTIONS TO MAXIMIZE CLIENT SUCCESS.

SERVICES:

REAL ESTATE PHOTOGRAPHY
REAL ESTATE VIDEOGRAPHY
AERIAL PHOTOGRAPHY
AERIAL VIDEOGRAPHY
SOCIAL POST PACKAGES
LISTING DESCRIPTIONS
DIRECT MAIL POSTCARD DESIGN
SINGLE PROPERTY MARKETING WEBSITE
TWILIGHT PHOTOGRAPHY
FB, IG, TIKTOK REELS
PROFESSIONAL HEADSHOTS
3D MATTERPORT (COMING SOON)
FACEBOOK BOOSTED AD WALKTHROUGH

Budget Table

Item Description	Unit Price ($)	Quantity	Total Cost ($)
Printing Costs (optional)	0.50	100	50
Digital Distribution	40	1	40
Total			**$90**

Calendar

Date	Action Item
March 13	Complete Initial Research
March 17	Draft Fact Sheet Content
March 18	Internal Review & Fact Checking
March 19	Graphic Design and Layout

May 29	Final Approval from Picture Perfect Sold
May 30	Digital Distribution
June 1	Print and Distribute Physical Copies (Stands at Real Estate Offices, Bulletin Boards)
June 4	Evaluate Initial Distribution Reach

Evaluation

Production Evaluation

- **Accuracy Check:** Ensure facts and statistics are verified and sourced correctly.

- **Design Quality:** Assess readability, clarity, and professional appearance.

Distribution Evaluation

- **Coverage Analysis:** Verify the distribution of digital and printed copies against intended targets.

- **Engagement:** Track downloads, shares, and direct requests for additional copies.

Output Evaluation

- **Audience Response:** Collect feedback on the fact sheet's usefulness and clarity.

- **Follow-up Actions:** Monitor inquiries or further actions prompted by the distribution

  of the fact sheet.

Product Photos

Brochure

Picture Perfect
SOLD

*Bringing homes to life,
one photo at a time!*

About Us

At Picture Perfect Sold, our passion for real estate photography goes beyond capturing stunning images of properties. As the owners of this company, we strive to provide an experience that exceeds expectations and leaves our clients with a deep sense of satisfaction. Our goal is to create a seamless, unforgettable journey for both real estate professionals and home buyers alike, ensuring that every property we photograph is showcased in its best light.

Contact Us

(601) 723-9262

pictureperfectsold.com

Why we are DIFFERENT

24 Hour Turnaround Time

_____

Custom Experience

_____

Technology Focused

_____

500+ Properties Captured

" Montanna is not just a photographer, she is a storyteller who captures the essence of a property through her lens. She has a keen eye for finding the perfect angles and lighting to showcase a property's best features. This attention to detail ensures that the final product is not only beautiful but also highly effective in capturing the attention of potential buyers. Her work speaks for itself, and I would highly recommend her to anyone in need of a top-notch real estate photographer. "

Our Services:

- Real Estate Photography
- Real Estate Videography
- Aerial Photography
- Aerial Videography
- Social Post Packages
- Listing Descriptions
- Direct Mail Postcard Design
- Single Property Marketing Website
- Twilight Photography
- FB, IG, TIkTok Reels
- Professional Headshots
- 3D Matterport (Coming Soon)
- Facebook Boosted Ad Walkthrough

Budget Table

Item Description	Unit Price ($)	Quantity	Total Cost ($)
Printing Costs	1.00	200	200
Digital Distribution	40	1	40
Total			**$240**

Calendar

Date	Action Item
March 13	Draft Brochure Content
March 17	Initial Graphic Design
March 18	Content Review & Editing
March 19	Final Graphic Design
May 29	Approval and Digital Distribution
May 30	Printing of Physical Copies
June 1	Physical Distribution
June 5	Evaluate Initial Distribution Impact

Evaluation

Production Evaluation

- **Content Quality:** Review content for clarity, persuasion, and accuracy.

- **Visual Appeal:** Evaluate design aesthetics, readability, and professional presentation.

Distribution Evaluation

- **Reach and Coverage:** Confirm brochure distribution aligns with target audience reach.

- **Interaction Metrics:** Track brochure downloads, shares, and physical copy pick-ups or requests.

Output Evaluation

- **Audience Feedback:** Gather feedback regarding brochure effectiveness and attractiveness.

- **Follow-up Engagement:** Monitor inquiries or actions directly prompted by the brochure distribution.

Product Photos

Feature Story

A Picture Worth a Thousand Listings

Montanna Guerra's Journey with Picture Perfect Sold

By Caroline Abney
Photographs by Caroline Abney and Montanna Guerra

Ask Montanna Guerra how she got into photography, and she'll tilt her head slightly, chewing gently on the inside of her cheek as if deciding whether or not to let you in on some small secret.

Eventually, she'll shrug—softly, thoughtfully—and say it started simply enough: a little point-and-shoot camera, plastic and unremarkable, passed to her one afternoon like an afterthought. It wasn't dramatic, wasn't even particularly memorable, except—except for the instant she pressed that shutter. It clicked, and that was it.

For a quite a while, photography became a way of gently untangling life's chaotic threads. Family portraits, sunlit and candid. Weddings painted softly by candlelight, moments snatched mid-laugh, kids frozen forever in that instant between a grin and a giggle. Montanna adored it--

absolutely adored it—but beneath her quiet contentment simmered an itch she couldn't quite explain. She wanted something else. Something more tangible, something built by her own hands and vision, something beyond fleeting snapshots.

Then, almost accidentally, she discovered Picture Perfect Sold.

"I wasn't looking for another job, exactly," Guerra says, her voice lilting upward, eyes bright with sincerity. "I was looking for something I could—build, I guess. Something I could shape."

From portraits to kitchens

Real estate photography? At first glance, not exactly romantic. Empty rooms, blank walls, static floors. It has none of the delicate romance of weddings, no whispered joy of families at dusk. Montanna saw past that, though. She saw the possibility in the stark emptiness, the potential hidden behind a blank facade. Because now—right now—in a market where buyers scroll mindlessly, impatiently, through listings like they're skimming Instagram feeds, the right image is absolutely everything. Bland photos make good houses forgettable; stunning images can transform even the most ordinary property into something quietly extraordinary.

Montanna then decided to take the leap....She brought Picture Perfect Sold home—to Hattiesburg—not because it was an obvious or easy choice, but precisely because it was home. She'd grown up here, wandered its winding roads, known its neighborhoods intimately. She understood exactly how much local realtors needed to stand out, how desperately even lovely homes needed their stories told clearly, vividly. She saw exactly how she could change that narrative—and shechose to do just that.

"I'm sort of obsessed with first impressions," Guerra admits with a tiny, half-embarrassed laugh. "You have literally seconds—like two or three seconds—to hold someone's attention. Otherwise, it's already lost."

Constant improvement

She didn't just start snapping better photos. Instead, she went bigger. Brighter. Bolder. HDR imaging for pictures that look straight out of an editorial, drone photography that swept dramatically over rooftops and yards, immersive 3D tours (coming soon, she promises) that let buyers step inside without ever stepping out their front doors. Cinematic video walkthroughs that told stories, real, vibrant stories, not just listings slapped quickly onto a realtor's site.

"Because it's never just four walls and a roof," Guerra insists, suddenly earnest, as if someone might doubt it. "It's somebody's next chapter. It's tomorrow. My job is just showing how clear and bright and possible that tomorrow can be."

Montanna isn't interested in cautious steps or dipping timid toes into the market. She's already diving headfirst into imagining what comes next: workshops to guide realtors toward smarter visual marketing, expansions into nearby communities, pushing creative boundaries past anything people typically expect from real estate photography.

And success, for her, isn't just shutter clicks or climbing profit graphs. It's the realtor calling her, nearly breathless, to say the house sold overnight. It's the young couple who see a photo and suddenly—before they've stepped inside—can envision their life unfolding there, perfectly.

It's turning a quiet passion, stumbled into accidentally, into something real, meaningful, lasting.

"At the end of the day, I genuinely love doing this," Guerra says, her smile widening warmly, gently. "And truthfully? I think that's the thing that makes all the difference."

Budget Table

Item Description	Unit Price ($)	Quantity	Total Cost ($)
Digital Publishing	40	1	250
Total			**$250**

Calendar

Date	Action Item
March 1	Story Pitch and Outline
March 4	Schedule and Conduct Interviews
March 6	Complete Initial Draft
March 7	Internal Review & Editing
March 8	Second Draft and Fact Check

March 11	Graphic Design & Photography Integration
May 25	Final Review and Approval
June 4	Digital Publication and Distribution
July 4	Evaluate Initial Reader Engagement

Evaluation

Production Evaluation

- **Content Accuracy:** Ensure thorough fact-checking and credible sourcing.

- **Editorial Quality:** Review clarity, storytelling effectiveness, and reader engagement potential.

Distribution Evaluation

- **Audience Reach:** Measure initial digital distribution effectiveness and coverage.

- **Interaction Analysis:** Track engagement metrics such as page views, average time spent reading, and shares.

Output Evaluation

- **Reader Feedback:** Solicit direct reader responses or comments regarding story impact and clarity.

- **Follow-up Impact:** Monitor subsequent reader actions, discussions, or further inquiries generated by the feature story.

Video

[Link to Video](#)

Budget Table

Item Description	Unit Price ($)	Quantity	Total Cost ($)
Social Media Advertisement	1	n/a	150
Capcut	20	1	20
Total			**$170**

Calendar

Date	Action Item
March 1	Video Concept and Scriptwriting
March 3	Storyboarding and Shot List Creation
March 9	Initial Editing and Post-production
March 11	Review and Feedback
March 13	Final Edits
May 15	Approval and Finalization
May 30	Distribution on Digital Platforms
June 30	Evaluate Viewer Engagement

Evaluation

Production Evaluation

- **Script and Concept Clarity:** Verify script accuracy and alignment with the intended message.

- **Quality of Production:** Assess filming and editing standards, including visual and audio quality.

Distribution Evaluation

- **Audience Reach:** Track initial viewer numbers across platforms.

- **Engagement Metrics:** Analyze video views, shares, likes, comments, and retention rates.

Output Evaluation

- **Audience Feedback:** Collect viewer feedback and measure sentiment regarding content effectiveness.

- **Follow-up Impact:** Document subsequent viewer actions, such as website visits, sign-ups, or inquiries prompted by the video.

Video Script for

[Opening Scene: Vibrant, high-quality images of beautifully staged homes appear on screen.]

Graphic Text: "87% of home buyers rely on photos to make their decision."

Voiceover:

"In today's market, first impressions mean everything."

[Cut to Scene: Fast-moving clips of homes being professionally photographed.]

Graphic Text: "Homes photographed professionally sell 32% faster."

Voiceover:

"Speed matters—professionally photographed homes sell significantly faster."

[Scene Transition: Before and after photos of home]

Graphic Text: "Homes photographed professionally achieve a 47% higher asking price per square foot."

Voiceover:

"And it pays off, boosting your home's value by nearly half."

[Closing Scene: "Picture Perfect Sold" logo fades in, along with contact information.]

Voiceover:

"Make your home stand out with Picture Perfect Sold. Because every picture tells your home's story."

Graphic Text:

"Picture Perfect Sold. Make your home unforgettable."

PREPARED BY
Caroline Abney

Picture Perfect
Evaluation Plan

Overview

To evaluate awareness, success will be determined by the extent to which all current clients have been informed of the ownership transition and by verifying that at least 100 Hattiesburg realtors are aware of Picture Perfect Sold within the first month. Metrics will include email open rates, social media impressions, press release reach, RSVPs, and direct awareness polls at the close of the first month.

For acceptance, evaluation will focus on the level of trust and positive sentiment among existing clients and the degree of initial interest generated among Hattiesburg realtors. Measurement will rely on direct client feedback, online review sentiment, Q&A engagement during the virtual mixer, post-event surveys, and tracking a minimum of 50 realtors expressing intent to work with or learn more about Picture Perfect Sold within three months.

To measure action, tangible behavioral outcomes will be tracked, specifically acquiring 12 new recurring clients in Hattiesburg while maintaining at least 90% retention of the Gulf Coast client base within four months. Evaluation will include new contract signings, discount code usage analytics, service bookings traced to campaign efforts, client retention data, and comparative growth tracking against baseline metrics prior to campaign launch.

Each phase (awareness, acceptance, and action) will be continuously monitored through formal communication output reports, audience engagement analyses, and client conversion data, ensuring the campaign not only meets its targets but builds lasting brand equity across both markets.

TRADITIONAL MEDIA CHANNELS

Media Channel	Tactic / Medium	Execution Detail	Evaluation Focus	Evaluation Criteria
Press Release	Digital distribution to local/regional media outlets	Send to local media; followed by direct journalist outreach	*Output*	# of outlets contacted; open rates of email distributions
			Awareness	# of media pickups (articles, posts); reach of publications
			Action	Website visits or inquiries within 48–72 hours post-distribution
Feature Story	Branded content with storytelling emphasis	Distribute via digital platform, send to local lifestyle magazines	*Judgmental*	Narrative strength, alignment with brand tone, storytelling quality
			Awareness & Acceptance	Time on page, engagement (shares/comments), sentiment analysis from reader feedback

Fact Sheet	Digital and printed for realty offices	Shared April 1 with follow-up outreach	*Output & Acceptance*	Downloads, printed pickup rate, qualitative realtor feedback
Brochure	Print and digital collateral	Distributed to brokerages, open houses, networking events	*Action*	Inquiries or bookings citing the brochure; referrals generated from materials

SOCIAL MEDIA CHANNELS

Platform	Tactic / Medium	Execution Detail	Evaluation Focus	Evaluation Criteria
Instagram & Facebook	Weekly Reels, static posts, story polls	Content per two-month calendar: BTS, collabs, humor, FAQ, etc.	*Output*	Posting frequency, variety of content formats
			Awareness	Follower growth (goal: +50), impressions, profile views
			Acceptance	Comments, shares, post saves, story poll responses
			Action	Direct bookings, DMs, discount redemptions via clickable links
Giveaway Campaign	"Frame It, Flaunt It, Win It"	Live May 6–16; incentivized engagement via tags, shares	*Output & Awareness*	Engagement metrics, reach of giveaway posts

			Acceptance	Participant feedback, UGC (user-generated content) via Stories reposts
			Action	New client leads from entrants, inquiries about services
Virtual Mixer	Zoom event with promo across all channels	Held May 21; included highlight reel, Q&A, discount code	*Output & Awareness*	RSVP list size, live attendance count, ad reach
			Acceptance	Chat box questions, poll results, anecdotal post-event feedback
			Action	Discount redemptions, post-event bookings, follow-up interest

NON-MEDIA CHANNELS

Channel	Tactic / Medium	Execution Detail	Evaluation Focus	Evaluation Criteria
Google Business	Review strategy and SEO optimization	Encourage reviews post-booking; update photos and service details	*Awareness & Acceptance*	Review count and quality; increase in local search ranking (goal: Top 3 in Hattiesburg)

Email Marketing	Event RSVPs, post-campaign follow-up	Branded emails promoting events, thanking participants	*Output & Action*	Open and click-through rates; event attendance conversion
Networking Outreach	Realtor groups, FB Groups, Associations	Used to promote mixer, distribute print materials	*Judgmental & Action*	Quality of partnerships formed, referral volume, word-of-mouth mentions
Printed Collateral	Brochures, fact sheets at offices	Placed in high-traffic realtor locations	*Awareness & Action*	Pick-up rate, direct mentions of materials during bookings

CAMPAIGN-WIDE EVALUATION MATRIX

Evaluation Level	Definition	What We're Measuring Across the Campaign
Judgmental Assessment	Evaluates quality, alignment, and resonance of the campaign's creative assets	Brand voice consistency, visual professionalism, storytelling strength, alignment with PPS values and tone
Communication Output	Tracks tactical execution and content delivery volume	Frequency and variety of posts, printed material distribution, campaign activations, RSVP generation
Awareness	Measures reach and visibility among the defined target audiences	Increase in local brand recognition, account growth, ad exposure, search rankings

Acceptance	Evaluates audience engagement, interest, and message resonance	Positive sentiment, comments, tags, inquiries, time spent on content, trust development
Action	Captures tangible behaviors and conversions driven by the campaign	Bookings made, discount code redemptions, direct inquiries, new client contracts, Google reviews posted

PREPARED BY
Caroline Abney

Picture Perfect
Budget Overview & Calendar

BUDGET

**For each of these breakdowns. a more detailed budget is located within that particular component's section

Social Media Plan

Cost: $350

- Stock Music: $30
- Canva Subscription: $40
- Tripod/Phone Stabilizer: $40
- Ring Light: $35
- Ads: $100
- Scheduling Tool ($30)
- Realtor Incentive ($40)
- Props/Decor: $30
- Branded Watermark: $20

Special Event 1: Social Media Giveaway

Cost: $375

Projected Value Generated (Leads & Visibility): if even one repeat customer (prize winner will hopefully be converted into a client) is gained that equates to $3,600 over a year.

- Prize Package (Photography + Videography Shoot): $300
  - This is the only hard cost and represents the retail value of services to be given away to the winner.
- Meta Ad Boost: $75
  - Used to promote the giveaway post regionally to realtors on Facebook and Instagram. This is a one-time spend.
- Staff Labor: $0
  - All campaign planning, post scheduling, and engagement monitoring will be handled by Montanna.

Special Event 2: Virtual Meet-and-Greet

Cost: $265

Projected Revenue (Booking Conversions): 4 repeat customers which totals out to $14,400 over the course of a year if each of those clients lists two properties per month.

- Zoom Pro Account: $15
  - Enables longer sessions and access to RSVP features and recording.
- Video Editing (Highlight Reel): $100
  - Outsourced to ensure polish and professionalism for the pre-event visual showcase.
- Meta Ad Boost: $50
  - Targeted to Hattiesburg realtors; used to generate RSVPs.
- Staff Labor: $100
  - Based on hours required for script writing, visuals, hosting, and follow-up communication. Internal, but tracked for clarity.

PSA Content

Cost: $170

- Social Advertisement: $150

- Footage was shot using an iPhone and edited using existing software (CapCut/iMovie): $20

-

Feature Story

Cost: $250

- Written in-house and pitched via email to regional media, including Signature Magazine and Hattiesburg Business Journal.
- If published, story exposure is expected to generate brand recognition and SEO traffic.
- Digital Publishing: $250

Press Release

Cost: $75

- Written in-house and pitched via email to regional media, including Signature Magazine and Hattiesburg Business Journal.
- If published, story exposure is expected to generate brand recognition and SEO traffic.
- Distribution Fee: $75

Fact Sheet

Cost: $90

- Print costs: $50
- Digital Distribution: $40

Brochure

Cost: $240

- Print costs: $200
- Digital Distribution: $40

Total Estimated Cost: $1,815

Estimated Revenue: $18,000

Potential Profit: $17,160

- Given that Picture Perfect operates with lean staffing and limited expendable resources, it is vital that this campaign remain cost-neutral or profitable.

- All costs are covered by projected returns from the two special events, which are expected to generate both direct client conversions and long-term visibility.

- The giveaway and virtual meet-and-greet also serve to fund campaign-wide promotional materials, including social content, media kit items, and print collateral.

- Should the special events underperform, contingency plans (cross-promotions, retargeted Meta ads, or referral incentive rollouts) are in place to sustain campaign momentum without additional financial burden.

CALENDAR

Date Range	Task Description	Category	Dependencies
March 1, 2025	Feature Story Pitch & Outline	Feature Story	–
March 1, 2025	Video Concept & Scriptwriting	Video	–
March 3, 2025	Video Storyboarding & Shot List Creation	Video	–
March 4, 2025	Schedule & Conduct Interviews for Feature Story	Feature Story	–
March 6, 2025	Complete Initial Draft of Feature Story	Feature Story	–
March 7, 2025	Internal Review & Editing of Feature Story	Feature Story	–
March 8, 2025	Second Draft & Fact Check for Feature Story	Feature Story	–
March 9, 2025	Initial Editing & Post-production for Video	Video	–

Date Range	Task Description	Category	Dependencies
March 11, 2025	Graphic Design & Photography Integration (Feature Story)	Feature Story	–
March 11, 2025	Video Review & Feedback	Video	–
March 13, 2025	Final Edits for Video	Video	–
March 13, 2025	Complete Initial Research for Fact Sheet	Fact Sheet	–
March 13, 2025	Draft Brochure Content	Brochure	–
March 17, 2025	Draft Fact Sheet Content	Fact Sheet	–
March 17, 2025	Initial Graphic Design for Brochure	Brochure	–
March 18, 2025	Internal Review & Fact Checking for Fact Sheet	Fact Sheet	–
March 18, 2025	Content Review & Editing for Brochure	Brochure	–
March 19, 2025	Graphic Design & Layout for Fact Sheet	Fact Sheet	–
March 19, 2025	Final Graphic Design for Brochure	Brochure	–
May 15–16, 2025	Finalize Content Calendar	Campaign Planning	–
May 15–17, 2025	Create Canva Templates (FAQ, Carousel, Graphics)	Campaign Planning	–
May 16–18, 2025	Film BTS Content (Round 1)	Campaign	Finalize Content Calendar
May 16–20, 2025	Coordinate Realtor Collab #1	Campaign	Finalize Content Calendar
May 18–21, 2025	Edit and Schedule Week 1 & 2 Posts	Campaign	Film BTS Content (Round 1)
May 19–20, 2025	Launch Facebook/Instagram Ad Campaign	Campaign	Finalize Content Calendar
May 15, 2025	Video: Approval & Finalization	Video	–
May 25, 2025	Feature Story: Final Review & Approval	Feature Story	–

Date Range	Task Description	Category	Dependencies
May 27, 2025	Press Release: Final Approval	Press Release	–
May 28, 2025	Press Release: Distribution to Media Outlets	Press Release	–
May 29, 2025	Press Release: Posting on Website & Social Media	Press Release	–
May 29, 2025	Fact Sheet: Final Approval from Picture Perfect Sold	Fact Sheet	–
May 29, 2025	Brochure: Approval & Digital Distribution	Brochure	–
May 30, 2025	Press Release: Follow-up Outreach to Journalists	Press Release	–
May 30, 2025	Brochure: Printing of Physical Copies	Brochure	–
May 30, 2025	Fact Sheet: Digital Distribution	Fact Sheet	–
May 28 – June 2, 2025	Film BTS Content (Round 2)	Campaign	(Ongoing Engagement Tracking)
May 28 – June 3, 2025	Coordinate Realtor Collab #2	Campaign	(Ongoing Engagement Tracking)
June 3–6, 2025	Edit and Schedule Week 3–5 Posts	Campaign	Film BTS Content (Round 2)
June 1, 2025	Brochure: Physical Distribution	Brochure	–
June 1, 2025	Fact Sheet: Print and Distribute Physical Copies	Fact Sheet	–
June 4, 2025	Fact Sheet: Evaluate Initial Distribution Reach	Fact Sheet	–
June 4, 2025	Feature Story: Digital Publication & Distribution	Feature Story	–
June 5, 2025	Brochure: Evaluate Initial Distribution Impact	Brochure	–
June 15–16, 2025	Midpoint Analytics Review	Campaign	(Ongoing Engagement Tracking)
June 16–18, 2025	Adjust Strategy Based on Performance	Campaign	Midpoint Analytics Review
June 20–23, 2025	Film BTS Content (Round 3)	Campaign	Adjust Strategy Based on Performance
June 20–25, 2025	Coordinate Realtor Collab #3	Campaign	Adjust Strategy Based on Performance

Date Range	Task Description	Category	Dependencies
June 24–27, 2025	Edit and Schedule Week 6–8 Posts	Campaign	Film BTS Content (Round 3)
June 30, 2025	Video: Evaluate Viewer Engagement	Video	–
July 12–15, 2025	Final Analytics & Campaign Report	Campaign	(Ongoing Engagement Tracking)
July 22–24, 2025	Event 1 (Social Media Giveaway): Plan Campaign, Create Graphics & Draft Captions	Event 1	–
July 28–29, 2025	Event 1 (Social Media Giveaway): Schedule Content	Event 1	–
July 29–30, 2025	Event 2 (Virtual Mixer): Script Slides	Event 2	–
July 4, 2025	Feature Story: Evaluate Initial Reader Engagement	Feature Story	–
August 1–5, 2025	Event 2 (Virtual Mixer): Record Footage	Event 2	–
August 4, 2025	Event 1: Launch Giveaway Campaign	Event 1	Scheduled posts ready from July work
August 4–15, 2025	Event 1: Monitor Giveaway Engagement	Event 1	–
August 16, 2025	Event 1: Announce Giveaway Winner	Event 1	–
August 6–10, 2025	Event 2 (Virtual Mixer): Edit Reel	Event 2	Footage Recorded
August 17–28, 2025	Event 2 (Virtual Mixer): Promote the Event	Event 2	–
August 27, 2025	Event 2 (Virtual Mixer): Schedule Invites & Finalize RSVP List	Event 2	–
August 28, 2025	Event 2 (Virtual Mixer): Host Event	Event 2	RSVP list built

Picture Perfect
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Picture Perfect
Appendix

PREPARED BY
Caroline Abney

Appendix A

Research and Statistics › Research Reports

REALTOR® Technology Survey

Share

NAR examined REALTORS®' current tech usage and their attitudes about the future of real estate technology.

Key Findings

- Thinking back on the last 12 months, respondents found that these technology tools used in their businesses were very impactful:
  - eSignature (81%)
  - Lockbox/showing tech (63%)
  - Transaction management (50%).
- 34% of respondents agree that their Brokerage provides them with all the technology tools they need to be successful in their jobs, and 30% strongly agree.
- 87% of respondents use Facebook in their real estate business, 62% use Instagram, 48% use LinkedIn, and 25% use YouTube.
- The top three tech tools that have given respondents (or their agents) the highest number of quality leads in the last 12 months were:
  - Social media (52%)
  - Customer relationship management (CRM) (32%)
  - Their local MLS (26%)
- Respondents reported using these emerging technology tools used in their businesses:
  - Drones (35%)
  - Artificial intelligence and machine learning 28%)
  - 5G (26%)
  - Cyber security (10%)
- 59% of respondents were not at all familiar with Blockchain. 31% of respondents believe that Blockchain technology will have an impact on real estate in three to five years.
- 55% of respondents were somewhat familiar with AI. 30% of respondents have used AI one to two times a month.
- 20% reported they were somewhat familiar with the Metaverse/AR/VR. 20% said they believe that the Metaverse/AR/VR will probably have an impact on real estate.
- When asked to rank-choice their preference in consuming information as it pertains to their real estate business, respondents preferred in-person events, virtual events, and email.

2024 Technology Survey

Download _pdf (PDF: 665 KB)

Average Monthly Spending on Technology Tools

Less than $50: 13%
$50 - $250: 37%
$251 - $500: 19%
More than $500: 24%
Not Applicable: 7%

2024 Technology Survey
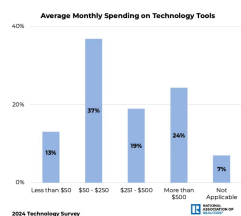
Download the full report _pdf

Related Content

Real Estate in a Digital Age

Technology
NAR is an innovation

Data Privacy & Security

Research Reports
Use the data in these reports

Appendix B:

Research and Statistics

Quick Real Estate Statistics

July 7, 2024 ▪ Working With Buyers, Working With Sellers, Working With FSBOs

↪ Share

Looking for quick statistics for your sales meeting or a customer brochure? Need a quick fact to make your point? Member Support has compiled some of the most requested statistics for quick and easy access. Find the information that you need, as well as its source, at a glance.

Overview of the Real Estate Market

- 4,090,000 existing homes were sold in 2023, according to data from the National Association of REALTORS®. Sales of new single-family houses in May 2024 were at a seasonally adjusted annual rate of 619,000, according to the U.S. Census Bureau ⧉.

- There are over 360,000 real estate brokerage firms operating in the United States (Real Estate and Rental and Leasing: Summary Statistics for the U.S., States, and Selected Geographies: 2022 ⧉).

- Preliminary results from the U.S. Energy Information Administration's Commercial Buildings Energy Consumption Survey (CBECS) ⧉ show that there were 5.9 million commercial buildings in the United States in 2018, comprising 97.0 billion square feet of floor space.

- There are approximately 125.7 million occupied housing units in the United States, according to the 2022 American Community Survey ⧉.

- According to the 2024 Profile of Home Buyers and Sellers, the typical home seller has been in their home for 10 years. The typical home size is 1,900 square feet. The typical first-time buyer was 38 years old this year, slightly up from 35 last year, while the typical repeat buyer age increased to 61 years from 58 years last year.

- In 2022, 66.1% of families owned their primary residence, according to the Federal Reserve's Survey of Consumer Finances ▪pdf.

REALTOR® Demographics

REALTOR® Demographics

- Sixty-five percent of REALTORS® were licensed sales agents, 22 percent held broker licenses, and 17 percent held broker associate licenses.

- The typical REALTOR® is a 55-year-old white female who attended college and is a homeowner.

- 65% of all REALTORS® are female, and the median age of all REALTORS® is 55.

- Real-estate experience of all REALTORS® (median): 10 years

- 73% of REALTORS® were very certain they will remain active as a real estate professional for the next two years.

- Median tenure at present firm (all REALTORS®): 5 years

- Most REALTORS® worked 35 hours per week in 2023.

- The median gross income of REALTORS®—income earned from real estate activities—was $55,800 in 2023, a decrease from $56,400 in 2022.

- Median number of transaction sides in 2023:
  - Residential sides for all REALTORS®: 10
  - Residential sides for residential specialist broker/broker associates only: 12
  - Residential sides for residential specialists only: 10
  - Residential sides for commercial specialists only: 3
  - Commercial sides for commercial specialists only: 4

- Formal education of REALTORS®:
  - Some college: 27%
  - Bachelor's degree: 34%
  - Graduate degree and above: 13%
  - Associate degree: 13%
  - Some graduate school: 5%
  - High-school graduate: 7%

- REALTOR® affiliation with firms:
  - Independent contractor: 88%
  - Employee: 5%
  - Other: 8%

Source: 2024 NAR Member Profile *(National Association of REALTORS®)*

Appendix C:

Elevate Media Productions
236 likes · 342 followers

Contact us   Message   Like

Posts   About   Mentions   Reviews   Reels   Photos   More ▾   ...

Intro

Elevate Media Productions is a multimedia agency specializing in Real Estate Media.

ⓘ **Page** · Photographer

◆ Hattiesburg, MS, United States, Mississippi

☎ (601) 466-1022

✉ jason@elevatemediaproductions.com
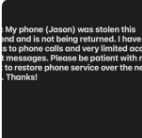
🌐 linktr.ee/ElevateMediaProductions

🕐 Closed now ˅

★ Not yet rated (0 Reviews) ⓘ

Photos   See all photos

Posts   ⚙ Filters
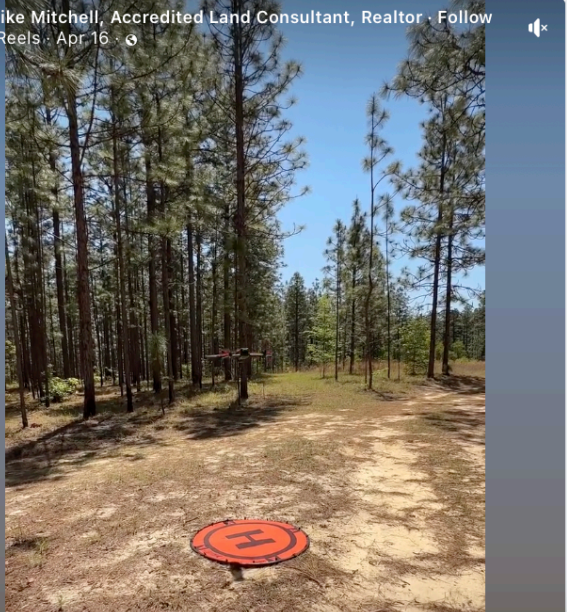
Elevate Media Productions
23h · ⊙

Puttin' in that work!

Mike Mitchell, Accredited Land Consultant, Realtor · Follow
· Reels · Apr 16 · ⊙

Appendix D:

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hattiesburg real estate photography

All   Images   News   Short videos   Videos   Forums   Shopping   ⋮ More

Prices   Within 20 mi   Online appointments   Open now   Top rated

Results for **Hattiesburg, MS** · Choose area   ⋮

Businesses ⋮

G-Hub Real Estate Photography
5.0 ★★★★★ (27) · Photography service
7+ years in business · Hattiesburg, MS
Closed · Opens 8 AM Wed · (601) 270-6969
👤 "Responsive, Professional and excellent **photography**!"

Website   Directions

Elevate Media Productions
5.0 ★★★★★ (13) · Photography service
3+ years in business
Closed · Opens 8 AM Wed · (601) 466-1022
👤 "Very Professional.....Magazine Quality **Photos**..."

Website

Hattiesburg Photography- Real Estate Pros
No reviews · Photography service
Open 24 hours · (601) 818-6231

Why We Are Different

We go beyond traditional real estate photography, offering innovative and technology-focused solutions that create immersive experiences for potential buyers. Our approach ensures that we meet them precisely where they are actively searching for homes, adapting seamlessly to the ever-evolving landscape of home-buying platforms and preferences.

500+

Properties Caputred

24 Hr

Or Less Turnaround Time

Custom Experience

Packages tailored around marketing your property on every channel

Technology Focused

Meeting the buyer right where they are even as technology evolves

Testimonials

"

Bailey is extremely professional and prompt. The quality of her work exceeds expectations and the love she has for capturing amazing images to help our clients sell their property is evident. My clients and I appreciate the beautiful work she provides with every listing she has assisted with. I recommend her services 10/10!

"

Katelyn Spence

Hannah Schulz

Beau Davis

Appendix E:
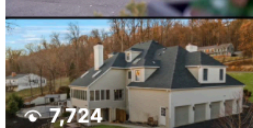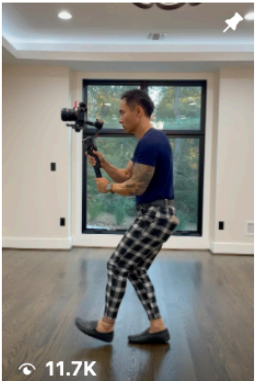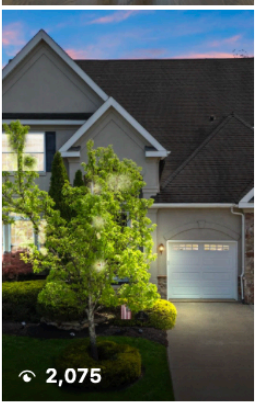
Appendix F:

Client Interview Transcript:

Caroline A.: I love this new feature. iPhone just started doing it.

Montanna Guerra: How cool is that? Really?

Caroline A.: Yep. Tyler does it to me all the time—it's like, "You're falling asleep" or "You're ignoring me," that kind of thing.

Montanna Guerra: That's hilarious.

Caroline A.: So, can you give me a very brief overview of the real estate photography business? I know you got into it recently, but what's the background?

Montanna Guerra: I'm not sure when it originally started, maybe two years ago? The previous owner reached out last year to see if I was interested. I'd talked to her before and said I was into real estate, and it all just lined up. I officially started in April and have really enjoyed it since.

Caroline A.: Is there a specific aspect of the business you're especially passionate about or that makes your services stand out?

Montanna Guerra: Hmm. Maybe my social media presence? I'm always open to suggestions though.

Caroline A.: Yeah, you definitely have a strong presence, which is so important for photography. Didn't you mention something about drones recently?

Montanna Guerra: I did! I actually lost mine the other day—I'm waiting for a new one to arrive. But yeah, drones are cool. Most real estate photographers use them now, so it's not necessarily a unique selling point. I've also been looking into 3D tours—people are really into those, though the equipment is a bit pricey.

Caroline A.: Got it. Who would you say your primary client base is?

Montanna Guerra: Mostly realtors, though occasionally I get other clients here and there.

Caroline A.: Is there a market you haven't tapped into yet that you'd like to?

Montanna Guerra: I'd really like to grow more in Hattiesburg and surrounding areas. Most of my current clients are based on the coast, so expanding locally is a priority.

Caroline A.: That's great. Hopefully we can support you in that. How do you currently generate most of your business?

Montanna Guerra: Honestly, it's a mix of word-of-mouth and people finding me online—maybe through Google? I'm not 100% sure.

Caroline A.: Would driving more traffic to your website be a priority?

Montanna Guerra: Definitely.

Caroline A.: Do you have a blog on the site right now?

Montanna Guerra: I don't think so. I haven't really updated the site—it has some outdated info I need to fix.

Caroline A.: That could be something we help with. I've done blog writing for other clients, so maybe we could work together on a few SEO-optimized posts.

Montanna Guerra: That would be amazing. I know we're on Google Business, but I'm not totally sure how that all works.

Caroline A.: Perfect—this is the kind of thing we're learning to do right now, so it works out well. Is there a specific brand identity or message you'd like us to reflect if we create sample social posts?

Montanna Guerra: Yeah, I mean I mostly just post and go these days. It's not super personal to me anymore, so I'd love help with content.

Caroline A.: What kind of values or traits do you want to communicate through your brand?

Montanna Guerra: Just that I'm easy to work with and professional.

Caroline A.: Those are great values, especially in your field. Is there a particular goal we should focus on for the campaign—like attracting new clients?

Montanna Guerra: Yes, attracting new clients would be the biggest priority.

Caroline A.: And if you end up adding 3D tours during the semester, we can potentially incorporate that into the messaging. Have you ever worked with someone on PR before?

Montanna Guerra: No, never. I'm just figuring things out as I go. Help would definitely be welcome.

Caroline A.: Have you ever run any paid ads?

Montanna Guerra: A little bit, yeah.

Caroline A.: And you're active on both Facebook and Instagram?

Montanna Guerra: Yes. I get more interaction on Facebook though—not as much on Instagram.

Caroline A.: Maybe we could look into Instagram as a lead generator and see what we can find. Have you ever received any press coverage?

Montanna Guerra: I was featured in *Signature Magazine* once.

Caroline A.: That totally counts. For this project, we're supposed to try to land some kind of press coverage. Would you prefer something that tells your personal story or something that showcases the business itself?

Montanna Guerra: Probably the personal story. I think that makes more sense.

Caroline A.: I agree. A personal story might work better for local news or lifestyle coverage. That could also help grow your Hattiesburg audience. What would you say is your biggest challenge right now?

Montanna Guerra: Honestly, just time. With my other business, I feel stretched really thin.

Caroline A.: That's not silly at all—it's actually the exact reason PR help can be useful when you're growing. Are there any seasonal trends in real estate photography we should know about?

Montanna Guerra: I'm still figuring that out myself, honestly.

Caroline A.: No problem. We can do some independent research on that. Do you have a preference for earned media (like press coverage) vs. paid ads?

Montanna Guerra: Probably earned media.

Caroline A.: Would you be open to hosting an event—like a launch party or something to announce your ownership?

Montanna Guerra: Sure. I actually haven't announced it on social media yet—just through email.

Caroline A.: Maybe instead of an event, we could create a short video that introduces you—a kind of personal brand reel. I could help film and edit it.

Montanna Guerra: I like that idea.

Caroline A.: In terms of communication, do you prefer regular updates? Weekly? Biweekly?

Montanna Guerra: Whatever works best for you—I'm flexible.

Caroline A.: Great. I'll send over things as we develop them. Website and blog updates are probably the best place to start. Then I'll check in about the video idea too.

Montanna Guerra: Sounds perfect. Let me know whatever you need from me.

Caroline A.: I'll aim to have a rough outline of ideas for the campaign to you in a week or so.

Montanna Guerra: Absolutely. Whatever's easiest!

Caroline A.: Perfect. I'll touch base with you next week, and I'll see you Saturday!

Montanna Guerra: Yes! I'll double check the time, but I'm looking forward to it.

Appendix G:

Survey Conducted on Hattiesburg Realtors

How old are you? 23 ⓘ ⋯

How old are you?	Average	Minimum	Maximum	Count
Age	45.43	25.00	61.00	23

What is your gender? 24 ⓘ ⋯

How many properties do you typically list per month in the Hattiesburg area? 24 ⓘ ⚠ ⋯

■ 1-3 ■ 3-5 ■ 5-10

What do you most frequently use in searching for a real estate photographer? 24 ⓘ ⚠   •••

What do you most frequently use in searching for a real estate photographer...	Average	Minimum	Maximum	Count
Facebook	1.00	1.00	1.00	4
Word of mouth	4.00	4.00	4.00	20

Do you currently use a professional real estate photographer for your listings? ⓘ ⚠
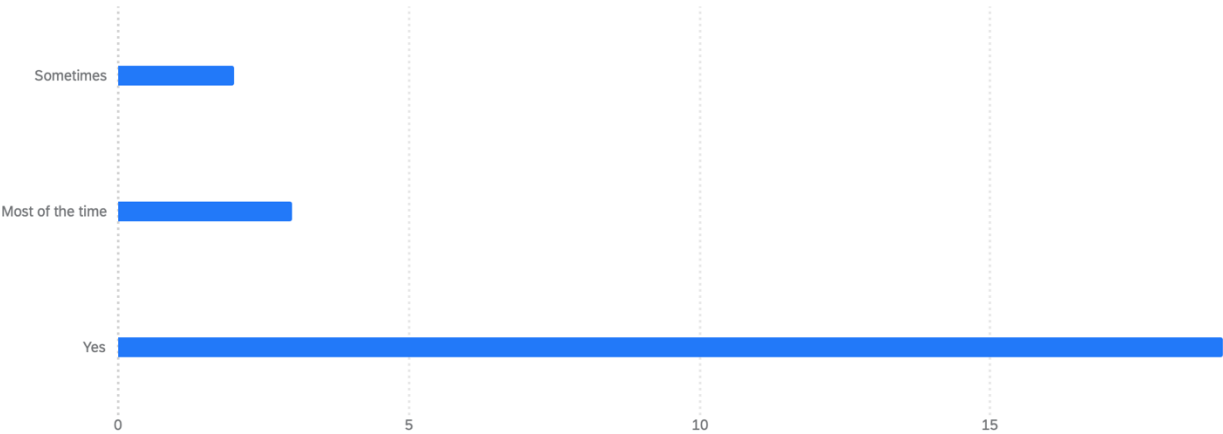
How valuable do you believe real estate photography is to your ability to sell homes? 24 ⓘ ⚠ •••
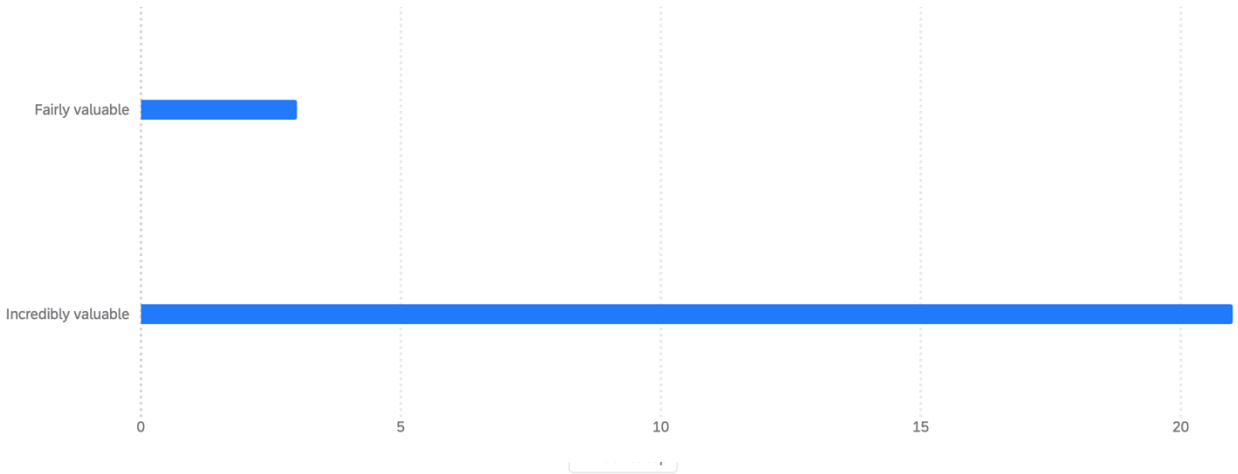
How satisfied are you with your current real estate photography provider(s)? ⓘ ⚠ •••
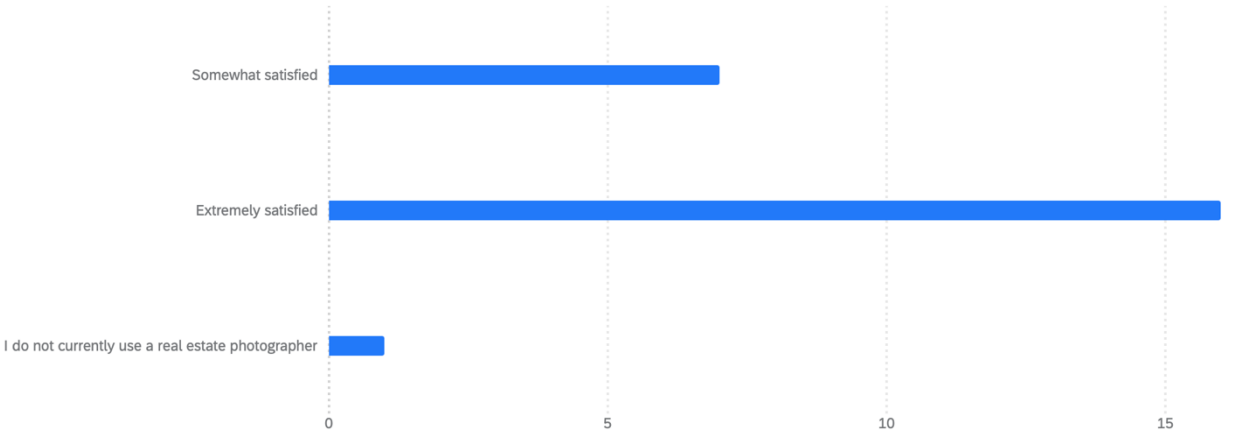
Which aspects of real estate photography are most important to you? Please rank answers in order, with 1 being your highest... 24 ⓘ ⚠..
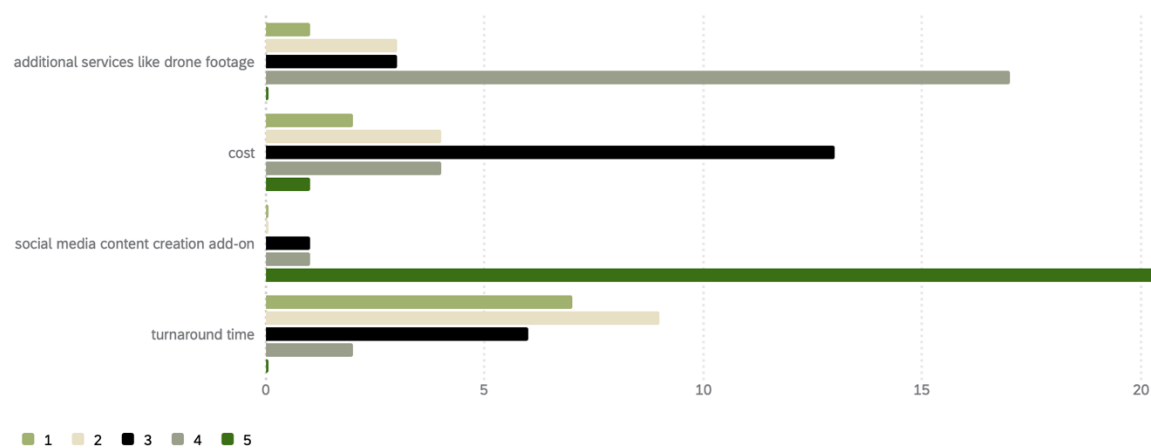

Legend: ▪ 1 ▪ 2 ▪ 3 ▪ 4 ▪ 5

What is the most significant factor influencing your decision when choosing a real estate photography service? Please rank ans... 24 ⓘ..


Legend: ▪ 1 ▪ 2 ▪ 3 ▪ 4 ▪ 5
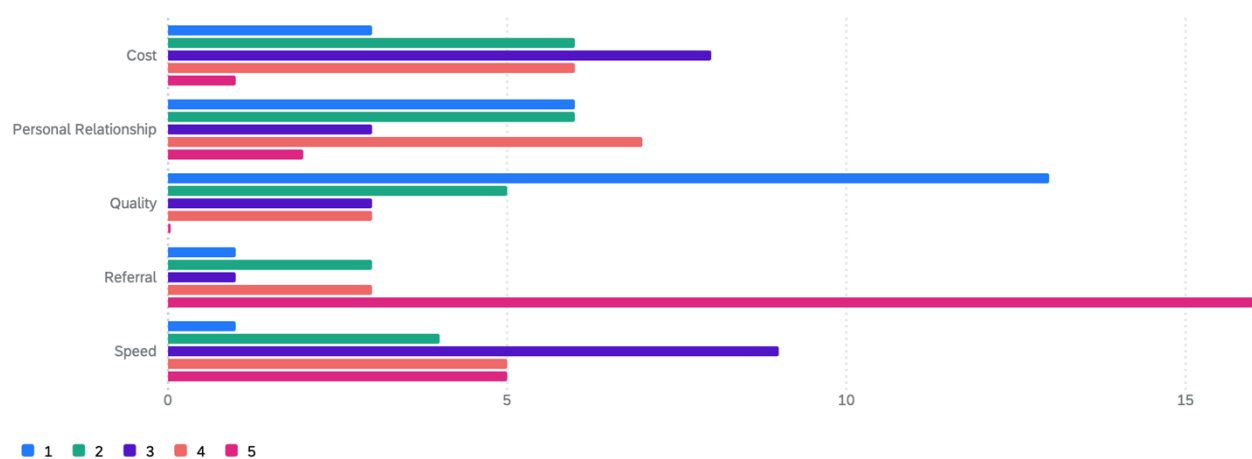
How important are additional visual marketing services (e.g., drone shots, video walkthroughs, 3D virtual tours) to your listings? 24 ⓘ


Legend: ▪ Slightly important ▪ Moderately important ▪ Very important ▪ Extremely important
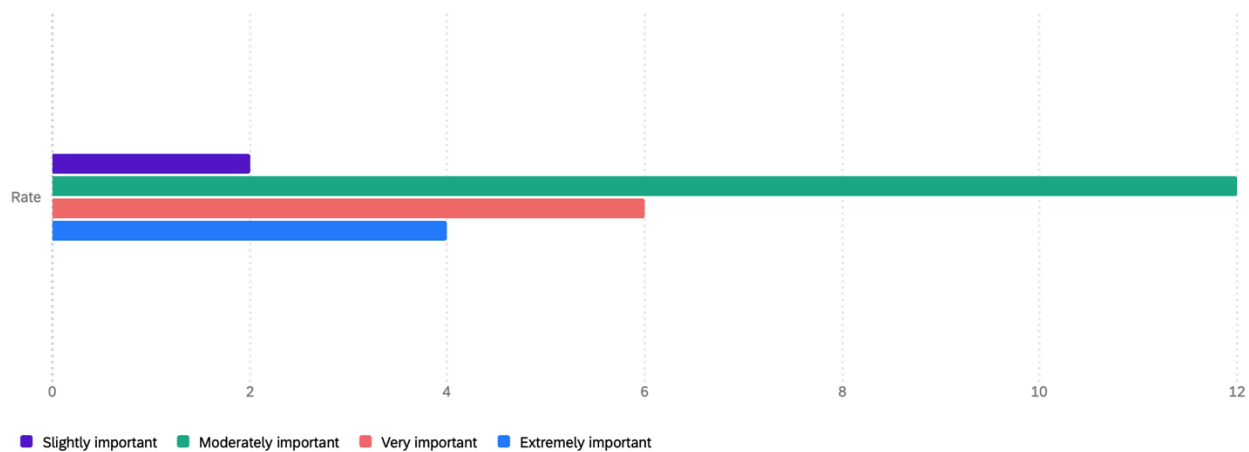
What turnaround time do you typically expect or require for receiving listing photos and other visual media? 24 ⓘ   •••

24 hours   18   (18 Responses)
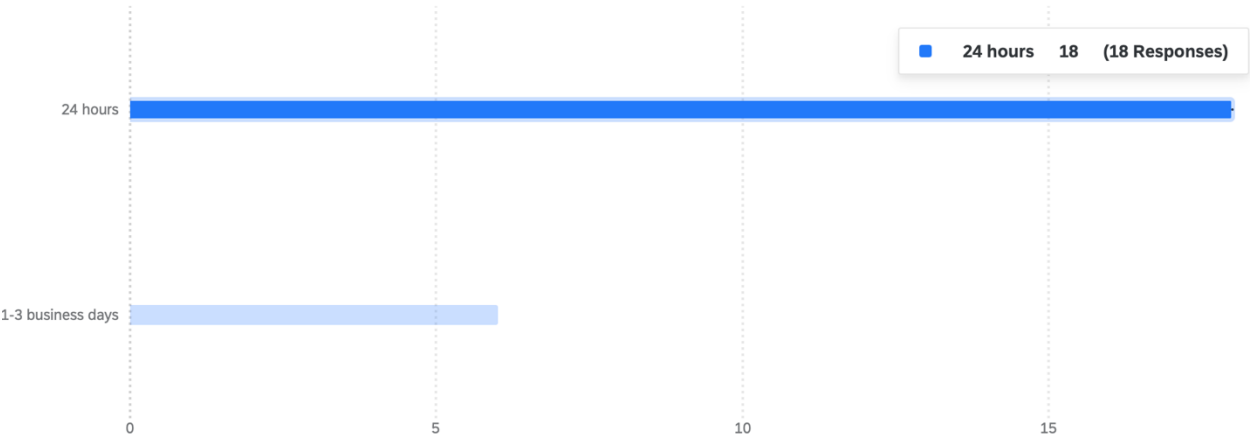
How do you prefer to schedule and coordinate photography sessions? 24 ⓘ
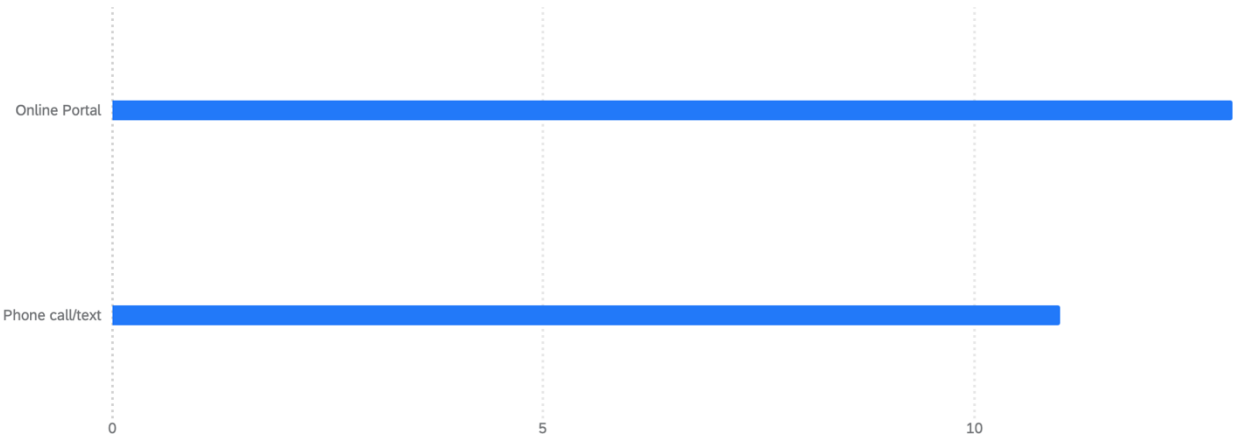
How likely would you be to switch to a new photography provider if it offered better service, quality, and/or pricing? 24 ⓘ
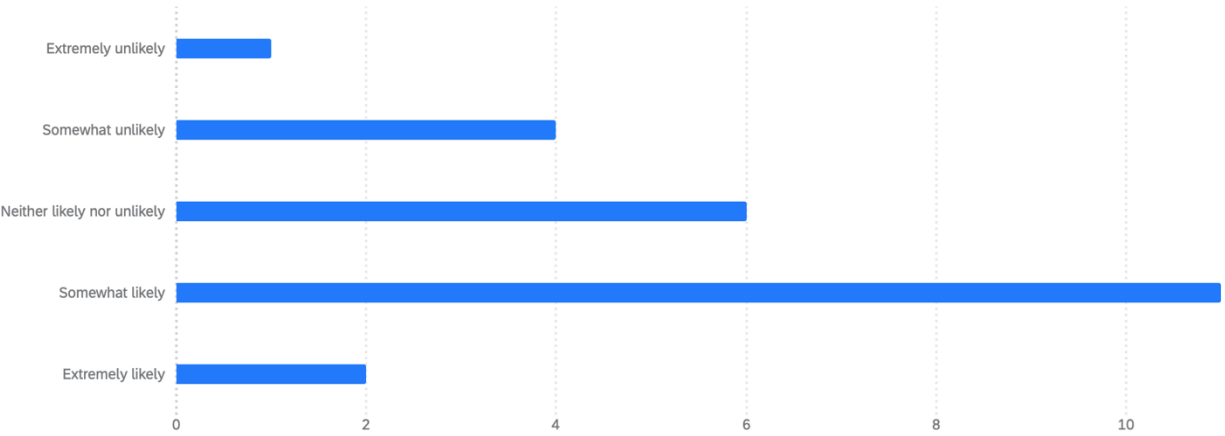
Picture Perfect
Biography

PREPARED BY
Caroline Abney

Caroline Abney

I'm an English Lit grad who found my sweet spot at the intersection of storytelling and strategy. After teaching a wide range of subjects from Biology and Earth & Space Science to English, I realized that what I really love is making complex ideas click in unique and interesting ways for diverse audiences.

Today, I'm a PR graduate student and Graduate Assistant, crafting press releases that pop and managing social media that sparks connection. My background in photography, videography, and the Adobe Creative Suite lets me bring a creative edge to every project, ensuring that the content I create looks as good as it sounds.

My end goal? To prove that professional communications can be engaging, human, and FUN. Whether I'm refining a company's voice, brainstorming a social media campaign, or capturing that perfect shot, I aim to help organizations build deep and authentic connections with their audience.