



BOOSTED REACH:

How to get more eyes on this video — without spending a dollar on ads! Distribution strategy designed to increase organic reach and listing visibility.

1. Post with a specific buyer in mind (Buyer Persona)

What to do:

Before posting, picture the *exact* buyer for this property:

- Age range
- Lifestyle
- Family status
- Career / income level
- What they value most (space, privacy, convenience, equity, etc.)

Write the caption **to that person**, not to “everyone.”

Why it works:

When the right people engage, the platform quickly learns who else to show the video to. Relevant engagement beats high engagement every time.

2. Lead with a hook — not property details

What to do:

In the first 1–2 lines of the caption:

- Highlight the *main emotional or lifestyle benefit*
- Avoid listing features right away

Think: *why this buyer would care*, not *what the house has*.

Why it works:

People decide whether to stop scrolling in seconds. A strong hook increases watch time, which is the #1 signal platforms care about. Also, avoid feature dumping and generic MLS-like copy.

Bonus: End the post with a soft CTA. Using an open ended question beats a command.

3. Post when your buyer is most likely online

What to do:

Choose a posting time based on the buyer's lifestyle:

- Families → evenings
- Professionals → early morning or lunch
- Retirees → mid-morning

Why it works:

Early engagement (first 30–90 minutes) tells the algorithm the content is worth distributing further.

4. Reply to every comment — quickly and thoughtfully

What to do:

- Reply within the first hour if possible
- Use **at least 3 words**
- When it feels natural, ask a follow-up question in the comments. This creates comment threads, which are far more valuable than single replies alone.

Why it works:

Replies create conversation. Conversations signal relevance. Relevance triggers wider distribution.

5. Add photos in the comments after posting

What to do:

Drop 2–4 photos of the listing into the comments shortly after posting.

Why it works:

This refreshes activity on the post, keeps people engaged and on the post longer, and signals ongoing interest to the platform. This is a very underused yet powerful tactic.

6. Pin a comment that invites interaction

What to do:

Pin a comment that:

- Asks a simple question
- Or highlights a key lifestyle benefit

Why it works:

Pinned comments guide the conversation and increase meaningful replies, which boosts visibility. Example, “Would you rather update the kitchen or keep the equity for later?”

7. Encourage sharing — not just likes

What to do:

If you’re going to ask for anything, ask people to share, not like. “Please share with:

- “Know someone looking for this?”
- “Send this to the right buyer.”

Why it works:

Shares extend reach beyond your immediate audience and are weighted more heavily than likes.

8. Avoid links in the caption for the first 24 hours

What to do:

- Don’t include website links immediately
- Use “DM me” or “link in bio” instead

Why it works:

Platforms favor content that keeps users on the platform. Links can reduce reach early on. Add a link after 24-48 hours if the post goes cold.

9. Re-share to Stories with an interaction sticker

What to do:

Share the post to Stories and add:

- A poll
- A question
- A slider

Why it works:

Story engagement improves overall account health and drives more viewers back to the post.

The Big Picture

This isn't about "beating the algorithm."

It's about:

- Holding attention
- Creating conversation
- Sending clear signals about who this content is for

When those things happen, the algorithm does the rest.

Why This Matters

Algorithms don't reward effort.

They reward **attention, relevance, and conversation.**

Boosted Reach ensures your video doesn't just get posted — it gets **seen**.

If you want your next video to work harder, let's talk.

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