



**COLDWELL
BANKER**

GEN BLUE NETWORK

“DREAM” CAMPAIGN SOCIAL PLAN

DREAM SOCIAL

CB SOCIAL PROFILES



<https://www.facebook.com/coldwellbanker/>



<https://www.linkedin.com/company/coldwell-banker/>

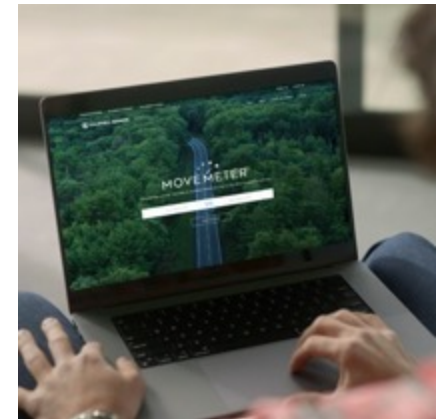


<https://www.youtube.com/user/coldwellbanker>



<https://www.instagram.com/coldwellbanker/>

- Be sure to visit the Coldwell Banker® brand's social media profiles daily for new posts focusing on the “Dream” campaign. Click on the social icons featured here to be taken directly to the brand social accounts.
- You are welcome to reshare the content posted on the brand's profiles to your own accounts or use the content from this document and on Marketing Center to share out natively.





“DREAM” CAMPAIGN SOCIAL PLAN

CONTENT BREAKOUT



SHARE :60 COMMERCIAL

- Copy:
 - If you could live anywhere, where would it be? Open up a world of possibilities when you sell your home, and make those dreams real. #DreamWithCB
- Link:
 - <https://youtu.be/fqVG8PC69BM>
- Visit the “Custom Video” tile on **Marketing Center** to customize the end card to make your own version!

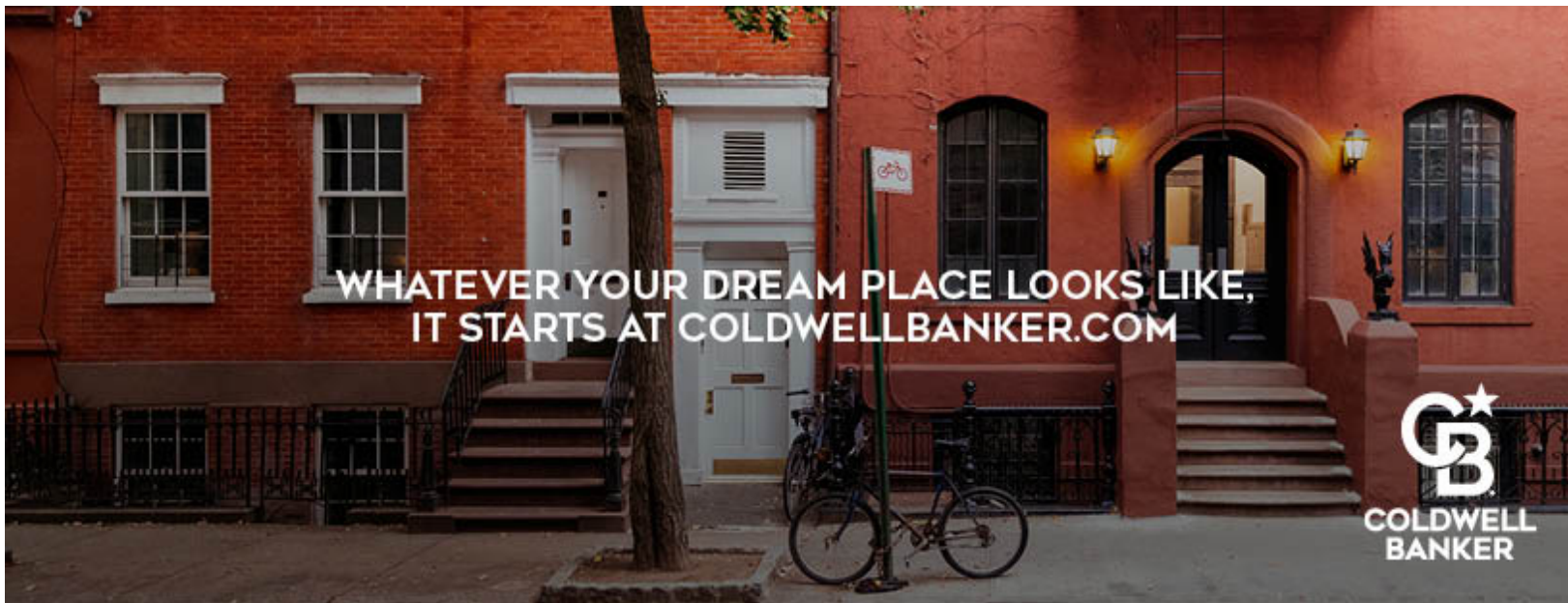


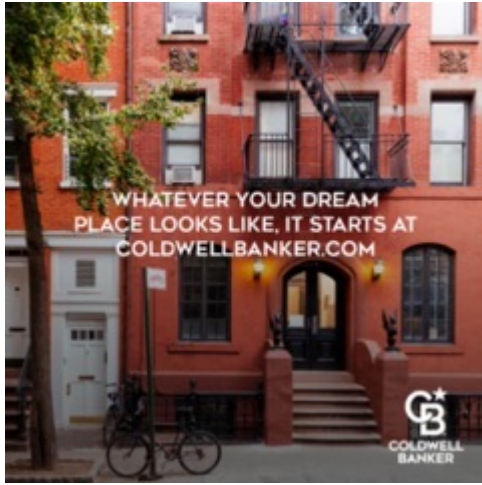
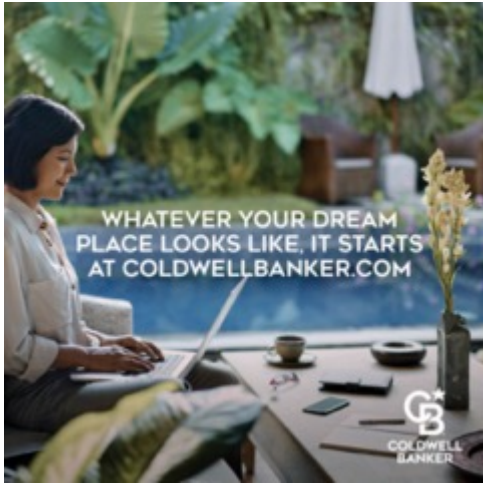
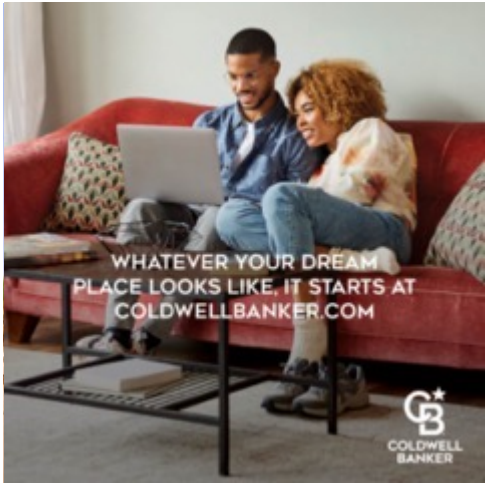


DREAM SOCIAL

SOCIAL COVER PHOTOS

- Update the cover photos for your Facebook, YouTube, and LinkedIn personal + business accounts with these new graphics supporting the “Dream” campaign.
- Customize + download on **Marketing Center**.





DREAM SOCIAL

CUSTOMIZE DREAM GRAPHICS

- Visit **Marketing Center** to customize your own “Dream” graphics to share out on your social media channels!





DREAM SOCIAL

SHARE :30 COMMERCIAL

- Copy:
 - There has never been a better time to dream. Let a Coldwell Banker® affiliated agent guide you on your real estate journey! #DreamWithCB
- Link:
 - <https://youtu.be/SKY68AWJdpU>
- Visit the “Custom Video” tile on **Marketing Center** to customize the end card to make your own version!



DREAM SOCIAL

DREAM

GRAPHIC #1

○ Copy:

○ At coldwellbanker.com, you can get an instant estimate on your home, compare cost of living city by city, and learn more about our revolutionary Seller's Assurance Program. #DreamWithCB

○ Customize + download on **Marketing Center.**



YOUR DREAMS DON'T HAVE
TO BE JUST DREAMS.
WHERE'S YOUR NEXT MOVE?



DREAM SOCIAL

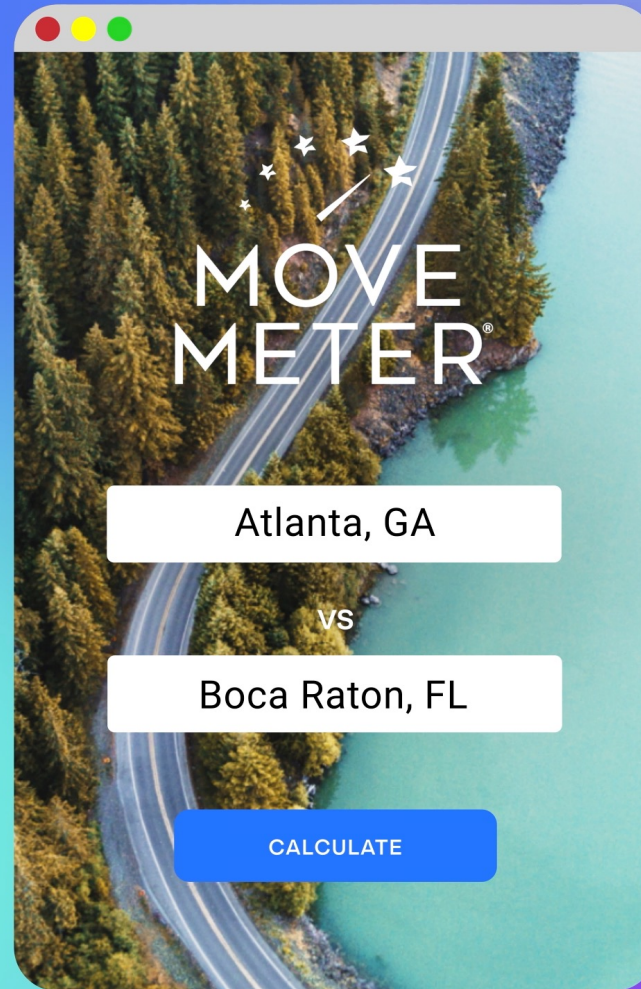
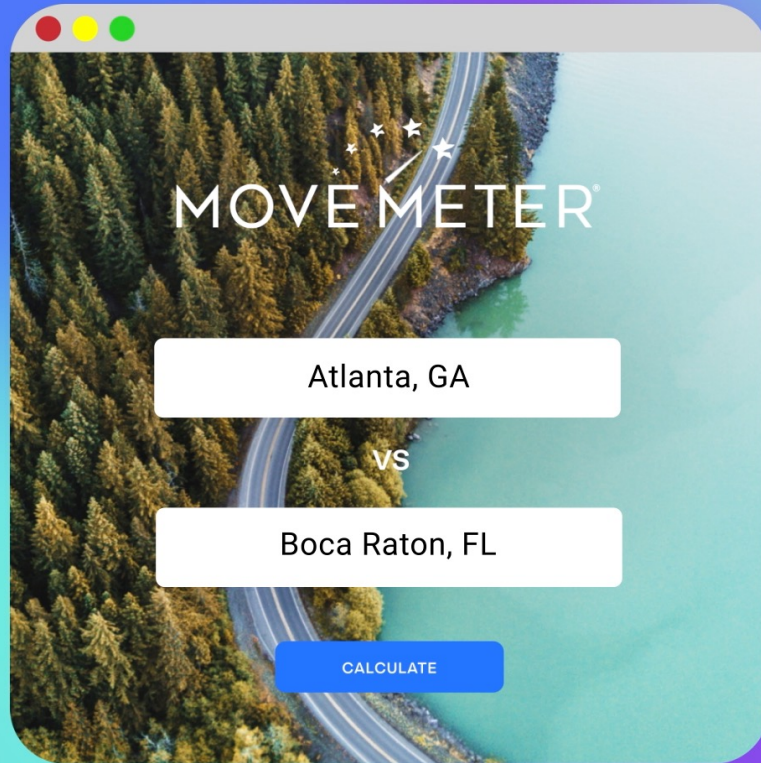
MOVE METER

:15 VERSION A

- Copy:

- Where should your next move be? Instantly compare quality of life, job market strength, cost of living and more, city by city with the Move MeterSM.
#DreamWithCB

- Customize + download in the “Custom Video” tile in [Marketing Center](#).



GET AN INSTANT ESTIMATE ON YOUR HOME'S VALUE

\$500,000 \$700,000



GET AN INSTANT ESTIMATE ON YOUR HOME'S VALUE

\$500,000 \$700,000



DREAM SOCIAL

CB ESTIMATE

:15 VERSION A

- Copy:
 - Your home might be worth more than you think. Get a free, instant estimate on the value of your home today. #DreamWithCB
- Customize + download in the “Custom Video” tile in [Marketing Center](#).



WHATEVER YOUR DREAM
PLACE LOOKS LIKE, IT STARTS
AT COLDWELLBANKER.COM



DREAM SOCIAL

DREAM

GRAPHIC #2

- Copy:
 - Looking for a great backyard? Or a breakfast nook that seats two? Open up a world of possibilities when you work with a Coldwell Banker® affiliated agent. #DreamWithCB
- Customize + download on **Marketing Center.**





SELLER'S ASSURANCE PROGRAM

DISCOVER HOW COLDWELL BANKER®
IS REVOLUTIONIZING HOME SELLING.

DREAM SOCIAL

SAP

GRAPHIC #1

- Copy:
 - We've put together a game-changing package of benefits that gives home sellers more flexible, value-boosting options than ever before. #DreamWithCB
- Customize + download on **Marketing Center.**



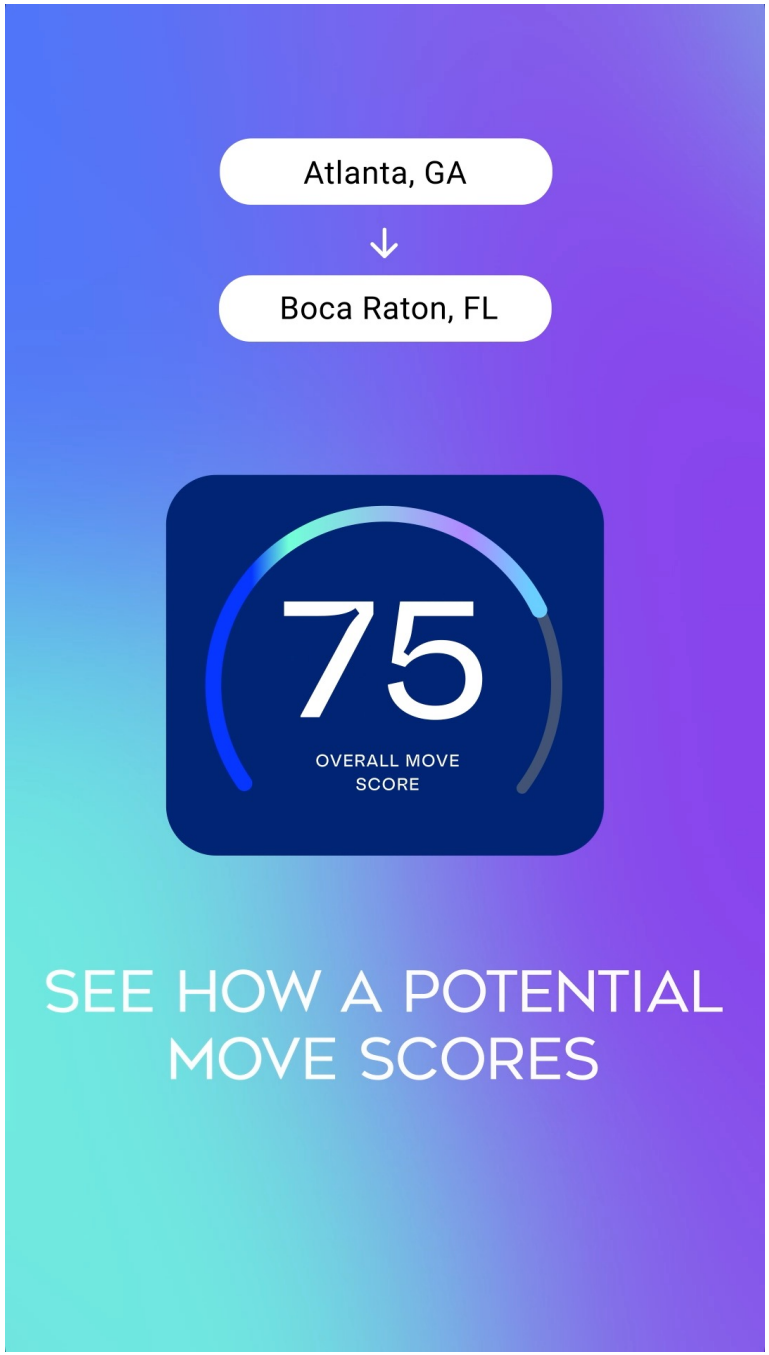


DREAM SOCIAL

SHARE :15 COMMERCIAL

- Copy:
 - The world is full of amazing places to live. Whether you're thinking about moving across town or across the country, we're here to guide you to your best place yet. Visit our refreshed website to start your home journey today.
#DreamWithCB
- Link:
 - <https://youtu.be/WSiLqtnHt90>
- Visit the "Custom Video" tile on **Marketing Center** to customize the end card to make your own version!





DREAM SOCIAL

MOVE METER

:15 VERSION B

- Copy:
 - With the Move MeterSM, you can instantly compare quality of life, cost of living and even job market strength, city by city. Make the first move today. #DreamWithCB
- Customize + download in the “Custom Video” tile in [Marketing Center.](#)



DREAM SOCIAL

DREAM

GRAPHIC #3

○ Copy:

- A place right on the lake?
Or an apartment in the heart of the city? When you work with Coldwell Banker® affiliated agent, your dreams don't have to be just dreams.
#DreamWithCB

- Customize + download on **Marketing Center.**

WHEREVER YOU DREAM OF LIVING,
WE'LL HELP GUIDE YOU THERE.




SELLER'S ASSURANCE
PROGRAM



DISCOVER POWERFUL
BENEFITS FOR HOME SELLERS


SELLER'S ASSURANCE
PROGRAM



DISCOVER POWERFUL
BENEFITS FOR
HOME SELLERS

DREAM SOCIAL

SAP

:15 VERSION A

- Copy:
 - Discover the game-changing program that gives sellers powerful tools, boosts sales prices, and helps you make smart moves. #DreamWithCB
- Customize + download in the “Custom Video” tile in [Marketing Center](#).





WHATEVER YOUR DREAM
PLACE LOOKS LIKE, IT STARTS AT
COLDWELLBANKER.COM



DREAM SOCIAL

DREAM

GRAPHIC #4

- Copy:
 - Looking to move to a city by the beach? Or to a place that's never short on snow days? We've been guiding people home for 117 years – there's no one better at helping you make your home dreams a reality.
#DreamWithCB
- Customize + download on **Marketing Center.**



HOW MUCH IS YOUR HOME WORTH?



544 Grand Ave. Washington DC



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HOW MUCH IS YOUR HOME WORTH?



544 Grand Ave. Washington DC



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DREAM SOCIAL

CB ESTIMATE

:15 VERSION B

- Copy:
 - We've made it remarkably easy to get a free, instant estimate on your home's value. It's the first step in making a great move. #DreamWithCB
- Customize + download in the "Custom Video" tile in [Marketing Center.](#)





WHEREVER YOU DREAM OF LIVING,
WE'LL HELP GUIDE YOU THERE.



DREAM SOCIAL

DREAM

GRAPHIC #5

- Copy:
 - If you could live anywhere, where would it be? Work with an agent who's dedicated to finding the perfect place for you.
#DreamWithCB
- Customize + download on **Marketing Center.**



COMPARE CITIES BASED ON AVERAGE HOME PRICES.

\$367k

Atlanta, GA

\$460k

Boca Raton, FL

COMPARE CITIES BASED ON AVERAGE HOME PRICES.

\$460k

Boca Raton, FL

\$367k

Atlanta, GA

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DREAM SOCIAL

MOVE METER

:15 VERSION C

- Copy:
 - Where should your next move be? Instantly compare quality of life, job market strength, cost of living and more, city by city with the Move MeterSM.
#DreamWithCB
- Customize + download in the “Custom Video” tile in [Marketing Center](#).



WHATEVER YOUR DREAM
PLACE LOOKS LIKE



WHATEVER YOUR DREAM
PLACE LOOKS LIKE



DREAM SOCIAL

DREAM

:15 SHORT A

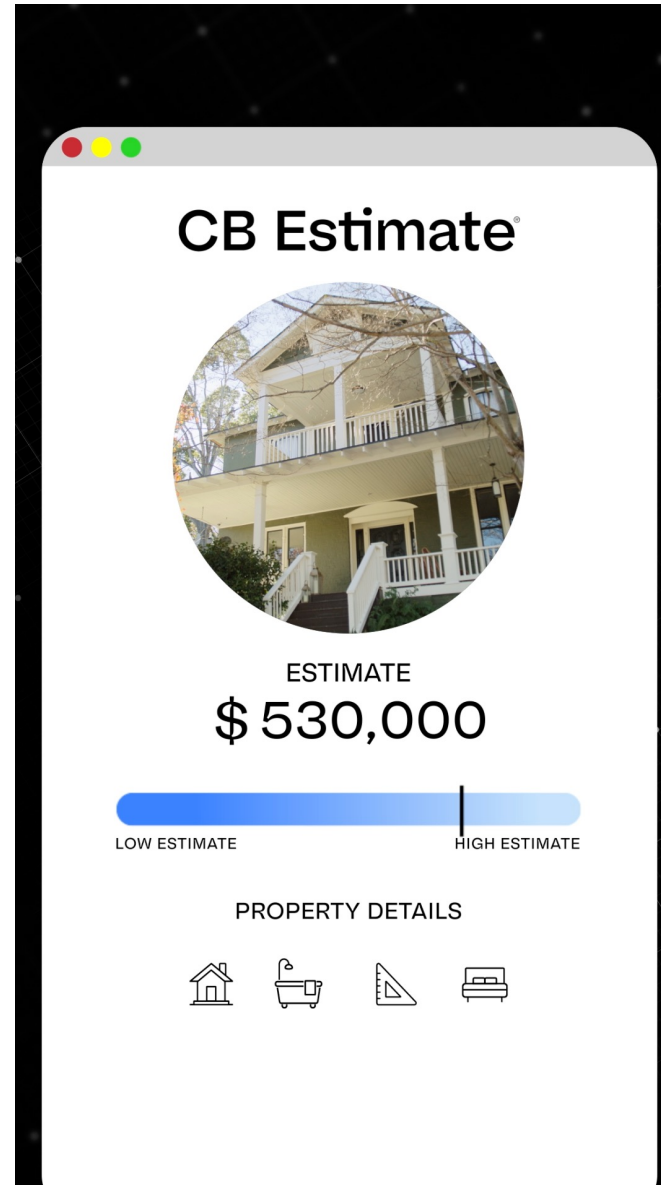
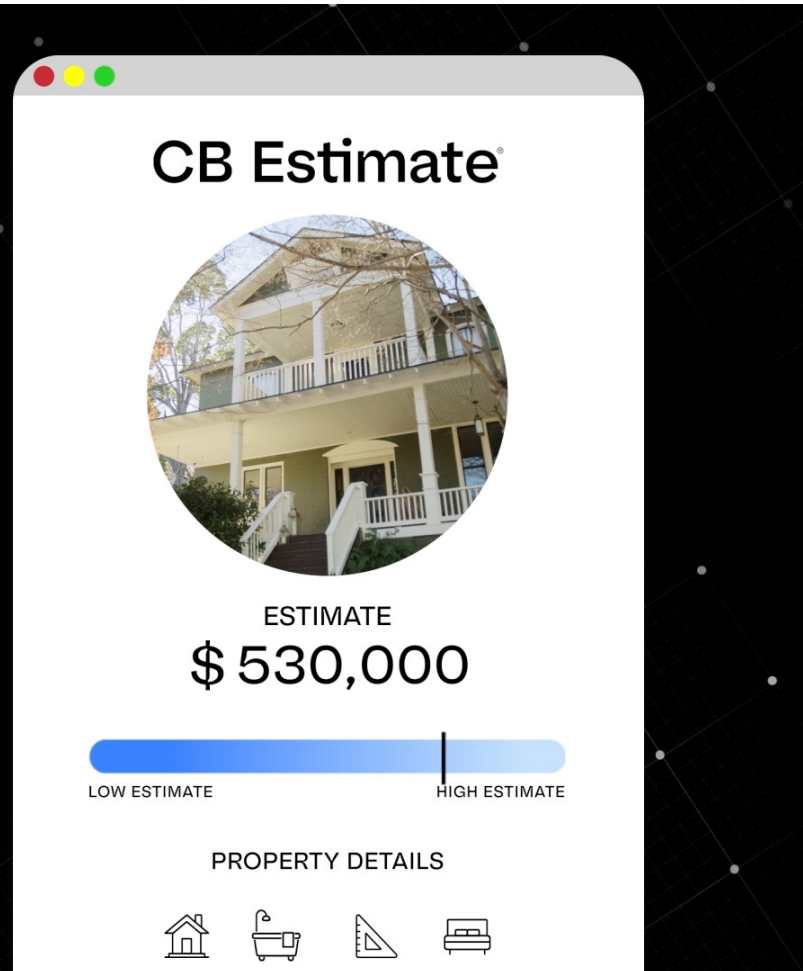
- Copy:
 - Start your real estate journey at coldwellbanker.com and open up a world of possibilities.
[#DreamWithCB](https://twitter.com/DreamWithCB)
- Customize + download in the “Custom Video” tile in [Marketing Center](#).



CB ESTIMATE

:15 VERSION C

- Copy:
 - Your home might be worth more than you think. Get a free, instant estimate on the value of your home today. #DreamWithCB
- Customize + download in the “Custom Video” tile in [Marketing Center.](#)





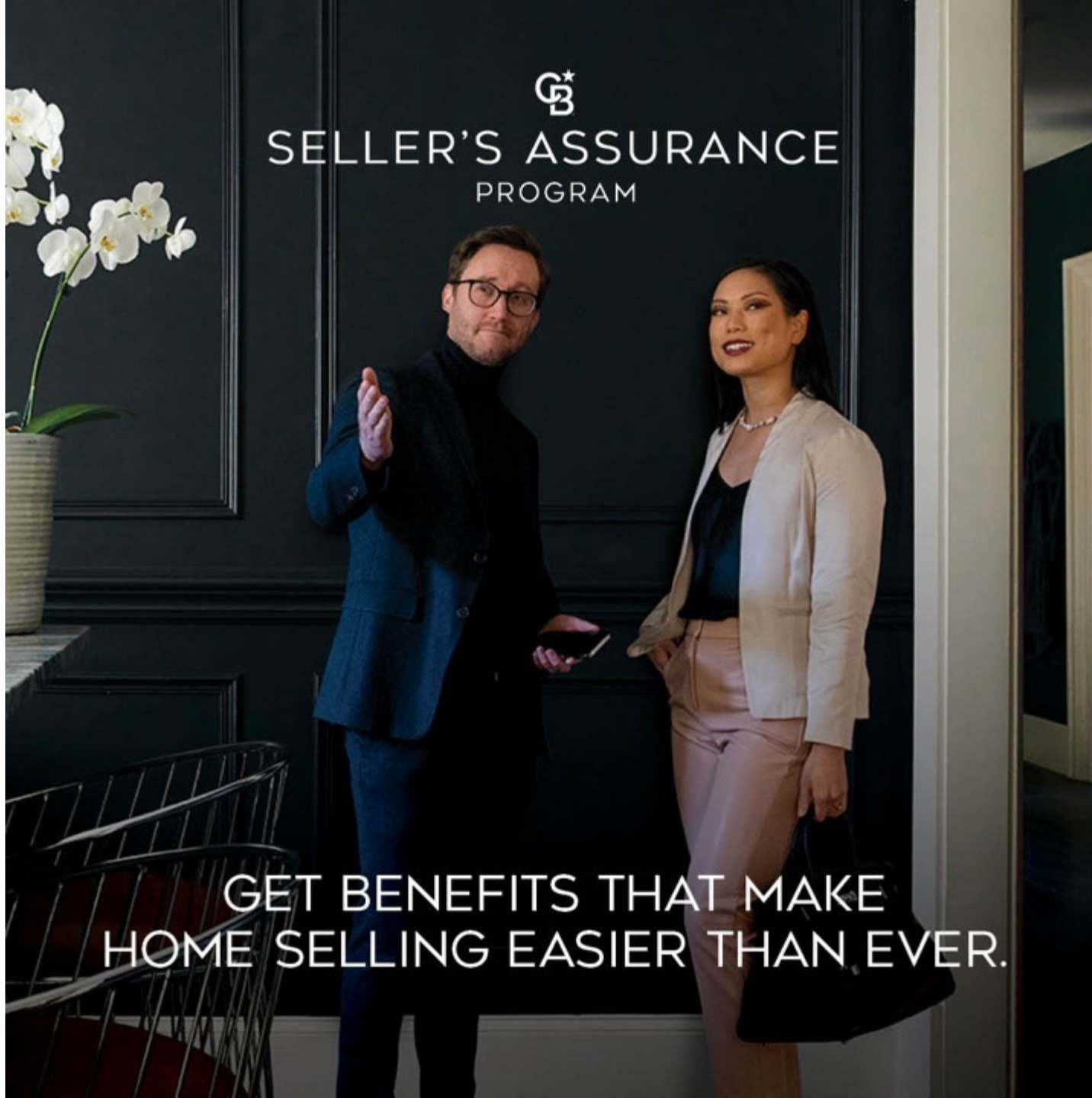
DREAM SOCIAL

DREAM

GRAPHIC #6

- Copy:
 - Everybody's dreamed of packing their bags and moving somewhere new. With our 116 years of real estate experience, we're the people to turn to when you're ready to make it happen. #DreamWithCB
- Customize + download on **Marketing Center.**





DREAM SOCIAL

SAP

GRAPHIC #2

- Copy:
 - Discover the revolutionary program that gives sellers powerful new options, boosts sales prices, and helps you make the move that's right for you.
#DreamWithCB
- Customize + download on **Marketing Center.**



COMPARE CITIES BASED ON PROPERTY TAX RATES.

.81%

San Jose, CA

.34%

Silverton, CO

COMPARE CITIES BASED ON PROPERTY TAX RATES.

.34%

Silverton, CO

.81%

San Jose, CA

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DREAM SOCIAL

MOVE METER

:15 VERSION D

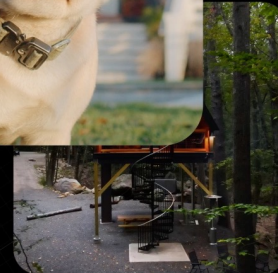
- Copy:
 - Where should your next move be? Instantly compare quality of life, job market strength, cost of living and more, city by city with the Move MeterSM.
#DreamWithCB
- Customize + download in the “Custom Video” tile in [Marketing Center](#).



WHATEVER YOUR DREAM
PLACE LOOKS LIKE



WHATEVER YOUR DREAM
PLACE LOOKS LIKE



DREAM SOCIAL

DREAM

:15 SHORT B

- Copy:
 - Start your real estate journey at coldwellbanker.com and open up a world of possibilities.
- Customize + download in the “Custom Video” tile in [Marketing Center](#).

FIND OUT HOW MUCH
YOUR HOME IS WORTH

620k

590k

700k

FIND OUT HOW MUCH
YOUR HOME IS WORTH

620k

590k

700k

DREAM SOCIAL

CB ESTIMATE

:15 VERSION D

- Copy:
 - Your home might be worth more than you think. Get a free, instant estimate on the value of your home today. #DreamWithCB
- Customize + download in the “Custom Video” tile in [Marketing Center](#).



COMPARE CITIES BASED ON COMMUTE AND TRANSIT SCORES.

68



74

Philadelphia, PA

Boston, MA

COMPARE CITIES BASED ON COMMUTE AND TRANSIT SCORES.

74



Philadelphia, PA

68



Boston, MA

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DREAM SOCIAL

MOVE METER

:15 VERSION E

- Copy:
 - Where should your next move be? Instantly compare quality of life, job market strength, cost of living and more, city by city with the Move MeterSM.
#DreamWithCB
- Customize + download in the “Custom Video” tile in [Marketing Center](#).



WHATEVER YOUR DREAM
PLACE LOOKS LIKE



WHATEVER YOUR DREAM
PLACE LOOKS LIKE



DREAM SOCIAL

DREAM

:15 SHORT C

- Copy:
 - Your dreams don't have to be just dreams. Visit our website to get started on your real estate journey.
- Customize + download in the "Custom Video" tile in [Marketing Center](#).



THANK YOU

