

Report 1

Department: Brand Communications

Staff: Gideon Filani

Date: March 30 till April 29

Social Media Platforms

S/N	PLATFORM	ENGAGEMENT	FOLLOWERS
1	Instagram	126	63
2	Twitter	31	7
3	Facebook	43	12

** Number of content produced in the month: 30 across the board*

Platforms to be opened in May

1. Tik-Tok
2. LinkedIn

Best Performing Posts in the month

Instagram: <https://www.instagram.com/p/C6Gbuw-iouf/>

Twitter: <https://twitter.com/deedeerealtyinv/status/1782371399773954321>

Facebook: <https://www.facebook.com/share/p/xs6R8Pa4UF6RUAsJ/?mibextid=oFDknk>

DeeDee Realtors Community

Total number of realtors in the community realtors

Total number of admin staff: 5

Goals for May

- Increase the follower base on Instagram from 63 to 300
- Increase the follower base on FB from 8 likes to 12 followers to 100 likes and 200 followers
- Create 30 videos for TikTok and build the account.

N: B We would be running sponsored ads all through May and our proposed budget is 100,000 with a weekly spend of 25,000 weekly.

Report 2

Department: Brand Communications

Staff: Gideon Filani

Duration: May 1-16

Social Media Platforms (Overview)

S/N	PLATFORM	ENGAGEMENT	INTERACTIONS	FOLLOWERS	ACCOUNT REACHED
1	Instagram	21	126	67 (Increase by 4)	420
2	Twitter	30	N/A	9 (Increase by 2)	279
3	Facebook	45	45	12	21
4	Tik-Tok	24	21	8	835

** Number of content produced in the month: 10 across the board*

Best Performing Post for the period

Instagram: <https://www.instagram.com/p/C6qgvJyiatK/>

Reached: 109

Engagement: 12

Video Played: 146

Twitter: <https://x.com/deedeerealtyinv/status/1787795916713234900>

Reached: 77

Engagement: 6

Video Played: 33

Tick-Tok:

https://www.tiktok.com/@deedeerealty/video/7367334774542781702?is_from_webapp=1&sender_device=pc&web_id=7369205425479321093

Reached: 550

Engagement: 13

Video Played: 506

Facebook: <https://www.facebook.com/share/v/E1oEJoT3JoSpDdVW/?mibextid=oFDknk>

Reached: 7

Engagement: 3

Video Played: 10

MOJODA SITE INSPECTION

Within the same period, we went for 2 inspections in Mojoda, Epe with 2 clients.

TRAINING

Within the past two weeks, we had an internal training on Introduction to Real Estate in Nigeria, we the below as a summary:

The Nigerian real estate market offers diverse opportunities and challenges. Staying informed about market trends, engaging with professional bodies, and pursuing ongoing education are essential for success. As the market evolves, adapting to new technologies and sustainable practices will be crucial for long-term growth and profitability.

- **The Importance of Ongoing Education and Staying Informed** The real estate market in Nigeria, like many others, is constantly evolving. Market conditions, regulations, and consumer preferences can change rapidly, requiring professionals to stay informed and adaptable. Engaging in continuous education through seminars, workshops, and courses offered by institutions like the Nigerian Institution of Estate Surveyors and Valuers (NIESV) and the Real Estate Developers Association of Nigeria (REDAN) is crucial. These organizations provide valuable resources, including updates on regulatory changes, market trends, and best practices.
- **Engaging with Professional Bodies and Networks** Active participation in professional bodies and networks is not only beneficial for knowledge sharing but also for networking opportunities. These platforms allow professionals to connect with peers, share experiences, and collaborate on projects. Associations like NIESV and REDAN offer certifications and training programs that enhance credibility and skills, making members more competitive in the market.

Final Thoughts The Nigerian real estate market offers vast potential for those who are well-prepared and proactive. By staying informed, embracing innovation, and engaging with professional networks, real estate professionals and investors can navigate the complexities of the market and achieve sustained success. As the market continues to evolve, those who adapt and anticipate future trends will be best positioned to capitalize on emerging opportunities, contributing to the growth and development of Nigeria's real estate sector.

DeeDee Realtors Community

The realtors' community is gradually taking shape and I hope we can have our own internal realtors' site inspection. We have about 11 realtors' within the community and are planning to host a Realtors' Meet and Greet where we can all see, network, share ideas, and maximize the immense potential available to us.

Press Conference

The press conference is proposed for June 13 and is designed to be more of an official launch and also dedicating the bus which will be used for site inspections and other official responsibilities.

The proposed venue is on one of the floors at Dominion Plaza, with an expected guest of about 40 people comprising of press men and dignitaries.