

Real Estate Agent, Kellie Fehler, Social Media Report

July 2026 — First Month of Professional Social Media Management

A comprehensive look at the dramatic transformation in reach, engagement, and audience growth achieved in a single month.



July 2026: A Major Transformation

July 2026 marked the beginning of professional social media management for Kellie Fehler — and the results were immediate and significant. In a single month, her account went from near-zero visibility to thousands of views, hundreds of interactions, and measurable audience action.

📌 From just 9 monthly views in June to 12,394 views in July — a 1,377× increase in the very first month.

12.4K

Total Views

Across all content in July

35

New Followers

+19% follower growth

200

Interactions

Up from 0 in June

1,122

Profile Visits

Up from 5 in June

22

Bio Link Taps

New growth from zero

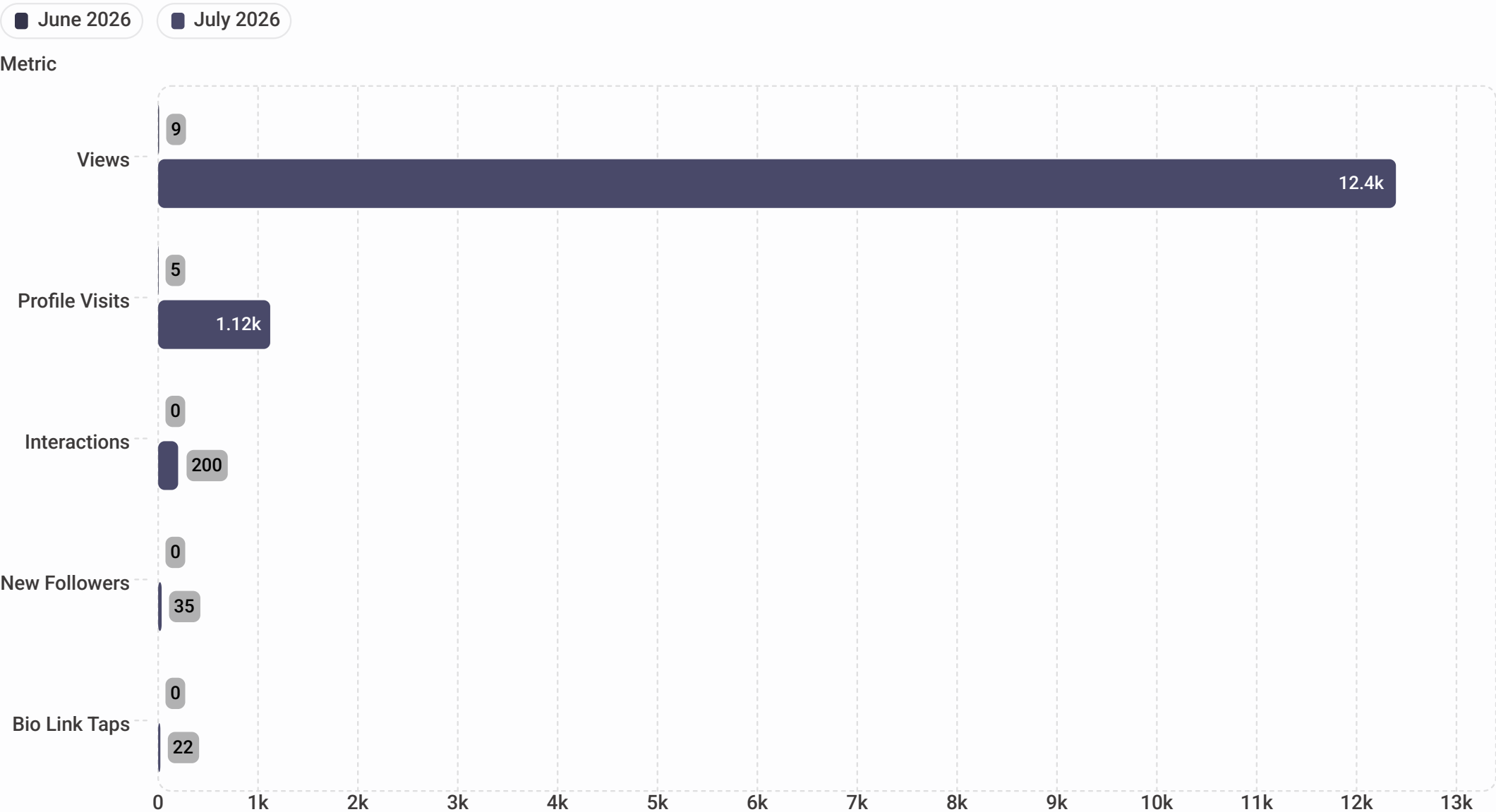
15K

Top Video Views

San Gabriel property post

Before & After: The Numbers Tell the Story

The contrast between June — before professional social media management — and July is dramatic across every key metric. This transformation reflects the immediate impact of a consistent, strategic content approach.



Every metric moved from baseline or near-zero in June to meaningful, measurable activity in July — views up approximately **1,377x**, profile visits up approximately **223x**, with interactions and bio link taps representing entirely **new growth**.

Month-Over-Month Detail

June vs. July: Side-by-Side

JUNE 2026 – BEFORE MANAGEMENT

9 Views

Virtually no content visibility

0 Interactions

No engagement activity

0 Bio Link Taps

No click-through activity

0 New Followers

No audience growth

5 Profile Visits

Minimal traffic to profile

JULY 2026 – FIRST MONTH OF MANAGEMENT

12,394 Views ~1,377× increase	35 New Followers +19% follower growth
200 Interactions New engagement growth	1,122 Profile Visits ~223× increase
22 Bio Link Taps New growth from zero	

Audience Growth

35 New Followers — +19% Growth in One Month

Kellie gained 35 new followers in July, representing a **+19% increase** in her total follower count in a single month. For a real estate professional, audience growth is among the most valuable long-term outcomes of social media activity — each new follower represents a potential buyer, seller, referral source, or future client.



Larger Buyer & Seller Pool

Every new follower expands the audience that sees Kellie's listings, market insights, and brand — increasing the chance of a direct connection.



Referral Network Growth

Social followers often become referral partners — sharing listings and recommending Kellie to friends and family actively searching for a home.



Compounding Future Reach

Audience growth is cumulative. A larger follower base means each future post reaches more people organically — amplifying every upcoming content effort.

Engagement Performance

0 → 200 Interactions: Content That Connects

In June, Kellie's account recorded zero interactions. In July, that number reached **200** — a meaningful signal that the new content strategy is not only generating more exposure, but actively encouraging viewers to respond, react, and engage.

200

Total Interactions in July

Likes, comments, shares, saves, and reactions — all new growth from a zero baseline.

Why Engagement Matters

Interactions are the strongest signal of content resonance. When viewers engage, the algorithm rewards that content with broader distribution — creating a compounding cycle of reach and visibility.

- Higher engagement signals content quality to the platform algorithm
- Engagement creates social proof that builds trust with new profile visitors
- Active audiences are more likely to convert into real estate inquiries
- Even small interactions expand organic reach to new, non-follower audiences

Profile Traffic & Lead Intent

1,122 Profile Visits & 22 Bio Link Taps

Profile visits and bio link taps represent some of the highest-intent actions a viewer can take — moving beyond passive viewing into actively seeking out more information about Kellie and her listings. The jump from 5 profile visits in June to **1,122 in July** is a clear signal of growing audience interest.

1,122

Profile Visits

Up from just 5 in June — a 223× increase in direct profile traffic.

22

Bio Link Taps

New growth from zero — viewers actively clicking through to learn more or view listings.

223×

Profile Visit Increase

The scale of growth in profile traffic reflects dramatically increased brand visibility.

Bio link taps are a particularly important indicator — they represent viewers who moved through the full content journey and took direct action. These are the viewers most likely to become real estate leads, inquiry contacts, or future clients.

Top Performing Content

San Gabriel Property Video — 15,000 Views

TOP PERFORMING POST — JULY 25, 2026

A single property video posted on July 25th achieved **15,000 views** — making it the standout content piece of the month and one of the most powerful examples of how property-focused video can generate significant organic reach for a real estate brand.

→ Visually Compelling Property Tours

Showcase the full lifestyle of each listing — architecture, finishes, outdoor spaces, and neighborhood context.

→ Short-Form Real Estate Videos

Concise, fast-paced formats optimized for platform algorithms drive the broadest organic reach.

→ Strong Opening Hooks

The first 1–3 seconds determine whether viewers watch or scroll — compelling hooks are essential to maximizing every post.

→ Lifestyle-Focused Property Content

Buyers don't just purchase homes — they purchase lifestyles. Content that captures that vision performs strongly.

Strategic Takeaways

What July Tells Us About What Works

July's results provide clear, data-backed direction for Kellie's social media strategy going forward. These takeaways reflect what drove performance in Month 1 and what should be amplified in the months ahead.



Property Video Drives Reach

Short-form property videos — especially the San Gabriel post — generated the majority of July's total views. Video is the highest-leverage content format.



Consistent Content Builds Visibility

Professional, regular posting dramatically increased account-wide visibility — even content that didn't go viral contributed to a significant lift in baseline reach.



Audience Growth Accelerated

35 new followers in Month 1 establishes a compounding foundation — a larger audience means greater reach for every future post.



Social Media Is Moving People to Act

22 bio link taps and 1,122 profile visits show that viewers are not just watching — they're researching Kellie and taking steps toward engagement.

August 2026 Strategy

Building on July's Momentum

With a strong foundation established in July, August is the opportunity to deepen reach, grow the audience, and begin converting visibility into real estate leads. The strategy focuses on replicating what worked — and expanding into new content territory.

Content Priorities

- More short-form property tours replicating the San Gabriel format
- New listing and featured-property videos with strong opening hooks
- Austin-area and neighborhood-focused real estate content
- Educational buyer and seller content to establish authority
- Real estate tips featuring Kellie on camera to build personal brand
- Lifestyle content showcasing communities surrounding listings

Conversion Objectives

- Clear calls-to-action driving profile visits, DMs, and property inquiries
- Bio link optimization to capture high-intent profile visitors
- Consistent posting cadence to sustain and grow the algorithm's favor
- Replicate the creative strategy behind the 15K-view San Gabriel video
- Grow follower count to increase organic reach of each new post

Building Momentum: From 9 Views to 12,394

July was the first month of professional social media management for Kellie Fehler — and it produced a dramatic, measurable improvement over June's near-zero baseline performance across every metric that matters.



The goal moving forward is to turn this increased visibility into sustained audience growth, stronger brand recognition, powerful property exposure, and qualified real estate opportunities for Kellie Fehler.