

SCOFIELD GROUP TRAINING

The Ylopo Adaptive Search Daily Posting Machine

Step-by-step setup, costs, and the master AI prompt that builds 4 weeks of platform-specific content on autopilot — then recycles forever.

WHAT YOU'LL HAVE WHEN YOU FINISH

20 Ylopo adaptive search campaigns. 5 posts per day for 4 weeks (140 total posts per platform). Platform-specific images, videos, and captions for FB, IG, LinkedIn, Pinterest, TikTok, YouTube. Publer queue set to recycle infinite. All leads back to your Ylopo site, FUB CRM, AI voice, and SMS — paid by Scofield Group.

The Big Picture

This system turns one afternoon of setup into infinite content. You build it once, schedule it once, and Publer recycles it forever. Every click, like, or comment funnels back to your Ylopo IDX site, where Ylopo's paid retargeting, FUB CRM, AI voice, and AI SMS take over.

That 20% is the cheapest team split in the country when you factor in what's paid for you:

- Ylopo paid retargeting on every visitor
- Follow Up Boss (FUB) CRM with all leads going to Sphere of Influence automation
- AI voice calling on new leads
- AI SMS follow-up
- 80% split as Self generated

Your job: feed the top of the funnel. This handout is how.

THE FLOW (memorize this)

Ylopo Site to Branded Short Link to AI Builds Campaign to Canva/AI Builds Creative to Publer Bulk Schedules to Recycle Forever to Ylopo Retargets to FUB Works the Lead.

Step 1 — Know Your Ylopo Site

Before you do anything else, confirm both URLs are live.

- **Company site:** find.scofieldgroup.com
- **Your agent site:** yourname.scofieldgroup.com (*replace 'yourname' with your actual subdomain*)

All adaptive search links you generate will use YOUR agent subdomain. Every lead is attributed to you in Ylopo and FUB.

DO NOT SKIP

Your subdomain must be set up in Ylopo and the agent profile must be active. Test by going to yourname.scofieldgroup.com and confirming your name and photo show in the header. If they don't, contact Kazi before going further.

Step 2 — Choose Your AI Tool

You need an AI to build the campaigns, write captions, and create the bulk-upload CSVs. Any major tool works. Pick one and stick with it.

Recommended: Claude (with Cowork)

Why: Claude Cowork can log into Publer, Canva, and Ylopo for you and run the actual setup. Other AIs only give you text — Claude does the work.

AI Tool	Plan	Cost	Best For
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Claude (Anthropic)	Pro / Max	\$20–\$200/mo	Cowork runs the setup for you
ChatGPT	Plus	~\$20/mo	Captions, CSV building
Gemini	Advanced	~\$20/mo	If you live in Google Workspace
Perplexity	Pro	~\$20/mo	Local Vegas market research

Step 3 — Get a Short Link Account

Every post drives traffic to a Ylopo adaptive search URL. Those URLs are long and ugly. You need a short link tool to make them clickable, branded, and trackable.

Two paths — pick one:

Path A — TinyURL (fastest)

- Free plan: works, but the link reads tinyurl.com/xxxxx
- Pro plan: roughly \$9.99/month — branded slugs, click analytics, custom domain support
- Best for: agents who want to be live in 10 minutes

Path B — Buy Your Own Domain (recommended)

This is what Kirby uses. Buy a short domain on Namecheap, GoDaddy, or Porkbun for around \$20–\$30/year. Branded, professional, and you control every slug.

Kirby's example: scotlandgroup.live — any slug after the slash, fully branded, and never competing with someone else's TinyURL link.

WHY YOUR OWN DOMAIN BEATS TINYURL

Branded short links get 30–40% more clicks than generic ones. They also build name recognition every time someone sees them in a feed. Your \$25/year domain pays for itself the first time it generates a lead.

Option	Cost	Branded?	Setup Time
TinyURL Free	\$0	No	2 minutes

TinyURL Pro	~\$9.99/mo (~\$120/yr)	Yes (custom slug)	10 minutes
Your own .live or .com	\$20–\$30/yr	Yes (fully)	30 minutes

Pricing varies — verify on the provider's site before you buy.

Step 4 — Get Publer

Publer is the engine. It bulk-imports your CSV, schedules across every platform, and handles the infinite recycle that powers this whole system.

Publer Pricing (Annual Billing)

Plan	Social Accounts	Monthly (billed yearly)	Annual Cost	Best For
Free	3	\$0	\$0	Test only — no bulk import
Professional	Up to ~3	~\$10/mo	~\$120/yr	Solo agent, 1–3 platforms
Business (5 acct)	Up to ~5	~\$25/mo	~\$300/yr	BEST for 3–5 platforms
Business (8 acct)	Up to ~8	~\$40/mo	~\$480/yr	BEST for 6–8 platforms
Business (10 acct)	Up to ~10	~\$50/mo	\$605/yr (Kirby's plan)	Power user, full coverage

Pricing is approximate — Publer adjusts tiers regularly. Verify at publer.com/pricing before you buy.

RECOMMENDED FOR MOST AGENTS

Business plan with 5–8 social accounts, billed annually. That covers Facebook, Instagram, LinkedIn, Pinterest, TikTok, and YouTube — the 6 platforms this system feeds. Annual billing typically saves about 30 percent vs monthly.

Why Publer (vs. Buffer, Hootsuite, etc.)

- Bulk CSV import — drops 35 posts at once, per platform
- Recycle feature — turns a 4-week queue into infinite content
- Media library with folders — keeps Ylopo images and MP4s organized
- Native FB link-to-image conversion — critical for FB reach
- Drafts mode — push without publishing (Scofield rule)

Step 5 — Run the Master Prompt

Open Claude (or your AI of choice) and paste the master prompt below. This is the heart of the system. The AI will generate your 20 Ylopo adaptive search campaigns, write platform-specific captions, and build the bulk-upload CSVs.

The Master Prompt (copy-paste-ready)

Create a Ylopo adaptive search campaign for me. My Ylopo agent site is `yourname.scofieldgroup.com`. My branded short link is `scofieldgroup.live` (slug = your choice).

Step 1: Give me 20 different home searches a Las Vegas consumer would actually type – neighborhoods, price bands, lifestyle filters (pool, RV parking, gated, single-story, new build, \$500K under, luxury, 55+, etc.).

Step 2: For each of the 20 searches, build the Ylopo adaptive search URL and shorten it through my branded domain.

Step 3: Build a bulk-upload CSV per platform (Facebook, Instagram, LinkedIn, Pinterest, TikTok, YouTube) – 5 posts per day, 7 days, for 4 weeks. One CSV per platform per week (24 CSVs total).

Step 4: Captions must be platform-specific. FB/LinkedIn = longer-form, professional, hook + value + soft CTA. IG/TikTok = punchy, hook in first line, emoji-forward, hashtags. Pinterest = SEO keyword-rich. YouTube = title + description with chapters.

Step 5: Image platforms = FB, LinkedIn, Pinterest. Video (MP4) platforms = IG, TikTok, YouTube. Reference my Publer media folders: "Ylopo Images" and "Ylopo MP4". For Facebook posts, convert the link preview to an uploaded image (do not let FB auto-pull the meta image).

Step 6: Stay within MLS, NVRED, and Scofield Group rules. No price guarantees, no "best deal" claims, broker name visible, equal housing language where required.

PRO MOVE

If you're running Claude with Cowork, also tell it: 'Then log into Publer for me, upload the images and videos to the right folders, and bulk-import each CSV to its platform as drafts.' Claude will actually do the work in your browser. Other AIs just give you text — Cowork executes.

Step 6 — Your 20 Las Vegas Searches

These are example searches the AI should generate. Use them as a starting point or let your AI rebuild based on the season, the market, and your sphere.

1. Las Vegas single-story homes under \$500K
2. Summerlin homes with pools
3. Henderson 55+ communities

4. Las Vegas luxury homes over \$1M
5. Homes with RV parking in Las Vegas
6. New construction Summerlin West
7. Gated communities in Henderson
8. Las Vegas homes with casitas / guest houses
9. Mountain view homes in Summerlin
10. Las Vegas homes with 3-car garages
11. First-time buyer homes North Las Vegas
12. Las Vegas townhomes under \$400K
13. Homes near Red Rock Canyon
14. Henderson homes with mountain views
15. Las Vegas homes with no HOA
16. Strip view condos for sale
17. Summerlin homes with smart home features
18. Las Vegas homes with detached workshops
19. Henderson new build with backyard
20. Las Vegas homes priced to sell this month

Step 7 — Build the Creative

The AI gives you 20 search topics. You turn each one into an image and an MP4. Two paths:

Option A — AI Image Generation

- Use Claude, ChatGPT, Midjourney, or Adobe Firefly to generate hero images per search topic
- Prompt example: 'Photorealistic luxury home in Summerlin, Nevada at golden hour, mountain backdrop, modern architecture, listing-photo style'
- Always overlay your approved Scofield Group logo and contact details

Option B — Canva Template (recommended)

- Build one master template per platform aspect ratio: 1080x1080 (FB/IG square), 1080x1920 (IG/TikTok story/reel), 1000x1500 (Pinterest), 1280x720 (YouTube thumb), 1200x627 (LinkedIn link card)
- Drop the AI image into the template, change the headline text per search, export
- Canva Pro Magic Studio resizes one design to all platform aspect ratios in one click

LOGO RULE — HARD STOP

Only use approved Scofield Group logos pulled from the Drive logo folder. Never let AI generate a Scofield logo. Never use a competitor's branding by accident. If you don't have the logo file, stop and ask Kazi before publishing.

MLS / NVRED / Compliance Checklist

- Broker name visible on every post (Scofield Group, License # if NOT in profile)
- No price guarantees, no "best deal in town" claims
- Equal Housing Opportunity language where required
- MLS attribution if displaying listing photos that aren't yours
- Scofield Group approved LOGOS only.
- If a post leans into 55+ language, double-check fair housing wording (focus on amenity, not 'no kids')

Step 8 — Convert Images to MP4

IG, TikTok, and YouTube outperform with video. You don't need to film anything — convert your images to MP4.

- Canva: drop image in, add 3-second pan/zoom, export as MP4 (free)
- CapCut: free, faster than Canva for batch video, web + mobile
- Adobe Express: built-in animation presets, image-to-video in two clicks
- AI tools: Runway, Kling, or Pika for AI motion (paid, ~\$10–\$20/mo)

Target length: 7–15 seconds. Lead with the address or the headline. End with the branded short link visible.

Step 9 — Upload to Publer Media

Open Publer to Media to Create Folder. Build two folders:

- Ylopo Images — all your static images for FB, LinkedIn, Pinterest
- Ylopo MP4 — all your videos for IG, TikTok, YouTube

Drop everything in. Tell your AI: 'Pull from these Publer folders when building the CSV.' Publer's bulk import will reference the correct media file by filename.

Step 10 — Bulk Import in Publer

1. Open Publer, click Create, then Bulk Import
2. Upload one CSV (Week 1, Facebook, for example)
3. Publer parses the CSV — review every post for caption/image match
4. For Facebook posts, confirm the link converted to an uploaded image (not the auto link preview)
5. Schedule the week
6. Repeat for each platform x each week (24 imports total)

SCOFIELD POSTING RULE

Push every post to DRAFT status first. Never queue or publish without Kirby's approval — same rule as the daily posting machine. Once Kirby reviews, move drafts to scheduled.

Step 11 — Set the Infinite Recycle

This is the magic. Once weeks 1–4 are scheduled and live, you set Publer to recycle. The same 140 posts loop forever, with Publer rotating timing slightly each cycle so it never feels stale.

1. Go to Publer, then Calendar, then find your last scheduled post (week 4, day 7)
2. On that post, click 'Recycle' or open the 3-dot menu and pick 'Add to Recycle'
3. Set recycle frequency: every 28 days (weekly cadence preserved)
4. Apply recycle to ALL posts in the campaign (Publer has bulk-recycle)
5. Confirm. Your queue is now infinite.

REFRESH EVERY 90 DAYS

Even with infinite recycle, swap in 5–10 fresh posts per quarter. New listings, seasonal hooks (spring buyer, summer pool, fall cool-down, holiday move-up). The recycle keeps the volume — your refresh keeps the relevance.

Step 12 — Why the Math Works

Most agents look at 20% and panic. Here's what 20% actually buys you at Scofield Group:

What's Paid For	Typical Cost If You Paid Yourself
Ylopo IDX site + adaptive searches	~\$500/mo
Ylopo paid retargeting ads	~\$300–\$1,000/mo (ad spend)
Follow Up Boss CRM	~\$70/mo per user
AI voice calling on new leads	~\$200–\$500/mo
AI SMS follow-up	~\$50–\$150/mo
TOTAL paid for you	~\$1,200–\$2,300+ per month

On a \$400K sale at 2.5% co-broke, the 20% to Scofield Group is roughly \$2,000. You'd burn that in one month paying for the stack yourself — and you wouldn't have the systems built or the integrations dialed.

This system multiplies that math. More content means more clicks means more retargeting means more leads means more closings. The infrastructure is paid; you just feed it.

Total Out-of-Pocket Cost Summary

Here's what the agent actually pays to run this system:

Tool	Monthly	Annual
AI tool (Claude Pro / ChatGPT Plus)	\$20	\$240
Branded domain (.live or .com)	~\$2	\$20-\$30
Publer Business (5-8 accts, annual)	\$25-\$40	\$300-\$480
Canva Pro (optional but recommended)	~\$15	~\$155
TOTAL	\$60-\$80/mo	\$715-\$905/yr

One closing pays for the entire year — twice over. Most agents close 3-5x more by month 6 of running this consistently.

Quick-Start Checklist

Print this page. Tape it to your monitor. Don't skip a step.

1. Confirm yourname.scotfieldgroup.com is live with your name and photo
2. Choose your AI tool (Claude Pro recommended)
3. Pick your short link path: TinyURL Pro OR buy a branded domain
4. Subscribe to Publer Business (5-8 accounts, annual billing)
5. Connect FB, IG, LinkedIn, Pinterest, TikTok, YouTube to Publer
6. Run the Master Prompt in your AI
7. Get 20 Las Vegas search topics and 24 platform CSVs
8. Build creative in Canva (one template, six aspect ratios)
9. Convert images to MP4 for IG/TikTok/YouTube
10. Verify MLS, NVRED, Scofield compliance on every asset
11. Upload images to Publer 'Ylopo Images' folder
12. Upload MP4s to Publer 'Ylopo MP4' folder
13. Bulk import each CSV into Publer (24 imports)
14. Convert FB link previews to uploaded images
15. Push everything to DRAFT first — get Kirby's approval
16. Schedule weeks 1-4 across all platforms
17. Set infinite recycle on the last scheduled post
18. Refresh 5-10 posts every 90 days for seasonal relevance

Final Word

This is leverage. One afternoon of focused setup buys you a year of social presence — branded, compliant, retargeted, and routed straight into the systems Scofield Group already pays for.

Build it once. Recycle forever. Feed the funnel. Close the leads.