

# MyStateMLS's Communities Feature will Help You Grow Your Business

Many agents around the country are struggling to find business in this current, low-inventory market. They've went through all of the traditional agent sales and marketing techniques: mailers, door hangers, open houses, agent social media profiles, etc., and maybe they've gotten a few buyer leads out of it but nothing substantial. MyState's community pages and systems provide you with a long term marketing solution that can bring you in business now and for many years to come!

Make content about what the consumer wants to know about - community events, restaurants, reviews, local news, etc!

Our new community feature **allows you to be the "Brand Ambassador"** of a handful of communities. Not only does this help you establish **credibility within the market, but your name, face, and profile description will be highlighted at the top of your claimed community's page.**

Because MyStateMLS has been around for so long and is an authoritative figure in SEO, our community pages, when completed by you, will show very high in search results for Google, Bing, or any search engine.

## HOW TO CLAIM A COMMUNITY

Step  
1

Log in and visit <https://www.mystatemls.com/sponsor-community/> or <https://www.nystatemls.com/sponsor-community/>

Step  
2

Search for local communities by typing in your city, state, or a specific community name.

Step  
3

Click on that community page and scroll down a little bit until you see "Claim This Community". Click "Claim This Community"

Step  
4

Take pictures of your community (do not just download them from somewhere online) and fill out the community information with as much detail as possible. The more information you fill out, the more leads you will get!



Search for local communities.



Claim your communities and update the community information (info is key for your community's SEO so the more info the better)



Let the community leads flow in.

# Marketing Communities to their fullest potential

## Make Social Media Pages for Each Community to Go With Your Community Page.

- **Make a New Page for each local community that you claim.** Additionally you can make pages for small towns or portions of large cities if you want to foster a wider audience. Keep it local as this will allow you to share more valuable content and information to those who join your pages.
- **Invite everybody you know to like and participate on the page.** Share any and all **local events and timely information** to ensure that your page is where people want to look for current community information.
- **Don't be afraid to repost on your community pages!** It is great to have a lot of original content and posts BUT if somebody has already taken the work to make a post perfect... use it. ALWAYS GIVE CREDIT.

## Use Your Community Brand Ambassador Status to Network with Local Business Owners and Influencers

Use your MyStateMLS community page and new social media pages to reach out to local business owners, investors, social media influencers, etc. **Offering a local business owner or influencer a FREE advertising spot or article about them on your community's page is a great way to start conversations with people who have trust within your community.**

### Why does this matter?

- Local business owners are trusted by their business' frequent customers and a referral from a trusted figure goes further than any standard referral.
- You can talk with them about leaving marketing materials at their desk, in their hallway, or anywhere in their business with areas reserved for marketing materials.
- Interview the community influencer and make a social media post about it, tagging them. They may share the post to their followers, helping you grow the community page.

## Make videos and take tons of images of your claimed community and add them to your community page.

THE MORE INFORMATION AND UNIQUE CONTENT THAT YOU ADD TO YOUR PAGE, THE MORE LEADS YOU WILL GET.