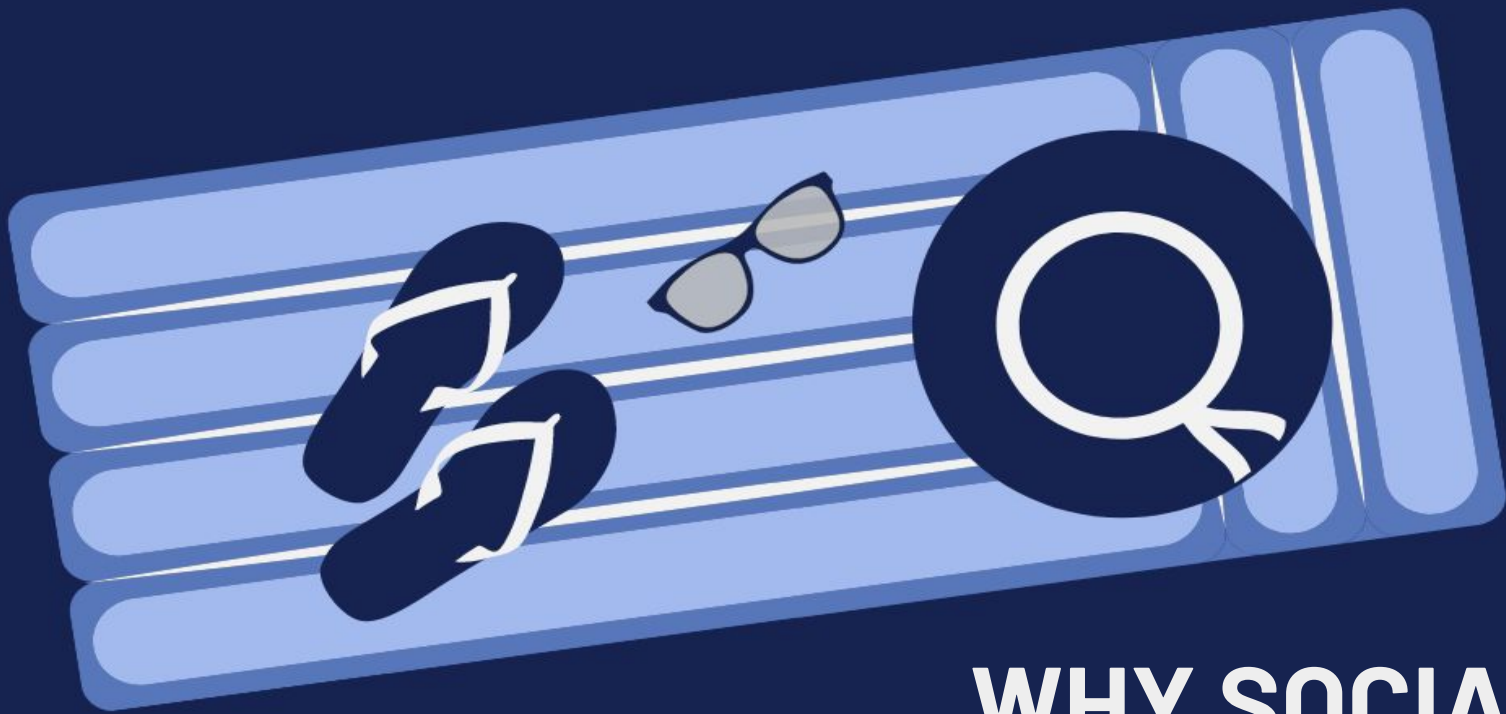


MAKING A SPLASH ON SOCIAL

Social Media Marketing For Real Estate



WHY SOCIAL MEDIA?



WHY SOCIAL MEDIA?

If traditional advertising has helped you sell for your entire career, it can feel pointless to invest your time into building and maintaining a social media presence.

Our world is becoming increasingly digital, and online marketing is the new normal. Social media marketing is the best (free!) way to take your business to the next level. Here's why.



GO BEYOND LOCAL

With newspaper and other forms of physical advertising, you're limited to potential buyers who already live in or near your market. If you live in an area that attracts out of town buyers, make sure you're getting in front of them! Otherwise, you're missing a whole segment of the market.



USE YOUR NETWORK

How are your referrals? Are you sure you're top of mind for past clients when their friends ask for agent recommendations?

When you post your listings online, your friends, family, and previous clients can get a daily reminder of who they should be recommending to friends. Better yet, it only takes a click for them to tag a friend - and get you a new lead.



GO VIRAL

You can run out of flyers, but you can't "run out" of a social post - once you've sent out your message, it can be shared an unlimited number of times.

When your family or clients tag a friend under one of your posts, that friend can tag a friend too - soon enough, you could have thousands of eyes on your listings.



CHOOSING YOUR PLATFORM

TAKE THINGS SLOW

- All social networking sites are not created equal, and the same content will not work for each.
- Attempting to master every site at once is a great way to confuse and alienate potential followers.
- If you haven't started your social strategy, choose one network to start.
- When you expand, you'll need to create distinct content for each network.





OVERVIEW OF SOCIAL NETWORKS

FACEBOOK

- 2.4 billion monthly active users
- Most widely-used social media platform in the US
- Ability to create a professional “Page” separate from personal account
- Includes live streaming video capability



YOUTUBE

- 2 billion monthly active users
- World's 2nd most-visited website, after Google
- Product reviews and "how to" content are popular
- Best site for long-form, informational content



LINKEDIN

- 260 million monthly active users
- Focus on professional networking through connections and groups
- Ability to write and share thought leadership articles - be the expert



TWITTER

- 340 million active users (approx.)
- Short-form, mostly text-based posts (under 280 characters)
- Posts displayed chronologically, unlike other outlets
- Mostly used for time-sensitive/breaking news
- Half-life of a tweet is 18 minutes



INSTAGRAM

- 1 billion monthly active users
- 500 million open Instagram Stories per month
- Stories can be photos or short videos
- Disappear after 24 hours, but can be highlighted on your brand's page
- Stories and photos can be crossposted to Facebook
- Videos receive higher engagement than photos, especially Instagram Reels, Instagram's answer to TikTok



TIK TOK

- 689 million users as of Jan. 2021, 100 million active monthly
- Short-form video content, often humor or music/dancing-related
- Pew Research Center found 48% of 18-29 year olds in the US use TikTok
- Most users are on TikTok to find entertaining content, so find a creative way to grab attention



SNAPCHAT

- 382 million monthly active users
- 90% of Americans 13-24 use Snapchat, 82% of users under 34
- 72% of Gen Z Snapchat users aren't reachable by TV ads



PINTEREST

- 322 million monthly active users
- 72% of users are women
- Used to save (“Pin”) links like products, recipes, and tutorials from across the web
- Make boards around what your ideal customer’s interests





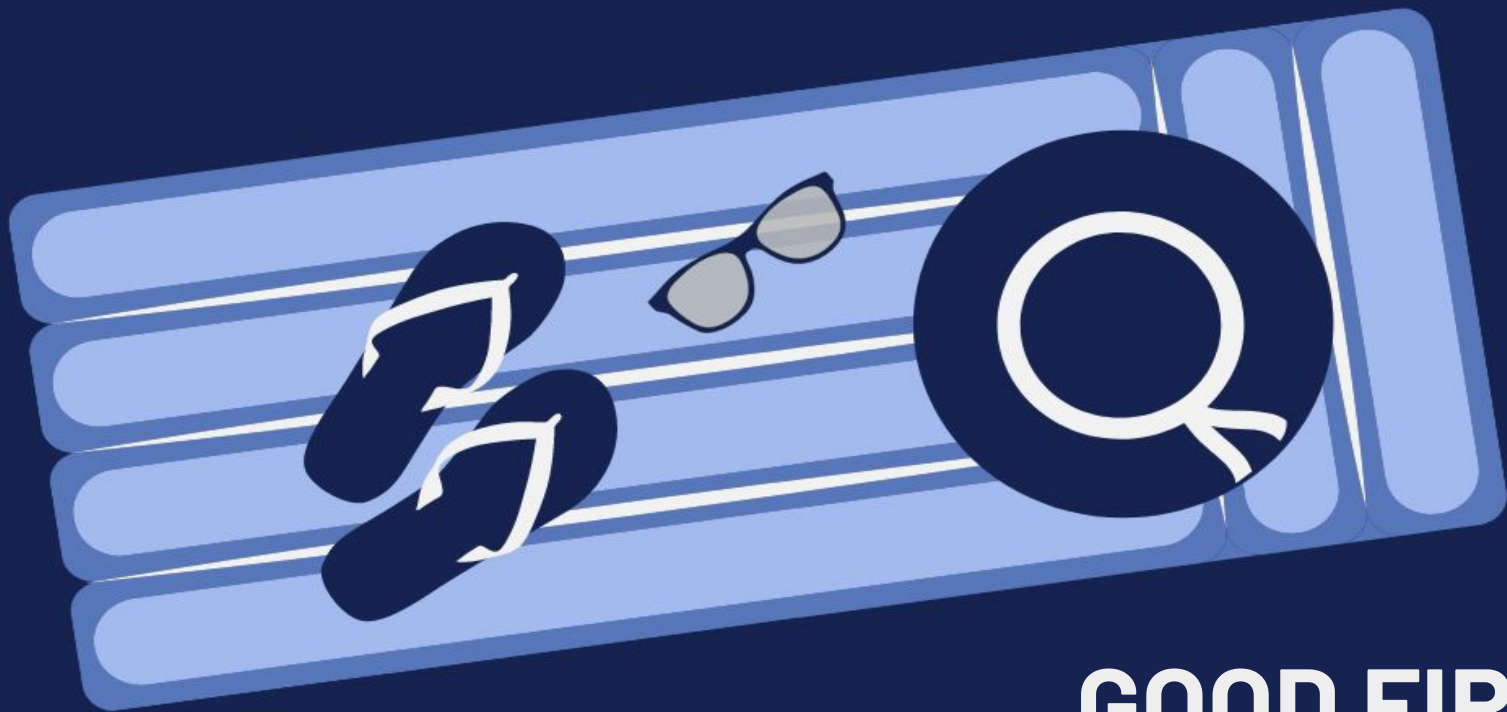
WHICH IS THE BEST?

- There is no one-size-fits-all “best” platform. The best platform is the one where you’re best able to reach and connect with your target buyers.
- If you’re just starting out, focus on Facebook. It’s the most popular, and it has a wider age range than most of the other networks we’ve touched on. It also has the widest range of functionality.
- If you’re aiming for a specific demographic, however, try experimenting with new platforms!



ASK YOURSELF...

- Who is my ideal client?
 - We all want to sell to/for everyone, but it's helpful to narrow your efforts when you're starting out.
 - What kind of client makes you most successful?
 - Focus on attracting your ideal client (while continuing to serve everyone else)
- What does my ideal client care about?
- What are they worried about?
- How can I solve their problems?
- Where are they spending time online?



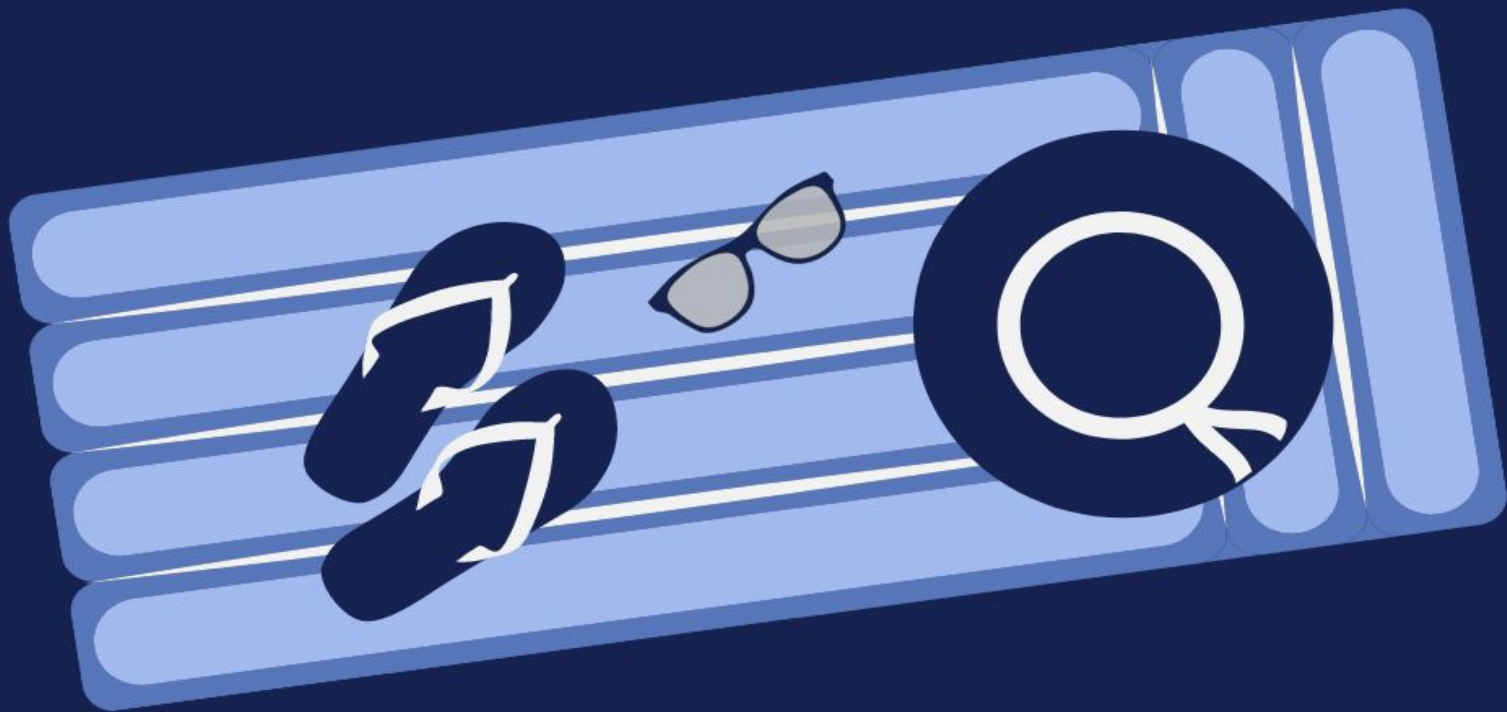
**GOOD FIRST
IMPRESSIONS**

YOUR PROFILE SHOULD INCLUDE

- Your full name
- A photo of you
 - This doesn't need to be a professional headshot, but should be hi-res and well-lit
 - Resist the urge to filter and Facetune!
- The best way to contact you
 - Facebook can allow buyers to message you without leaving the page
 - Reinforce with banner image/posts where allowed
- A link to your website
- The name of your brokerage

ADDITIONAL BRANDING AREAS

- Use your profile header wisely
 - Facebook, Twitter, and LinkedIn allow large branded images at the top of your page
 - Use an editor like Canva to size your image appropriately
 - Highlight additional info, recent sales, new listings, branding
- Create a “Pinned Post” with additional info
 - Twitter, Facebook, and several other platforms allow a pinned post at the top of your feed
 - This can help you share additional info when your profile is limited
 - Quote tweet a thread on Twitter to pin for even more info



CREATING CONTENT

WHEN TO POST

- Consistency is key
- Evaluate what time you have available and determine a posting schedule
 - Aim for a bare minimum of once per week
 - For platforms other than Twitter, post once or twice per day maximum
 - Every other day (3-4 times/week) is sufficient for most platforms
- Consider scheduling the type of post as well
 - Many use #MotivationMonday and post a success-related quote every Monday morning
 - Consider scheduling a post about upcoming open houses on Thursdays or Fridays
 - What other types of post can you schedule?
- Check sources like HubSpot for best times to post
- Use services like Buffer or Hootsuite to schedule posts so you don't forget

SETTING THE TONE

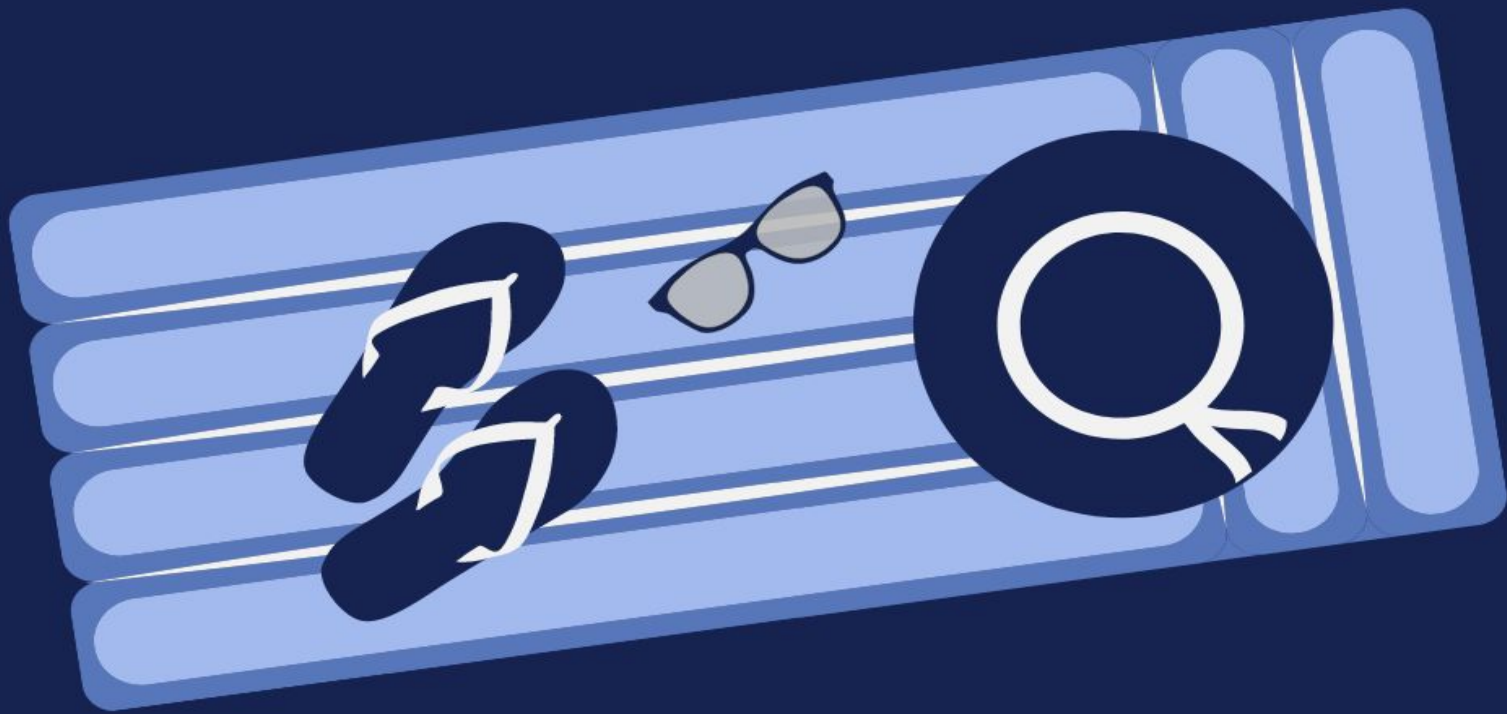
- When you're on social networks, act like a person, not a sales robot.
 - It's okay to post more direct sales content occasionally.
 - Aim for 2-3 informational or funny posts per sales post.
 - Focus on how any sales content benefits your followers.
- Be social! Interact with followers, ask questions, and be a resource.
- Be friendly and personable. Even a bit irreverent is okay, depending on your target client (but keep it clean).
- Be authentic. Potential leads can tell when someone is trying to sell them.

CREATING CONTENT

- It is okay to repost from other sources (as long as they don't specifically forbid this) with credit.
- Subscribe to real estate news lists to get interesting articles to choose from.
 - Realtor.com frequently shares celebrity home sale news
 - Lighter Side of Real Estate also shares humorous real estate articles
- Use photo editors like Canva to create posts - they have templates!
- Have beautiful photos of a listing? Share them!
- Ask questions.
 - If a homeowner is considering repainting before listing, set up a poll to see what colors followers like better
 - If you have a buyer looking for a specific type of home, consider posting, asking if anyone is looking to list

KEEP IT REAL

- It's both easy and fatal to your account to lose credibility on social media.
- Be real!
 - Be realistic and accurate about the state of the market
 - Don't over-promise or lie about sales
- It's okay to be human
 - Being authentic and personable helps you find more engaged followers who are your ideal customers (and it's more fun!)
 - Made a silly, relatable mistake? Consider sharing (if it is relevant).
 - You're a community expert, so widen your content to include posts about the areas you serve.



GOING LIVE

WHAT IS FACEBOOK LIVE?

- Streaming live video to your Facebook audience
- Page visitors will see the video in your feed
- Followers will receive a notification that you're live with a link to view
- Viewers can comment in real time or "react" with Like, Love, etc.
- Page owners are able to select the audience for the video
- Automatically saved as a video to your page when finished

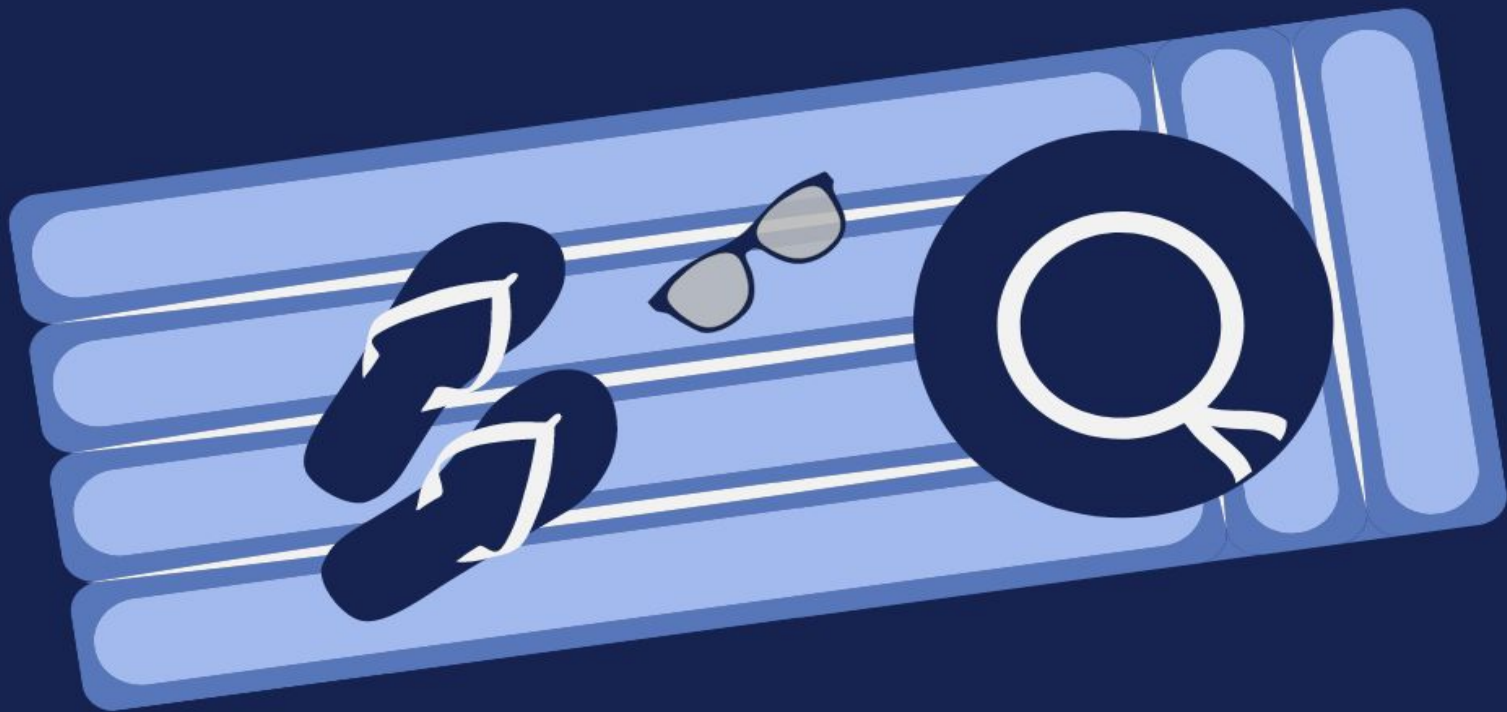


WHEN TO GO LIVE

- Facebook Live is versatile - it can be used for everything from quick announcements to virtual events
- Consider creating a schedule and promoting it
 - March-June of 2020, we went live every Tuesday and Friday at 11 AM EST
 - Regular timing meant agents knew when to log on to join us and we can build up an audience
 - Can you create a series of classes based on a specific topic?
- Go live when exciting things are happening
 - You don't need to schedule every livestream - if you want to comment on a current event or share exciting news, start a live video!
 - This is also a great way to promote coming soon listings
 - The video will be saved, so later visitors can catch the replay

VIRTUAL OPEN HOUSES

- Facebook Live is a great venue for virtual open houses
- Prep the home and your presentation the same as you would for an in-person open house
- Advertise on your social media and any emails you send out
- Create a flyer or brochure, and offer to email it to viewers (this lets you collect email addresses from leads)
- At the specified time, go live and begin the walkthrough!
 - Start somewhere interesting rather than in front of the house
 - Engage your audience - encourage them to ask questions
 - Unlike an in-person showing, you can tailor a virtual showing to highlight the best features of a property, so do that!



WHAT'S NEXT?



WHAT HAPPENS NEXT?

- Looking to keep learning? We have you covered with a full library of resources.
- Check out [The Remote Agent Guide](#) or [Online Marketing 101](#), which are great supplements to this ebook. If you're still looking for more, check out our [recorded webinars](#) and our [blog](#). If you want your questions answered live, register for one of our [live webinars](#).

ABOUT THE AUTHOR

State Listings, Inc. began in 2009 as NY State MLS. Born from a desire to create a common sense MLS solution, New York's statewide Multiple Listing Service quickly garnered agents across the state - as well as nationwide attention and demand for our services. 10 years later, our nationwide Multiple Listing Service, My State MLS, has agents in all 50 states and Puerto Rico. In addition to our MLSs, our services have expanded to include IDX feeds, website design, and private MLS administration.

As State Listings' Marketing Director, Amanda Sternklar is responsible for earning as much exposure as possible for our members. Whether that's through promoting listings through our social media or creating guides and webinars on getting the most from our services, Amanda helps members grow their businesses every day.

