

Social Media Postings for Engagement and Validation



The term Social Media Posting is ever changing and some platforms are more important than others. Most Real Estate professionals are still focusing on selling or servicing the listing - not marketing the listing! The way you approach Facebook is different from that of LinkedIn, Pinterest, Tumblr, Google+, and Twitter. This session will identify and address the most important activities agents must master in order to become recognized on Social Media. We will learn not only what to post, but also how often to post.

► Handouts

- Please make sure you are in **possession** of the Session's Handout. You will find a PDF near this recording;
- There are **blanks** that you will need to fill-in – the text that appears “**Red and Bold**” is what you are supposed to transcribe;
- Please **be engaged** and stay **focused** – trust yourself and your ability to learn. The Notes you take are as important as the Handout I give you;
- Try your best to **apply** what you learn as quickly as possible.

► Big Picture: - Reflect on this statistic:

- “**About _____ Contact and End up working with only “ ____” Real Estate Professional!**” – Are you creating the conditions for customers to find you, talk to you, meet with you, and see you in action? – or are you finding yourself too attached to your **office desk**?

► Time for Reflection – Take a few minutes and write down all the thoughts that come to your mind...

- What **Good Habit** would help you increase your Real Estate Business this year?
- What kind of help should you **request** of those around you in order for this Habit to stick?
- What negative influence, or negative persons, are you **tolerating** right now and what should you do about it?

more space available next page

► Facts

Real Estate Agents are by far more comfortable with _____ **Marketing,**
_____ **Marketing,** and **Outbound Marketing;**

Inbound Marketing and Social Media Positioning are less sexy to Real Estate Agents – this is why the majority of them end up using _____ as their primary Social Media Interaction;

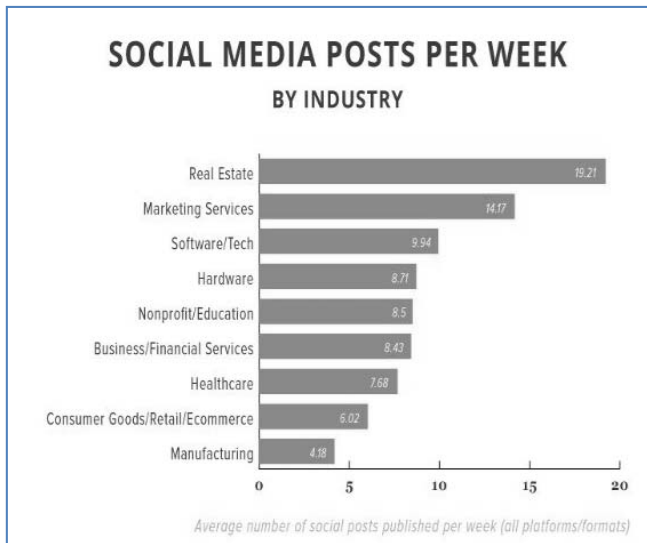
On Facebook they get the _____ that someone is on the other side listening and chatting with them...

► Research: From an Academic Research Paper:

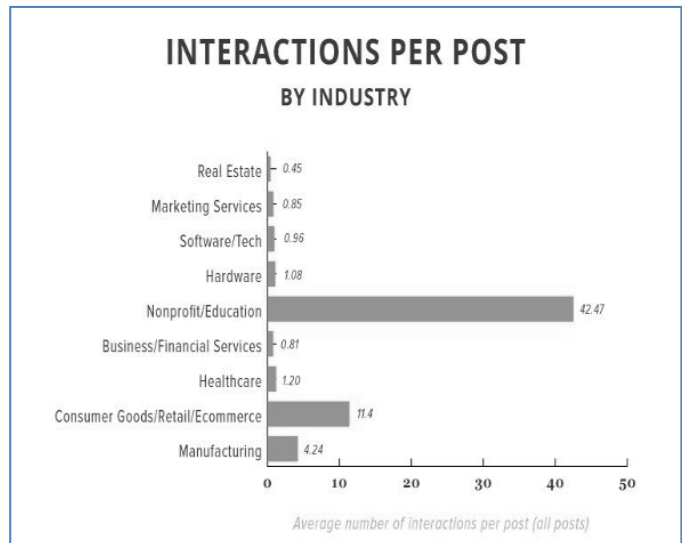
" _____ is especially effective for Small Businesses that deal with high dollar values, long research cycles and knowledge-based products. In these areas prospects are more likely to get informed and hire someone who demonstrates _____."

Video: <http://bit.ly/InboundThinking>

► **Stats**



As you can see Real Estate Agents are the **highest** posters in Social Media...



Yet, they usually end up with the **lowest** number of Interactions...

► **Why is this so?**

- The Challenge is mostly driven by the lack of _____, **Understanding**, and _____;
- Half or more of your content will _____ and _____ supposed to generate any **reaction** – you are simply _____;
- so don't overly worry if no one says anything – what matters is that you are in _____;
- Some agents _____ and become **too** _____ and their posts stop being viewed by their friends and are usually **blocked** by the Social Media Platforms...
- Unless your Social Media Friends are in the market for buying or selling – they deep down _____ about your posts – yet you want them to _____ about you!
- Focus on _____, _____, and _____ of Being a Real Estate Professional – this a very strong _____ and **re-enforcer** of building Long Term Connections;
- Remember:** You are not looking to _____ Real Estate on Social Media – you are looking to talk to those thinking about Real Estate with the goal of setting _____!

► Earning your Visibility

Social Media Marketing does require _____, Effort, and taking responsibility for your content;

Reasons why Agents sometimes fail at Mastering Inbound Marketing:

1. They are _____;
2. They are _____;
3. They focus on _____;
4. They over-focus on design – _____;
5. They fail to remember that 'Inbound Marketing' is _____ and in the control of Customers.

► Consider

What if you eliminated the **Pressure** to Sell Real Estate and focused on creating an environment for ' _____?';

What if getting to know People and talking to them about Real Estate, _____ them on the Process, was your Job – and letting yourself relax about the Selling Side of the Business?

Will then some of you consider going to where your clients are – namely their _____?

► Social Media Marketing

Definition: Social Media Marketing is the process of _____ and _____ the connections you already have with the people _____, in order to **become** _____ to their sphere of friends and acquaintances that you do not know;

The people you know are Past _____, Existing **Clients**, Colleagues, Business Network Friends, Mortgage Providers, Home Inspectors, Plumbers, Electricians, Lawyers, Local Politicians, ... you get the point;

It is our job to bring them into our _____...

► Top Social Media Networks

Important Social Media Networks Real Estate Agents should consider, and do their best to Nurture:

_____ – both Crawl-able and Index-able;

- _____ – Closed Network;
- _____ – Crawl-able;
- _____ – Closed Network;
- Pinterest, Twitter, Tumblr, Etc...**

► **What is Content?**

Without Content there is No Social Media – you have to have something to say or share. There are 2 types of Social Media Content:

1. _____: Writing directly on Social Media without direct or indirect reference to a Page in your website;
2. _____: Writing in your container and then sharing snippets with links to your Social Media Platforms;

Remember Index-Able means that it will eventually find its way _____, or help connect you with Search.

► **Pics and Videos**

The most Powerful and Emotional Social Media Tool is sharing _____, followed closely by sharing _____;

Have you noticed that Facebook is starting to show more videos? – they are trying to compete with YouTube;

_____ of your Listings, Short Clip Videos invitations to Open House, _____, that use your own voice – and in which you appear are your best investment bar none...

_____ in your videos – invite, inform, share...

► **Should Agents Have a FB Page?** Not an easy answer – let me put it this way...

If you commit to posting to your Real Estate Facebook Page on an almost _____ about Real Estate related activities or advice – then **Yes!**

- If you know that being social means that you will also share your business activities without selling and you rarely post, but rather comment – then **No!**
- At the beginning of your Journey focus on _____ your Friends Network...

▶ **Should Brokers Have a FB Page?**

- No Hesitation here – It is a _____!
- Your Facebook Business Page should be Branded and be mostly about _____, their accomplishments, events, open houses, success stories, testimonials, and should be managed daily – or at least _____ a week!
- This Page is no longer about one person, or about the Brand, it is about _____ and all its players, clients, vendors, Listings, and followers;
- Make sure your own Agents Like this Page!

▶ **Good Social Media Posts**

- Good Social Media Posts Tend to be inquisitive, _____, engaging, educational, whimsical, with _____;
- Tell others what you are up to, but be _____ about engaging your followers - examples:
- If you are holding an Open House on Saturday, and it is the beginning of the week, go to the property and take a _____ of you holding a sign called Open House next to your sign at the property, with a Big smile;
- Attend a Farmers' Market and take pictures with some of the vendors – include yourself as well, and let people know where and when it is...
- Take quirky pictures of Buildings, Bridges, etc... and simple ask – does anyone know where this is; someone will recognize the landmark and you end up validating them...
- Postings about Neighborhood _____ and Lifestyle, especially in your farm areas, are the most powerful – they speak directly to Sellers – Not just Buyers.
- Take the ' _____ ' of Posting – for example write a post about your new business card asking colleagues what they think of it – you must understand you are not trying to get others to approve of you, but rather to _____;

If some do not like your Business Card – don't take it personally; simply say thanks for sharing your thoughts;

Remember _____ in Social Media is easy – engagement requires patience and some tough skin.

► Social Media Golden Rule

The Golden Rule of Social Media Marketing in Real Estate is the ' _____'; – For every _____ or Selling Post, share _____ NON Selling Posts;

Think of this way: _____

Many fail simply because in their DNA is Offline Marketing, or Person to Person Marketing, and in those instances you do not want to miss a _____;

This fact seems to _____ many Real Estate Agents and Brokers and this is why only a few do it!

► Step 1:

The best Tool to manage Social Media for Real Estate Agents is a _____; more precisely a _____;

When it comes to taking Pictures, Videos, Posting Updates, returning Emails, and Commenting on Social Media Smartphones are every Real Estate Marketer Best Friend; In my opinion they are more important than Laptops;

You now have lots of choices; from Samsung Phones, Apple iPhones, Google Pixel Phones, LG Phones V and G series, Motorola, HTC, Sony, and so on...

► Step 2:

You need to _____ everyone you know and locate them on Social Media – especially **Facebook, LinkedIn, and Google+**;

Once a week _____, sit in front of your computer, go to your database and/or contact list, and make sure you are friends with everyone - if not send them a _____;

This is the most important Single Step you can take if you wish your Social Media Presence to pay off... Add New Contacts on an ongoing basis...

▶ Step 3:

- If you are new to posting as a Marketer in Social Media _____; The process will seem too overwhelming and you will end up giving up;
- Focus mostly on the _____ your Real Estate Activities as a way to establish your Local Expertise, and creating the awareness in others that you are in the Real Estate Trenches;
- New Marketers need to _____ more than perfection...

▶ Step 4:

- Learn to Use _____: it is a **classification** of topics for conversations that _____ your Social Media Circle; they are a type of global metadata;
- Do not use _____ and make sure you do not overdo them – Less is more;
- It is best to write them the same way so you can copy them to all platforms – such as Google+, Twitter, Pinterest, etc... example for good real estate hashtags are: **#ColumbiaRealEstate;** **#BeaufortRealEstate;** **#AshevilleOpenHouses;** **#BrevardRealtor;** ...

▶ Step 5:

- Start with your _____ if you can;
- If you happen to have a _____, and you are sharing more than a few words, say at least a paragraph of 60 words, and including pictures – then _____ first to your Social Platforms – Head to your _____ and post your content there;
- _____ your content in your container – don't just give it away. Social Media is a never ending flowing river, your Container should be your _____!

▶ How to share a Blog?

*Let's Pretend I am **David Tovar** and I have just posted a blog about my upcoming Open House, I therefore have a URL:*

http://www.davidtovar.com/Web/AR460951/Blog/post/?post_id=99757

Hi everyone, I am holding an Open this coming Saturday December the 6th from 1 to 4pm at 1203 Resplendor Way in Oxnard CA, #OxnardOpenHouse #OxnardRealEstate – Come by and visit with me and let's talk Real Estate:

http://www.davidtovar.com/Web/AR460951/Blog/post/?post_id=99757

► Step 6:

Social Media Posts that include Hyperlinks, especially to your Blog Posts should be first shared, in your _____ Account;

When you do, you are forcing the Search Engine _____ to crawl the Web Page or Blog it points to, and to then Index it;

Remember this Important idea in Search Engine Optimization; _____ comes first; then _____, and finally _____.

► Step 7:

Consider launching Pinterest and/or Instagram;

Pinterest is not as big as Facebook, but it is highly visual;

Use them to share High Resolution Pictures of your Listings; remember that when you upload a Picture to the MLS you are in essence _____ to everyone – so there is nothing unique;

Take High Resolution pictures of your Listings with your _____ on them, as well as some _____, and Place them on Pinterest and/or Instagram.

► Reciprocity

In Order to attract likes and friends, go out of your way _____ what your colleagues are posting; and join in some of the conversations by commenting;

Remember to remain _____;

This is called the _____.

- You can choose to be on Social Media just to take from others, but you will be shunned without realizing it. You have to be part of the _____ and engagement;
- Be likeable and your Network will grow...

► The Toughest Question

Can I hire someone to handle my Social Media?

- This is a tough question; it is almost like saying is there someone who knows me so well, knows my mannerisms, and can _____ about what is important to me in my Real Estate Career?;
- I offer NO answer; I recommend NO Service;
- I do say that having the _____, especially a Phablet, can be one of your best investment in Social Media Marketing.

► Let's Grow Our Network Now!

- Step 1: Write a simple answer to **why you love the Real Estate Business** – Do not look for something Profound;

- Step 2: Go to your **Facebook Account**, and in the Search Bar search for '**Real Estate Training Institute**' - Go to that Page then **Like the Page**;
- Step 3: Scroll down and Search in the Posts for: "**If you are a Participant in the #LiveTrainingRE Program Share with all of us why you love being in The Real Estate Business?**" and place your Comment...
- Step 4: As the stream builds up, go to each person you don't know and **send a friend Request** – This is called **building friends from other friends' Connections**.

► **Flow**

- This wheel represents Organic Progression;
- You will gain more insights when you are in the “ _____ ” than just the Thinking Model!
- At the center of your Success MUST be a _____!



► **Responsibility**

- Embrace _____ for your Achievements but also for your Shortcomings; Remind yourself that you are the only one getting in the way of growing your business!

- **Smartphone:** Take your _____ seriously and make sure you integrate your emails and text messaging with the proper _____ online (e.g. Gmail.) Consider a Phablet with a Bluetooth Earpiece.

► **Internet Marketing**

- I hope you walk away understanding that Internet Marketing is an _____; An endeavor you must take seriously and not reduce to simply generating Buyers' Leads.

► **Internet Prospecting**

- A Good Internet Strategy is one that helps with your _____ – Never ignore the Listing side of the Real Estate Business, and nurture it with your **daily activities of Prospecting!**

► **A Good Strategist**

1. Is Ultimately Responsible
2. _____
3. Balances Short- and Long-Term Needs
4. _____
5. _____

► Validation

- Your customers have embraced the Internet and are using it to _____; Have you Googled yourself? Do you like what you see?
Finish your Business Bio and Make sure you share it everywhere?

► Have you Noticed?

- Have you noticed that customers give listings to those who already a lot of listings? It may not seem fair to you but Listings Agents who have listings _____ listings!!!**

► Essence of Marketing

- We go through the trouble of Marketing Real Estate Properties – _____...
- We Market Listings to _____...
- We Blog and make Videos of our Listings not because they will sell the listing, but because it is the best vehicle of exposure to the _____ in Marketing – and **the more localized** we are with our Marketing the higher the visibility from other potential Sellers.

► Essence of Marketing

- Let's look at your potential relationship with future customers this way:
- Your would-be Customers _____; and their preferred method of doing so is the **internet**;
- Your would-be Customers want to _____; and their preferred method of doing so is the **internet**. Have you checked your Bio in Trulia, Realtor.com, Homes.com, Zillow.com, etc...?

► Elevator Speech

- An Elevator Speech is a _____ or "commercial" about you. It communicates **who you are**, what you do, and **your local Expertise**;

It is typically about _____ long, the time it takes people to ride from the top to the bottom of a building in an elevator.

PS: It is not meant to be used only Elevators (obviously) – if you **rehearse** it well you will avoid being _____ when meeting potential clients.

► Elevator Speech Ingredients

You must have a _____ **Elevator Speech**;

Remember: It is usually **30"** to **60"** - and include:

1. Your **Name**;
2. The **Brokerage** you work for;
3. The _____ you Specialize in and some _____;
4. And your _____.

Let's View Some... Let's Write yours

► Samples

My Name is **Sally, Sally Smith** and I am Realtor with **EXIT Realty** – I specialize in Helping Buyers and Sellers in **Lexington, Columbia**, and the **Lake Murray Area**. I love helping my clients make good Real Estate Decisions – What do you do?

My name is **Bob, Bob Anderson**; I have been a Realtor for over 5 years helping our neighbors Sell their homes for the highest price in **Irmo, Columbia**, and **Lexington**. I am with **ABC Realty** and I love the joy my job brings to my clients – Tell me a little about you!

→→→ Easy Assignment #1

- Take a Blog Post, or a Listing you have from within your website or that of your Brokerage;
- Put together a **Social Media Post** sharing your thought and asking for other to comment on it;
- Do not forget to insert the appropriate **Hashtag** as well as share the link of said Blog or Listing;
- Visit Google+, Facebook, Twitter, Pinterest, LinkedIn

→→→ Easy Assignment #2

- Regardless of you having a Website or Not, from now on, you ought to **blog regularly**;
- I recommend blogging **once a week** – and if you need to get yourself a website like WordPress or Tumblr then do it!
- Create an **Elevator Speech**, Rehearse it with your colleagues, then **record a video** of yourself doing it and share it on Social Media!

► Big Picture

Reflect on this thought from John Maxwell:

- “Take Responsibility for Earning Trust with those around you!”** – Trust requires that you bring into your life _____, _____, **Predictability**, and **Reliability**.
- Trust must be built day by day in all the actions you take – and soon a **Great Leader** within you will emerge!
