

## Social Media, The Sum is Greater Than Its Parts

### Facebook

It's a popular place where friends, family, acquaintances connect to share. The discussion of ideas, thoughts, recipes, restaurants, business, life successes and achievements take place here.

Your business is likely to be discovered here faster than just about any other place except your personal website and your web pages.

Personal Facebook vs. Business Facebook in my opinion should be separated if you are not going to be aware of inappropriate personal postings. Employers go to your Facebook to glimpse into your life and now that your potential clients are learning about putting trust in you, they will be looking at your postings. Personal photos are great and necessary. You need to keep them honorable.

Let's talk about what you already accomplished as a new agent that you can post on Facebook.

Let's get going with:

- Positive testimonials or online reviews by friends, colleagues who know you can be posted.
- Those lunch appointments you made and continue to make with friends, inspectors, loan officer's right after asking them to send you business as you will send business to them, ask them to friend you and write a professional recommendation about you. Be sure and emphasize professional as some friends need help with the writing. If you gave them a sample of what you are wanting, that saves them time and you get what you need.
- Posts and photos about your daily work activities. "Today I previewed 10 houses for a potential buyer". Show photos of company listings and then ask "if anyone who might want to sell in the Southampton neighborhood give me a call and I will list your home and add it to my list of potentials for our company buyers". And, "if any of my Facebook friends know of someone who would like to see any of these houses, contact me".
- Photos of your office listings can always be profiled on Facebook. You do not act or say you are the listing agent; you are searching for interested buyers for the listing.
- Market conditions concerning specific neighborhood research with pending, listings and sold addresses give the unstated impression you are literally working your new career and you are!
- You can posts new companies that are relocating to the area. You may have tried a new restaurant or a picture of your family eating at their favorite place adds content to your Facebook.

- Photos of you, your company, visiting with a friend at a sporting event and wearing your branded attire with company logo, and you on-site talking to a builder or builder's representative are all good photos and added contact demonstrating your profession.
- When you are attending an event as a volunteer and as a guest, take pictures describing where you are and what the purpose of this event is.

This content is another building block for potential customers to see you as the specialist in real estate. You are building trust with your audience and the outcome being you will gain more customers.

You are telling your story with daily fresh content and allowing potential customers and longtime friends to be a part of it. You are networking and marketing to a larger audience.

## **E-Mail**

Use E-Mail to send out:

- Appointment reminders and appointment confirmations
- Newsletters
- Special Announcements
- Public service reminders like property tax information, upcoming elections and where to vote, 5K run for charity, drop off all your paper trash on Saturday at my office for recycling and the list goes on and on. You want to be a "go to place" for your geographic farm.
- Holiday Greetings

Note: Thank you notes must always be handwritten stamped in the regular mail.

## **Website**

You must have a website and multiple informative pages. Over 90% of consumers search the web to find local services. Real Estate sales are a service profession.

A professional website is a mandatory key for stepping up the ladder for sales success. How can yours be successful?

You need the following:

- Business contact information so people can reach you. Make sure your information is complete and accurate. Make it easy for them to find you.
- Key word content that search engines like must be included.
- Easy navigation buttons and easy to find are your goals here.
- Content suitable to help a buyer or seller is necessary. A Mortgage Calculator on your home page is good. Articles, for example on “Getting Your Home Ready to Show and Sell”, “How to Pre-qualify for Buyers” and what that means are excellent examples. There are many content sources on-line that are not copyright protected and the more interesting your pages are, the longer a potential client will stay on your page and then contact you.
- Tell a prospect why they should use you. Personalize your story and make sure it emphasizes your professional goals “for them”. Your goal is to make this an easy and smooth process for the client.
- Testimonials are mandatory for trust and loyalty growth of your client base.
- Place as many company lists with professional photos for a photo gallery as your company will allow until you have your own listings to show and sell via your website.
- Create a “special offer” for your website with a digital coupon. For example, “contact me for a complimentary Market Report of your neighborhood. This Market Report will tell you price per sq. ft. on sold homes and average days on the market prior to the home selling and the list price to sales price ratio so you get to know your neighborhood market conditions”.
- Now you need to track your results. How many contacts, clicks, which pages are, opened more by your prospect and such will allow you to know what to keep and what information you need to replace to keep your webpages fresh and interesting.
- Note: It is state law you must be clear as to the broker of record is or company name where you work as an independent contractor. Your website is personalized for your benefit but must always state clearly the brokerage where you work.

### **Where You Need to Be**

- You need to have presence on google, Bing, yahoo maps.
- Local on-line directories such as City search, Foursquare will be important for you to be listed.
- Review sites like Angie’s List, Yelp will be great goals to have your name listed there.

Everything works together to drive business your way. When Facebook, Website, E-Mail and these listed recommendations are combined, successful marketing happens.

