

Social Media for your Brokerage

Tips and strategies all owners, Brokers and Marketers need to know



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Technology | Partners, Inc

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INTRODUCTION

84% of real estate agents today are using social media. This means that if you are not active on social media, you are losing precious branding and promotional opportunities. Your presence on social media could even be the difference between you gaining competitive advantage or being left behind in the dust.

So why is social media so important?

- It gives you a chance to create a human identity and brand for yourself.
- It allows prospective leads and customers to get to know you
- It gives you an opportunity to reach more people
- It affects your SEO -- Google algorithms now factor in social signals when it comes to search rankings. The search engine looks at social shares and likes as un-manipulated ways of getting links, which in turn boosts your organic ranking.

In this eBook, we will tackle and find strategies to increase prominence in each of the major social media channels, including :

- Facebook
- Twitter
- LinkedIn
- Instagram

and more. Follow these tips and best practices to take your social media to the next level!

68% of consumers check out companies on social networking sites before buying with them.

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CREATING SUCCESSFUL SOCIAL MEDIA CAMPAIGNS

Define your Target Audience

The first step to creating a successful social media campaign is to define who you want to reach out to with your specific messaging. When you know whom you want to be targeting, it can help you develop the most valuable content.

You'll be able to gather the most accurate metrics from your social media efforts and increase engagement when you are reaching specific audiences rather than random ones.



Set Goals

Before you dive into creating content for your social media campaigns, you should have a clear idea of what you hope to achieve with them. Once your intentions are clear, you can set goals, try to set these based on benchmark data, if you have it. Some of your goals might be to:

- Post X number of times daily, weekly, monthly
- Create and share X pieces of content weekly, monthly

- Increase social shares by X between dates X and X, or by date X
- Increase site traffic by X between dates X and X

- Increase page followers by X between dates X and X
- Generate X% more leads by date X

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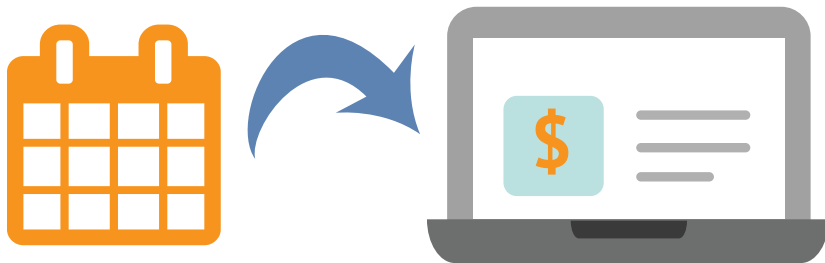
Create a Content Calendar

Once your audience is defined and your goals are set, create a content calendar to help you plan and keep track of the content you are posting. A content calendar holds you accountable for your goals and help you set realistic expectations.

There are multiple platforms that you can choose from to create your calendar, including:

- Trello
- Google Calendar
- Hootsuite
- Microsoft Excel

When it comes to planning your content, include both your own original posts, as well as posts from industry leaders and influences. This will help you build relationships and gain more followers.



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Measure & Adjust Results

As you get your social media campaigns up and running, you are going to want to track and measure the results so that you can adjust your strategy to get the most out of your posts. However, don't be discouraged if you don't see results right away; it's common for social media campaigns to take time to gain momentum.

Most social media platforms, like Facebook, Twitter and LinkedIn to name a few, have social analytics built directly into them so that you can easily check out how your content is performing. But, you can also use tools like Buffer, Hootsuite or Google Analytics to measure your results.

You'll start adjusting your strategy as you find that a post that works on one social media channel, may not be right for another. You should even try posting and reposting the same content to see if certain headlines get you better results.

Keep in mind: Each social media channel that you use has a slightly different audience and best practices.

EXTENDING YOUR SOCIAL REACH

Create Company Account Pages

Along with your personal professional accounts, you need to be creating professional pages specifically for your company, across all of the social media platforms you are using.

Having a company page helps boost your organic ranking with Google. It also allows you to control your professional brand in the social media space.

Link Your Account to Your Website

Make sure your personal and company accounts all link back to your site. This both helps drive users to your site and boosts your SEO. You can even have your personal professional page link to your company one.

Add Social Media Links to your Content

Add links to your social media accounts to your website, your blog posts, or at the bottom of your email signature. This helps direct the people that you already reach to your social media sites, which leads to more likes, follows and shares.

Add sharing links to your blog posts, infographics, or specific site pages so that viewers can share your content across their accounts.

Share Across Channels

Make sure your personal and company accounts all link back to your site. This both helps drive users to your site and boosts your SEO. You can even have your personal professional page link to your company one.

Pro Tip

Your social posts should follow the 80 - 20 philosophy: 80% sharing relevant information, 20% promoting yourself!

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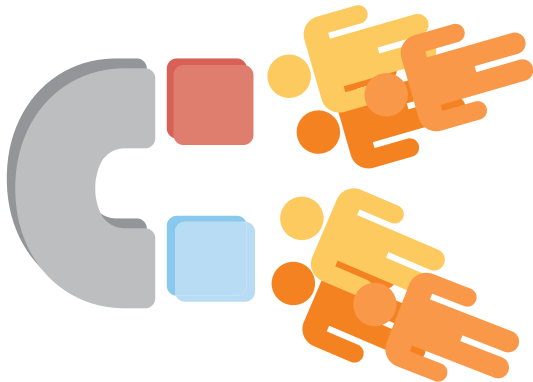
Get Page Likes & Followers

Getting people to like or follow your page can make or break your social reach. When someone sees that their friend or family member is following a brand, they are more likely to check it out!

Although having more followers is associated with having a greater social authority, it is important that you establish a credible account and focus on generating high quality followers. In other words, don't follow a bunch of random people in hopes that they will follow you back; use your real estate marketing skills!

Hold Contests

One way to generate more page likes and follows is through holding contests and offering incentives to your participants. In fact, 35% of Facebook fans like a page so that they can participate in contests.



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Photo Contest

Have a photo contest and have participants send in pictures of their new or ideal home.

- Get more user-generated content for your social media pages and website
- Get images of listings and neighborhoods
- Follow up with your past clients

Video Contest

Video presents a great way to engage social media users. Hold a video contest and have your participants submit a video about what they like best about your listing.

Vote Contest

One of the easiest contests you can run is a vote contest. Have your participants vote on their favorite image of your new listing.

FACEBOOK

Today, **Facebook has the most reach of all social media channels, with over 968 million daily active users.** Many of these users are checking their newsfeed not only to catch up with their friends and family, but also to check in on the companies they support. As a real estate broker or agent your professional Facebook page presents a great way for you to market yourself more personally, and to keep a dialogue going with leads and customers that will continue beyond the social media space.



Where to Start

When you are setting up a Facebook page, it is important that you optimize it:

- ✓ Add photos, including your company logo, and, for your personal agent or broker page, your headshot.
- ✓ Make sure to include images with personality as well, like those from company events and gatherings. This makes your page more appealing by putting faces behind the brand.
- ✓ Include information about your business in the section for details along with a link to your website
- ✓ Add Facebook links to your website and existing content to drive viewers to your Facebook.
- ✓ Encourage your primary network of friends and family to like and follow your professional page(s).



Start posting content! Posts that include a photo album, picture or video generate about 180%, 120% and 100% more engagement, respectively.

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Advertising on Facebook

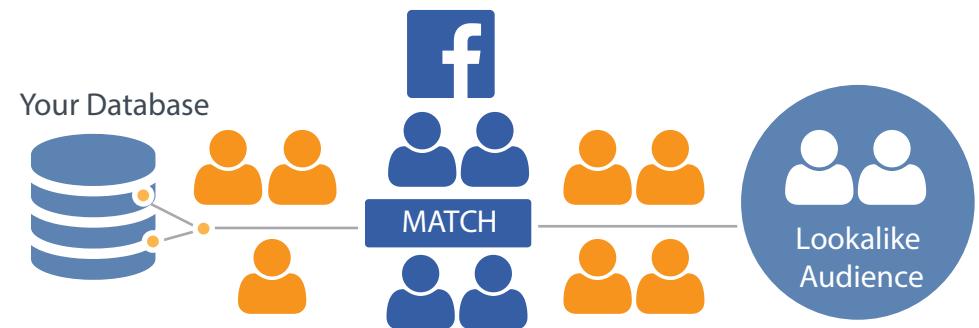
You can create, manage and measure advertising campaigns through platforms like Adroll, or directly through Facebook's UI, based on your specific objective. This may be to drive website clicks or conversions, encourage shares, generate comments, etc.

Creating Custom and Lookalike Audiences

Facebook's Custom Audience tool allows you to deliver your retargeting ads to your contacts and other people who have viewed, or have taken action on specific pages of your website. All you need to do is upload a list of contacts for Facebook to cross reference, or add the pixel to your site's pages for Facebook to collect the behavioral data.

Lookalike Audiences extend your reach even further. They allow you to target people with similar browsing behaviors as the members of a Custom Audience, but who have not visited your site. With both audiences, your ads are displayed in your viewers' newsfeed and in the right rail, meshed in among other ads.

Facebook also allows you to create geo-targeted ads. This means you can deliver listing ads or other content offerings to only those users who fall within the specific radius you set.



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TWITTER

Over the past 10 years, **Twitter has transformed the way people communicate worldwide, with 100 million daily active users.** Google itself even uses Twitter to discover new content. Tweets appear at the top of the search results page if the term has generated a lot of traction on Twitter. The search engine indexes these posts based on the number of retweets, the number of tweets about the content and the time-frame in which it was shared.



Where to Start

Like any other social media page, you need to optimize your Twitter page:

- ✓ Add photos, including your logo, and a banner image that reflects your company.
- ✓ Edit your theme - Twitter also allows you to change your background image; use this as an opportunity to match the theme of your page to your company's branding.
- ✓ Don't forget to create a short bio that tells your business story.
- ✓ Include #hashtags and keywords, as well as a link to your website and your other social media accounts in your bio.

Using Hashtags & Mentions

Since Twitter requires that your posts be 140 characters or less, you need to use hashtags to get your message through! Including #hashtags and mentions in your Twitter posts allows you to extend your reach to new people and create meaningful dialogues with your followers, industry influencers, and other businesses. These powerful tools have helped real estate companies attract potential leads and communicate with their current clients.



A hashtag (#) is a keyword label or topic that groups messages and makes tweets around that topic easy to find.

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Pro Tip

Whatever you post, make sure it is descriptive, compelling, and includes an image. When creating content, it is also smart to add “Tweet This” links to nuggets of information that you want your viewers to tweet. These should include links back to your specific pieces.

Listening with Lists

Listening on Twitter refers to monitoring and gathering information on what your audience, followers and competitors are talking about. It helps you stay up to date with not only your client base, but with the real estate industry as a whole.

On Twitter, create and follow “lists” to engage conversations with industry leaders and clients. You can create a list of your influencers, current clients, or competitors, and get a snapshot of what each group is saying in their own Twitter streams. You can search for lists, or use a 3rd party site like Listorious to help you pick one.

Advertising on Twitter

Along with delivering ads to Custom and Lookalike Audience segments, you can also choose to have your posts sponsored on Twitter. You pay a publisher, called a “power user” to tweet the content you want to promote. This post, featuring your content and linking back to your website or content offering, will be seen by everyone following the publisher.

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LINKEDIN

LinkedIn is the most business oriented of the social media channels, and is a useful place for professionals to connect with each other and stay up-to-date on industry trends. Potential clients will look up on LinkedIn to see your experience and research the company, so **use the channel as an opportunity to reinforce your authority as a real estate professional.**



Where to Start

To optimize your LinkedIn page:

- ✓ Add a welcoming banner and profile image that represents your brand.
- ✓ Include details about your brand, from a description of your company and your mission statement, to a call to action, your website URL, and links to your other social media accounts.
- ✓ For your personal agent or broker page, add keywords that users are likely to search for, such as “real estate,” to your headline. For example, someone is more likely to search for “real estate broker” than just “broker” or “home sales.”

LinkedIn Groups

To attract a broader audience and increase your followers, you can feature relevant real estate groups on your page. These groups provide a place for people within the real estate industry to share and promote content, make contacts, share listings and tips, and ask and answer questions.

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Advertising on LinkedIn

Use LinkedIn’s advertising feature to build a following and generate more leads for your real estate business. You can create text and image display based ads, and deliver them to all of your followers, or just to specific audiences. However, you can only reach desktop users with text and image ads.

To target and reach users across all devices, use Sponsored Updates. You can turn any of the content you post to your LinkedIn page into a Sponsored Update, and choose the audience segment(s) you want to advertise to.



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INSTAGRAM

Once an iOS-only app, **Instagram has quickly become a massive social network, expanding its presence to both Android devices and the web.** It's widely known that images are more engaging than text, and like Pinterest, Instagram is an image-heavy social media platform. It's a great place for you to not only show off your listings, but also to highlight your company culture!



Where to Start

To optimize your Instagram page, you need to include:

- ✓ Your name
- ✓ Your business email address
- ✓ Your phone number
- ✓ The URL to your website
- ✓ A short bio that describes your company and shows off your personality
- ✓ In your bio, include links to your other popular social media accounts.
- ✓ "Similar Account Suggestions" -- check off this checkbox to include your account when Instagram recommends similar accounts that users may want to follow.

Pro Tip

Millenials love Instagram -- if this is an audience you want to target, Instagram is a channel you need to be on!

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Since all of the content that you publish to Instagram includes an image, it's a good idea to hold some of that content back from your other social media accounts, and only post it to Instagram.

You might want to do this with some of your listing photos. On your other sites, include a call to action in the description of a listing post to follow your Instagram account in order to see more. This entices viewers to follow you on Instagram, rather than just wait for your content to show up elsewhere.

As with your other social media accounts, you need to follow other real estate industry influencers and community leaders on Instagram. This increases the chances that they will share your content and boost your authority in the real estate world.

PINTEREST

Since launching in 2010, **Pinterest has gained 100 million active users**. The social media platform is a visual bulletin board that allows users to post and share images. It has created a shift in consumer behavior, moving people away from specific searches to discovering new ideas, goods, and services. For real estate in particular, Pinterest pages help homebuyers gain perspective on different properties and communities that they may not have previously considered.



Where to Start

Creating a Pinterest account and profile is easy, it's engaging users and growing your presence on the platform, however, that takes a little more time and effort. To optimize your Pinterest profile you need to:

- ✓ Add your company logo
- ✓ Include your location
- ✓ Include a brief 160 word summary that both represents your brand and shows your personality
- ✓ Include the URL to your website
- ✓ Connect your Twitter and Facebook accounts
- ✓ Confirm your website -- Pinterest allows you to confirm your website so that your profile picture appears with any Pin that comes from your site. All you need to do is add the code that Pinterest provides to the <head> element of your website.

After you have a profile set up, begin creating a series of boards to share with other users. Each board should represent a different topic relating to real estate or the communities you serve. The goal is to share boards that your target audience would be interested in. For example:

- ✓ A board showcasing your neighborhoods
- ✓ A board specifically showing your current listings
- ✓ A lifestyle board
- ✓ A board showcasing real estate blogs
- ✓ A personal board or a board showcasing your agents
- ✓ A board describing market trends for your areas

Add descriptions to each piece of content and use those descriptions as an opportunity for SEO. You can use #hashtags that are geographically, listing, or image specific to get the most out of your posts!

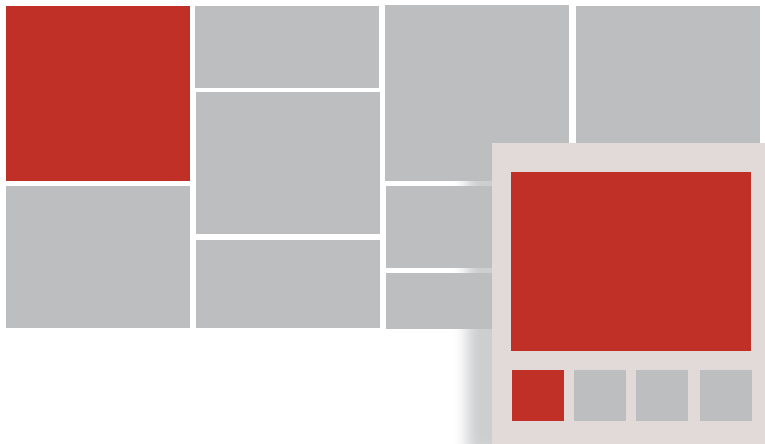
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Post to Group Boards

Another way to increase your presence is by using Pinterest as a collaboration tool. Encouraging people to comment or share pins on your group board about any upcoming community events or noteworthy news is an easy way to increase engagement.

If people share or add content to a board, they are more than likely to return to it and spread word about it to their friends.



Convert to a Business Account

Convert your Pinterest account to a business account to unlock even more great features, like Promoted Pins, Pinterest's advertising tool, and the Pin It button.

You can add the Pin it button to your site's pages to let your visitors save your listings to their own Pinterest accounts.

A business account also gives you access to Pinterest's web analytics tool, which allows you to track your Pinterest presence, and see how your content is performing in terms of engagement.



Make sure to link your boards back to relevant pages on your real estate website or blog so that you are always driving traffic.

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GOOGLE+

Although Google+ is not as widely used as Facebook or Twitter, it is still a great tool for real estate professionals to make connections and get noticed. **Google+ even has a more significant affect on your site's SEO than any other social channel.** Google can crawl and index any posts from Google+ almost immediately, and posts can live on search engines for long periods of time.



Where to Start

Start building your fanbase by creating your own Google+ business page with Google My Business. The tool adds your business information on Google Search, Maps and Google+ so that customers can find you, no matter the device they are using.

It's no surprise that Google loves Google+, and factors in your presence here when determining your organic ranking. To optimize your business's Google+ page for SEO there are a few steps to take:

- ✓ Include a profile and banner image that represents your brand
- ✓ Link your website and relevant pages to the "About" section
- ✓ Make sure your page is public so that everyone can search for it and find it

Post to Communities

Join a Google+ real estate community for your area and post content there as well.

Create Collections

Google+ allows you to organize your content into collections, or topics, so that your followers can easily find exactly what they want to see from you.

Post Videos with Hangouts

Video is one of the best ways you can engage the people visiting your page. Google Hangouts allows you to schedule and broadcast live video and share it on Google+, YouTube, and your own website. This is useful because you can take viewers on neighborhood tours of the areas you service, and even show a virtual open house to the people who couldn't make it!

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JOIN THE CONVERSATION!

Creating and staying on top of your social media campaigns takes work, but it is worth it to cement your presence as a leader in the real estate industry, and to see engagement levels with your business rise.

We've covered tips and best practices for a variety of social media channels, so let's finish up with a quick recap:

Social Media Checklist

- ✓ Build professional-personal and company pages
- ✓ Include profile, banner, and other images that represent your company, values and culture
- ✓ Add in all of the information that you can about your company
- ✓ Include a bio that shows off your personality
- ✓ Add links to your website and relevant pages to the your bio section
- ✓ Add links to your other social media accounts
- ✓ Make sure your page was public so that everyone can search for it and find it.
- ✓ Follow other industry leaders and community, list, or group pages
- ✓ Start posting and sharing your own and influencer content!

BONUS: Don't forget to add links to your social media accounts to your website pages, content, and email signature. You want to include:

- ✓ Share links so that anyone who views and likes your content or a listing on your site can share it on their own account
- ✓ Follow Links so that anyone can easily follow you on social media
- ✓ Links back to your own social media accounts so that potential contacts can check out your business



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ABOUT BOSTON LOGIC

Boston Logic provides software, online marketing, and design services to real estate companies looking to be the technology leaders in their marketplace. The company was formed in 2004 in Boston, Mass.

Boston Logic's software enables brokerages to generate capture and manage leads, generate repeat and referral business, automate marketing and sales funnels and much more. The company also designs modern, unique and mobile responsive websites for real estate brokerages.

To learn more about Boston Logic or schedule a personalized demo of the Boston Logic platform, visit www.bostonlogic.com.

SCHEDULE A DEMO

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