

HOW TO STAY AHEAD IN THE EVER-CHANGING WORLD OF FACEBOOK



2018 FACEBOOK BEST PRACTICES

A Guide for Real Estate Agents



By Z57



**TIPS, ADVICE, AND BEST PRACTICES
FOR MASTERING FACEBOOK**

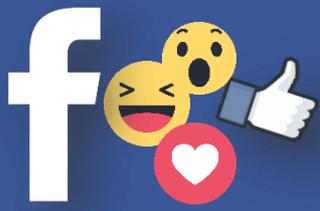
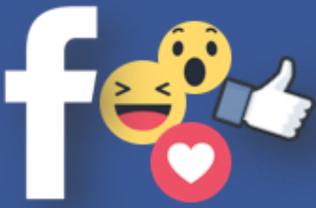


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FACEBOOK IN 2018

facebook



While we are just sticking our toes into 2018, we've already seen some changes to the Facebook algorithm that will impact social real estate marketing.

On January 11th, [Zuckerberg released a few updates](#), the highlights?

- Content from friends and family will be prioritized over business page content
- Engagement (likes, shares, comments) will determine which posts appear high in the Newsfeed based on algorithm changes.

You can see how these changes can be a bit worrisome for any business! Fortunately, we have an entire team dedicated to identifying these challenges and making tweaks to our program right away!

If you would like to learn how the “Facebook Apocalypse of 2018” is being conquered by our team, request a demo and feel free to ask those burning Facebook questions!

While the process of revising your Facebook marketing plan can be a bit tedious, it's possible to succeed in spite of these changes!

In this guide, we've included general best practice guidelines with these recent updates in mind.



HOW TO BUILD FOLLOWERS

BUILDING FOLLOWERS



EMAIL BLAST

Email your current lead database and invite them to follow your new business page. Be sure to highlight the benefits of doing this, i.e get tips for buying/selling homes, keeping up to date on community events, viewing listings, etc.

LINK IN SIGNATURE

Add a social media button widget to your email signature. This way every new lead you contact will be able to easily connect with you on Facebook with just one click.



LIKE GATE

A Facebook "Like Gate" is just like a lead capture form on your website. Basically some of your content in your page remains locked until the Facebook user likes your page.

ENGAGE W/LEADS

Start looking for potential leads on Facebook. It might feel a bit like you are being a stalker at first but imagine how you would strike up a conversation with a potential lead if you were face-to-face.



INCLUDE IN MARKETING



Business cards and all other printable marketing materials should also include your social media information so that you are easy to find and follow!

Getting followers to your page is imperative for engagement and overall lead conversion.

The good news is that you already have contacts that you can introduce to your page!

By reaching out to your current contacts and prospecting for more, you can easily increase your numbers and then focus on engagement.

Try the tips on the left for building your Facebook following.



DIFFERENT TYPES OF POSTS

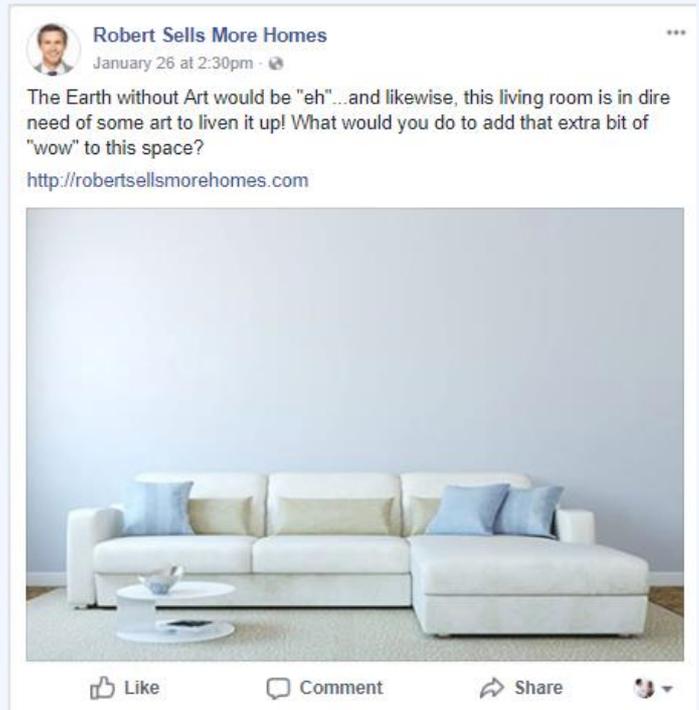
No business page is successful by only publishing one type of post. In fact, if all you do is promote your business, all those followers you just worked so hard to get are going to start abandoning you. The key is variety. Notice that these examples include a link to the agent's website! Here are several different types:

Engagement

Engagement posts are non-salesy, posts with the purpose of increasing brand recognition while encouraging interaction.

Engagement includes likes, shares, comments etc. With the new FB changes these types of posts are imperative!

*This is a feature PropertyPulse does for you



Listings

Facebook is a great platform for your listings. Your leads are already following you, Facebook allows you to create albums with quality images and the entire process of buying a home is social.

People look to their peers for advice and can easily share your listing with their friends and family.

*This is a feature PropertyPulse does for you



DIFFERENT TYPES OF POSTS

Home Search

Including home search posts makes you the one-stop-shop for all your leads' information. The more you can keep them from navigating away to another site, the chances of converting them when they are ready to buy or sell greatly increase!

**This is a feature PropertyPulse does for you

Robert Sells More Homes
Published by Demi Z. Marcomy [?] - July 19, 2017 · 🌐

Finding your dream home starts with just one search ...

Home Search - Robert Realtor
ROBERTSELLSMOREHOMES.COM

👤 75 people reached Boost Post

Robert Sells More Homes
22 hrs · 🌐

Homes are selling for more than you think in San Diego. Find out what you could get for yours!

Recent Home Sales - Robert Realtor
ROBERTSELLSMOREHOMES.COM

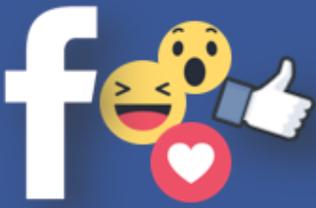
👍 Like 💬 Comment ➦ Share 🗨️

Recent Home Sales

Both buyers and sellers are interested in what homes are going for in their area.

Through PropertyPulse's Facebook Tabs feature, your followers can search this information right on your page, helping them to figure out their budget.

**This is a feature PropertyPulse does for you



DIFFERENT TYPES OF POSTS

Educational

Building trust with leads starts with educating them in their pre-buying or selling journey.

An added bonus is that educational posts often spark engagement, which will once again help your content to have a more favorable placement within the Facebook News Feed.

Share visual content, like infographics, photos, and videos to boost engagement

**This is a feature PropertyPulse does for you

Robert Sells More Homes
January 18 at 12:31pm

Selling your home this year? Take a look at 5 of the biggest home buyer turnoffs in 2018!
<http://robertsellsmorehomes.com>

BIGGEST HOME BUYER TURNOFFS IN 2018
If you are selling your home this year, avoid making these 5 mistakes!

- NO TECH UPGRADES**
Today's home buyers want technology in all aspects of life.
Cost-Effective Fix: Get a smart lock for the front door. These can be controlled by smartphones and start as low as \$159 on Amazon. It's a great way to make a good first impression.
- DIM LIGHTING**
Even if your home isn't the ideal open floor plan, you can create the illusion of it being more open with bright lighting.
Cost-Effective Fix: Change out the bulbs in your lighting fixtures with energy-efficient ones. They can last anywhere from 5 to 25 times longer most cost only a few dollars more.
- BRIGHT COLORS**
You might love your fuchsia accent wall, but it makes it hard

Like Comment Share



Go Live

Facebook live is a great tool for real estate agents! All you need is a smartphone and a business page and you are ready to broadcast.

Try Facebook Live for:

- Sneak previews of listings
- Open houses
- Community events
- Q & A sessions



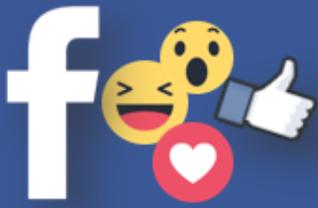
SOCIAL CALENDAR CREATION

When creating your social media calendar, here are a few basic Facebook best practices to live by:

- The best time to post on Facebook is between **1 pm – 3 pm**
- The second best times to post are **9 am and 4 pm**
- The best days of the week to post are **Thursday and Friday**
- In general, user **engagement is highest** on Fridays, followed closely by Thursdays.
- As a general rule, post at least **a minimum of 3X/week** and a maximum of 10X/week
- Also put thought into the **quality** of your content, that's far more important than the quantity.

SAMPLE FACEBOOK CONTENT CALENDAR

2018 FEBRUARY						
SUN	MON	TUE	WED	THU	FRI	SAT
				1	2 Engagement Post 1:00 PM	3
4	5 Listing Post 12:30 PM	6 Recent Home Sales 10:00 AM	7	8 Engagement Post 2:30 PM	9 Facebook Live Sneak preview listing 2:00 PM	10
11 Home Search 3:00 PM	12	13 Educational post 11:00 AM	14 ❤️ Valentine's Day Engagement Post 10:00 AM	15	16 Engagement Post 3:00 PM	17
18	19 Facebook Live Q & A 3:00 PM	20 Engagement Post 1:00 PM	21	22 Engagement Post 2:00 PM	23 Listing Post 1:15 PM	24
25 Educational Post Infographic 2:45 PM	26	27	28 Facebook Live Feature Home Inspector 2:15 PM			



PAID ADVERTISING



Most agents that we work with find success through creating a balance between organic Facebook content and paid ads.

Pros:

- Facebook allows you to highly target your specific demographics and farmed areas (microtargeting).
- Great way to get your listings in front of the right audience (either in the U.S. or abroad).
- Your influence increases with more traffic.
- You can advertise open houses and other networking events
- Showcasing your posts can help increase engagement and catch the attention of new leads outside of your SOI
- In-depth analytics allow you to measure results

Cons:

- Ads can get expensive if you aren't adjusting your ads and budgets based on success.
- Perfecting paid advertising does require added time and resources.
- Requires marketing experience to work to it's fullest.
- Time must be spent on strategy and your ads must reflect your brand and voice.



LEAD GENERATION WITH FB



Like Gate

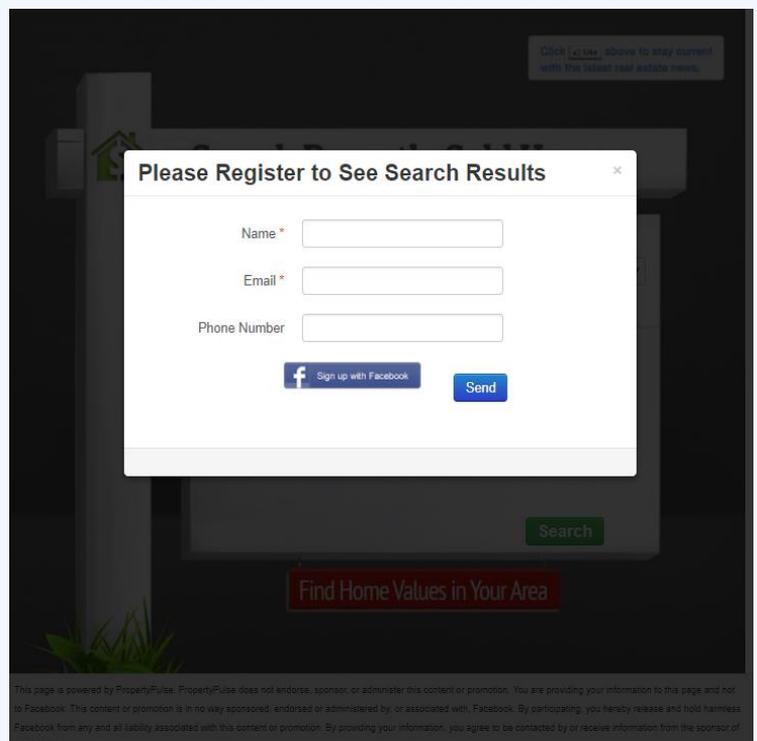
Just as a lead capture form on your website is ideal, you can also do the same with your Facebook page.

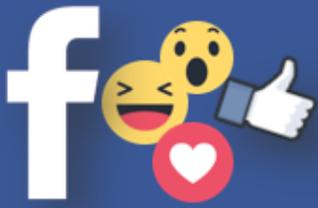
The Like Gate allows leads to connect with you as soon as they get to your page.

Use tools on FB with Gated Content

Having great resource tabs on your Facebook page is excellent, it doesn't mean you can't keep it gated however!

Use tools like this one that pops up when users want to find home values in their area. Once they enter their information, they gain full access.





LEAD GENERATION WITH FB

Lead Capture on Your Website

Once you begin driving Facebook followers to your website, it's important to have a way to gather their information.

Lead capture allows you to keep some content gated until you are able to get contact information from your leads. Once you have this valuable content, you can continue to warm up your leads with email campaigns, suggested content, and simply engaging with them through social.



URL in Posts

All your Facebook posts must be strategic. In addition to the initial function (engagement, listing traffic, etc.) you should also brand yourself by including your URL below each of your posts.

Converting followers into leads is easier to do when you can entice them to visit your site.



HOW TO AUTOMATE SOCIAL POSTING



HOW TO USE PROPERTYPulse TO GRAB FACEBOOK LEADS



1

LEADS FIND YOU ON FACEBOOK



2

LEADS VISIT YOUR WEBSITE



3

NURTURE AND ENGAGE YOUR LEADS



- Leads interact with branded posts and go to your website
- Use IDX home search
- View listings
- Recent home value search and community reports*

- Lead capture forms are activated
- Website activity is tracked
- Lead insight is gained
- Contact is made

- Using a combination of automated social posts on Facebook and email campaigns you form your relationships

[Schedule a Demo Today](#)

*Features Vary By Package