

# Social Media Marketing for Brokers



# What are these executives debating?

“We can’t let our employees use this! It will pull them away from their work.”

“This will allow employees to distribute content to the world and we will be liable.”

“We will lose control of our brand!”

## 1997 Discussions about E-Mail



# “The Internet? Bah!”

**Newsweek**

## The Internet? Bah!

*Hype alert: Why cyberspace isn't, and will never be, nirvana*

by [Clifford Stoll](#) February 27, 1995

After two decades online, I'm perplexed. It's not that I haven't had a gas of a good time on the Internet. I've met great people and even caught a hacker or two. But today, I'm uneasy about this most trendy and oversold community. Visionaries see a future of telecommuting workers, interactive libraries and multimedia classrooms. They speak of electronic town meetings and virtual communities. Commerce and business will shift from offices and malls to networks and modems. And the freedom of digital networks will make government more democratic.

Baloney. Do our computer pundits lack all common sense? The truth is no online database will replace your daily newspaper, no CD-ROM can take the place of a competent teacher and no computer network will change the way government works.

“...Visionaries see a future of telecommuting workers, interactive libraries and multimedia classrooms. They speak of electronic town meetings and virtual communities. Commerce and business will shift from offices and malls to networks and modems. And the freedom of digital networks will make government more democratic. Baloney.”



# Did you know that...

**Half** of the human race is under 30?



They've **never** known life without the internet.

# But wait...

Did you know the fastest growing social media demographic is **50 and over**?



**Where do all these people go first to find information?**

# Social Media Is NOT Emerging...





# Social Media Is Mainstream





# 500 Billion

~ The number of minutes spent on Facebook each month

**Last year, that  
number was**

**150 Billion**





# 25 Billion

~ Content (photos, links, videos) shared on Facebook each month

That's **6 times** more  
than last year's total





# 2 Billion

~ The number of YouTube videos viewed each day

That's **twice** as many as last  
year





# 27 Million

~ The number of tweets each day on Twitter

That's **6 times** more than last  
year





# 95 Percent

~ Companies using LinkedIn to find employees

**Wonder if they also use it to  
research who to do business  
with?**



**What's in it for  
You**



# Business Benefits

- Customer Service
- Reputation Management
- Brand Loyalty
- Public Relations
- Drive Web Traffic
- Customer Acquisition
- Networking
- Professional Development
- Recruitment
- Increased Marketing Reach
- Research
- Sales/Listing Leads



# Plan your Strategy

- Develop a written policy
- Define your objectives
- Do your research
- Determine your target audience
- Select your tools
- Develop your niche/persona
- Schedule your time
- Monitor your presence
- Measure your results



# Now...It's Time to Engage

## Ask yourself:

Who is my audience?

Where can I reach them?

What do they want to learn from me?

## Realize:

Priority 1 – What they are passionate about

Priority 2 – What they need to know to do their job/live better

Priority 3 – Anything so creative that it captures their attention

Priority 4 – Everything else



# This means that the **key** is CONTENT!

Here's what consumers **want** from social media:

- Entertain **Me**
- Educate **Me**
- Inspire **Me**
- Intrigue **Me**
- Inform **Me**



# The Do's

- Listen (Google Alerts & Social Mention)
- Participate in conversations
- Be yourself
- Proofread
- Remember your objectives
- Post consistently

# The Don'ts

- Be a Spammer
- Think of it as a sales pitch
- Spend too much time
- Be afraid to ask for help
- Forget who your audience is
- Have unrealistic expectations
- Ignore the “social rules”



# Link to *Your* Home



# Search Engine Optimization



**Keywords** – (Search engines look at keywords for ranking)

- Focus on “win-able” keywords (Google AdWords)
- Headlines and sub-heads should contain relevant keywords. Look for additional ways to include high volume keywords throughout text – while remaining relevant and conversational.

**External Links** – (Considered third-party votes by search engines)

- Anchor Text is important to enhancing your web ranking & driving traffic, so try to optimize on keywords

For more information on Mission Kansas Real Estate [click here](#)

VS

For more information, visit our [Mission Kansas Real Estate](#) Guide

**Multi-Media Content** – (Provides SEO Boost)

- Include keyword-rich titles, tags, captions





# Creating a Page



- ✓ Facebook.com/pages
- ✓ Create a page
  - Local Business
- ✓ Name Page Strategically
  - Facebook PageRank
  - Search Engine Results

**Create a Page**  
Connect with your fans on Facebook.

Local Business or Place

Company, Organization, or Institution

Brand or Product

**Create a Page**  
Connect with your fans on Facebook.

**Local Business or Place**  
Join your fans on Facebook.

Real Estate

Business or Place

Street Address

City/State

Zip Code

Phone

**Get Started**

**Name your Page**



# Tips for Adding Fans



- ✓ Vanity URL (facebook.com/username)
- ✓ Best time to post: Outside regular business hours
- ✓ Post Length: 80 characters or less for most engagement
- ✓ Best Practice: Ask questions, post photos/videos, contests/polls
- ✓ Use Facebook Analytics: Measure message effectiveness
- ✓ Advertise your Facebook URL (website, business cards, print ads)
- ✓ Links to page from other networks
- ✓ Tagging
- ✓ Custom Landing Page
- ✓ Create events
- ✓ Facebook Ads or Sponsored Posts
- ✓ Find Fans & Suggest to Friends features



# Custom Landing Page



**Tech Savvy Agent** Like  
Local Business · New York, NY

### What We Do

Technology is moving faster than ever, even in the Real Estate industry.  
We created this community to help you keep up!  
We cover social media sites like Facebook, Twitter, Blogging and more,  
But we always focus on the strategies behind using them.

### How We Were Recognized

Innovator AWARD 2010 WINNER  
**100** Most Influential Real Estate Leaders: 2010

### Exclusive Email Only Tips!

Interested in receiving our Exclusive Email Only Tips?  
Complete the form below and you'll begin receiving them in your inbox soon!

First Name \*

Last Name \*

Email Address \*

Submit

Sign Up For Our Exclusive Email Only Tips  
Click on the Join My List link

@techsavvyagent  
www.TechSavvyAgent.com

15,462

✓ Custom Landing pages added through app in Edit Page section

✓ Low-cost custom page services available

**Free** customizable template at [www.pagemodo.com](http://www.pagemodo.com)



# Contact Us Tab



**Tech Savvy Agent** ▶ **Contact Us**  
Local Business · New York, NY

**TECH SAVVY AGENT** THE PULSE OF REAL ESTATE TECHNOLOGY

*Gain more business from your Social Networking TODAY!*

Name    
First Name Last Name

E-mail

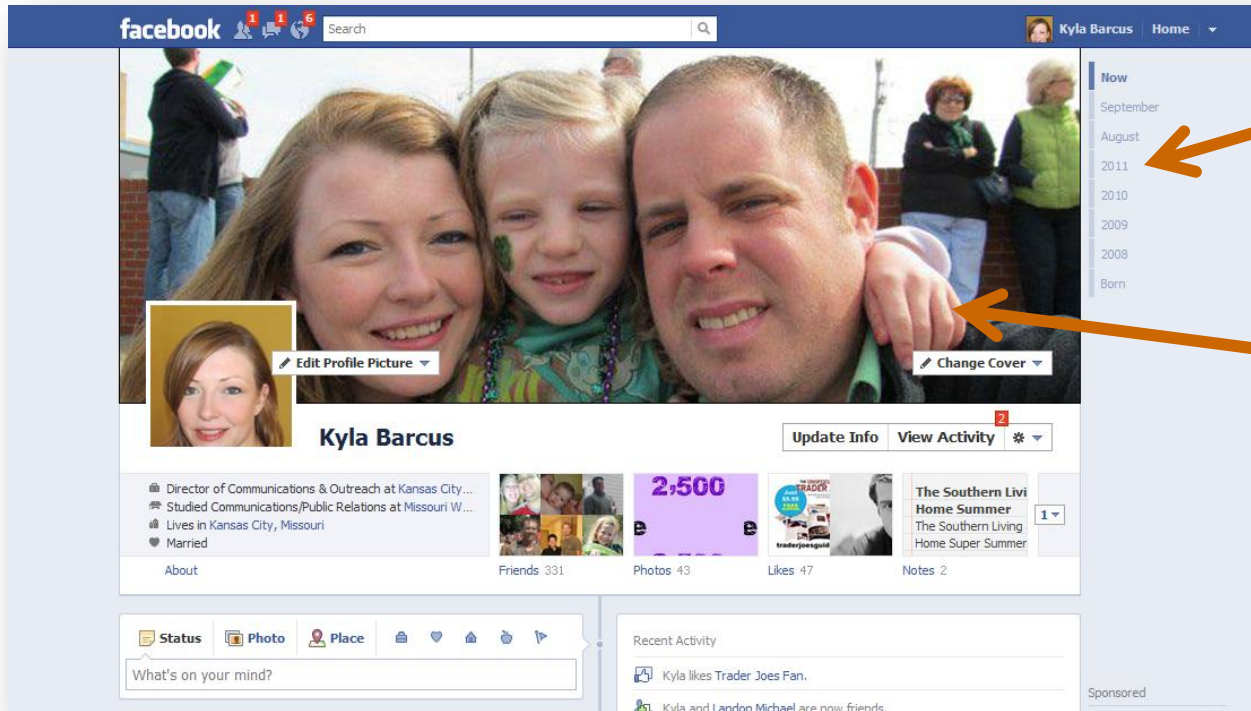
Phone Number  -   
Area Code Phone Number

Want Help?

**Free** Customizable  
Contact Forms &  
Tutorials from  
**JotForm.com**



# The “New” Facebook



Timeline  
“the story  
of your life”

Cover Image  
“blog look”

Introduction of Open Graph -  
applications for “seamless sharing”





# Business Benefits



- ✓ Online visibility
- ✓ Ability to embed videos
- ✓ Google PageRank & Search Engine Results
  - ✓ Add key word rich titles and tags
  - ✓ Include contact info within video

# Video Suggestions



- ✓ Virtual Tours
- ✓ Tutorials
- ✓ Interview Local Experts
- ✓ Neighborhood Tours
  - ✓ Branding
  - ✓ Testimonials
- ✓ Report Successes



# Real Estate Video Toolkit



✓ HD Camera



✓ Wide Angle Lens



✓ Stabilizer Bar



✓ Editing Software

(Window Live Movie Maker,  
iMovie(Mac), Pinnacle Studio,  
Corel Video Studio Pro)



# Professional Video Editing



**[www.HDHat.com](http://www.HDHat.com)**

- ✓ You shoot the video
- ✓ They edit up to 5 clips
  - ✓ Stabilize Clips
- ✓ Professional narration
- ✓ Music, transitions, hosting, syndication
  - ✓ 24-hour turnaround





# Business Benefits



- ✓ Agent Recruiting
  - ✓ Visibility
  - ✓ Research
- ✓ Illustrate Expertise
  - ✓ Networking
  - ✓ Recommendations
- ✓ Google PageRank & Search Engine Results

# Must Do's



- ✓ Complete Profile (customize URL)
  - ✓ Upload Contacts
- ✓ Give/Ask for Recommendations
  - ✓ Join Groups
- ✓ Participate in discussions (groups & LinkedIn Answers)
  - ✓ Promote your Profile





# Business Benefits



- ✓ Visibility
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# Suggestions



- ✓ Complete Profile
- ✓ Create a custom background or use template
  - ✓ Use [search.twitter.com](https://search.twitter.com) to find users
  - ✓ Follow locals, industry experts, influencers
  - ✓ Share valuable links on your site and others
- ✓ Create or monitor your city's hashtags (#kansascity)
  - ✓ Build network by joining conversations
- ✓ Shorten & track link performance (bit.ly or tinyurl)
  - ✓ Use twitter analytics for measurement
  - ✓ Monitor & respond to trending topics

# Social Media Management



## HootSuite

Free (upgrades available for small fee)

Manage multiple accounts (Facebook, Twitter, LinkedIn)

Schedule posts in advance or to multiple platforms

Access online or mobile

Monitor keywords, users, mentions, direct messages

Allows multiple users (ability to assign tasks)

Includes stats/analytics

## Social Made Simple

Free trial (\$19/month)

Designed specifically for real estate professionals



# Social Media Case Study

facebook

Search

**365 Things To Do In Vancouver, WA** Like

Local Business

Wall

14,500 people like this

365 Things To Do In Vancouver, WA

Want to see a little "Year in Vancouver, WA"? Please click here for more information. New content coming soon!

14,500 likes!

Call to Action

Video Integration

About Dale Interactive Map Neighborhoods Columbia Waterfront Subscribe to RSS

presented by... **CLARK COUNTY REAL ESTATE GUIDE**

**Search Homes for Sale**

Search by neighborhoods, save searches and get email updates on new listings.

Start Your Search

Start Search To find the home of your dreams

Introducing: Clark County, WA Neighborhood of the Week

Introducing... It should be no secret by now that I love my hometown of Vancouver, WA. I love everything about Clark County, WA (yes, I also love Clark Co, NV, Viva Las Vegas!) :) As I was nearing the "end" of 365 Things To Do In Vancouver, WA I decided I should figure out how to expand what I spent a year doing. I wanted to do s...

Read More

**365 Things To Do In Vancouver, WA Year In Review**

The Mission: February 17th, 2010 through February 16th, 2011 write one blog post each and every day highlighting something to do in Vancouver, WA (& surrounding cities). Status: Task completed on schedule. Every singl...

Read More

Search Website Here

Agent Profile

Dale Chumbley 360-260-3253 (Call or Text)

Meet Up With Dale

Your Name

Your Email

What you'd like to talk about...

Meet Dale



# Social Media Case Study

Google

things to do in vancouver wa

About 662,000 results (0.55 seconds)

**Everything**  
Images  
Videos  
News  
Shopping  
More

Springfield, MO  
Change location

Show search tools

**Vancouver WA Things To Do - 1 ridiculously huge coupon a day.**  
It's like Vancouver at 90% off!  
[www.groupon.com/Portland/](http://www.groupon.com/Portland/)

**Things to Do in Vancouver - Vancouver Attractions - TripAdvisor**  
About TripAdvisor®: TripAdvisor™ provides unbiased reviews of attractions, activities and things to do in Vancouver, Washington. TripAdvisor ...  
[www.tripadvisor.com/Attractions-g60820-Activities-Vancouver\\_Washington.html](http://www.tripadvisor.com/Attractions-g60820-Activities-Vancouver_Washington.html) - Cached - Similar

**365 Things To Do In Vancouver, WA | Facebook**  
Welcome to the official Facebook Page about 365 Things To Do In Vancouver, WA. Join Facebook to start connecting with 365 Things To Do In Vancouver, WA.  
[www.facebook.com/WhyVancouverWA](http://www.facebook.com/WhyVancouverWA) - Cached - Similar

**Discover the original | Visit Vancouver USA**  
Come and experience the many exciting things taking place in Vancouver Washington. Explore historic attractions, take in a round of golf, sightsee in the ...  
[www.visitvancouverusa.com/](http://www.visitvancouverusa.com/) - Cached

**Vancouver Attractions - Vancouver, Washington - Yahoo! Travel**  
Find the best attractions in Vancouver with Yahoo! Travel. ... StumbleUpon. Home > Travel Guides > United States > Washington > Vancouver > Vancouver Things to Do ... Pearson Air Museum. Hudson's Bay, Vancouver, Washington ...  
[travel.yahoo.com/p-travelguide-6614535-vancouver\\_things\\_to\\_do-i](http://travel.yahoo.com/p-travelguide-6614535-vancouver_things_to_do-i) - Cached - Similar

**365 Things To Do In Vancouver, WA and Clark County Real Estate Guide**  
365 Things To Do In Vancouver, WA Year In Review. The Mission: February 17th, 2010 through February 16th, 2011 write one blog post each and every day ...  
[clarkcountyrealestateguide.com/](http://clarkcountyrealestateguide.com/) - Cached - Similar

Facebook page earns the No. 2 organic ranking

Blog earns the No. 5 ranking



# Risk Management for Brokers

- Implement Social Media & Internet Policies
- Educate yourself, associates and staff
- Connect with associates on social media
- Monitor activity
- Be involved in the process
- Prepare for potential mishaps
  - Response Team (internal team/legal counsel)
  - Response Plan



# Risk Management for Brokers

Ensure compliance with laws and regulations governing real estate business



- Code of Ethics
- Fair Housing
- Antitrust
- License Laws & Regulations

# Code of Ethics



## Article 12

### – Standard of Practice 12-5

REALTORS® shall not advertise nor permit any person employed by or affiliated with them to advertise real estate services or listed property in any medium (e.g., electronically, print, radio, television, etc.) without disclosing the name of that REALTOR®'s firm in a reasonable and readily apparent manner. This Standard of Practice acknowledges that disclosing the name of the firm may not be practical in electronic displays of limited information (e.g., “thumbnails, text messages, “tweets”, etc). Such displays are exempt in this Standard of Practice, but only when linked to a display that includes all required disclosures. *(Adopted 11/86, Amended 1/11)*



# But Remember...

## License Law Takes Precedence

### Kansas

K.S.A. 58-3086(b)(B) – all advertising conducted by a licensee shall include the name of the supervising broker's trade name or business name by prominently displaying and announcing the supervising broker's trade name or business name in a readable and identifiable manner

### Missouri

20 CSR 2250-8.070 (3) – every advertisement of real estate by licensee where the licensee has no interest in the real estate shall be made under the direct supervision and in the name of the broker or firm who holds the licensee's license. If the licensee's name or telephone number, or both, is used in any advertisement, the advertisement also shall include the name and telephone number of the broker or firm who holds the licensee's license



# Copyright & Trademark



TM

Violations can include:

Trademark

Copyright

Intellectual Property

Trade Secrets



TM

Get Permission – Give Credit



# Use of term REALTOR®

1. The term REALTOR®, whether used as part of a domain name or in some other fashion, must refer to a member or a member's firm.
2. The term REALTOR® may not be used with descriptive words or phrases.
3. For use as a domain name or e-mail address on the Internet the term REALTOR® does not need to be separated from the member's name or firm name with punctuation.
4. For purposes of domain names and internet addresses only, there is an exception to the rule on capitalization of the term REALTOR® and it may appear in lower case letters.

## **Incorrect**

- numberone-realtor.com
- chicagorealtors.org
- realtorproperties.com

## **Correct**

- johndoe-realtor.com
- Johndoerealtor.com
- jdoerealtors@webnetservices.com



# Fair Housing & Antitrust



**Use Caution!**



Communications prohibited under Fair Housing and Antitrust Laws are similarly prohibited on social media platforms.

# Online Safety

Regularly remind agents of online safety precautions and best practices

**REALTOR<sup>®</sup>**  
**SAFETY**

## Considerations

Photos – Privacy Settings – Location Displays



# If Crisis Hits...

- Be Responsive & Timely
- Consider your response
- Be Truthful & Transparent
- Stay on the appropriate battlefield
- If in Doubt – Seek Legal Counsel



# Questions?

