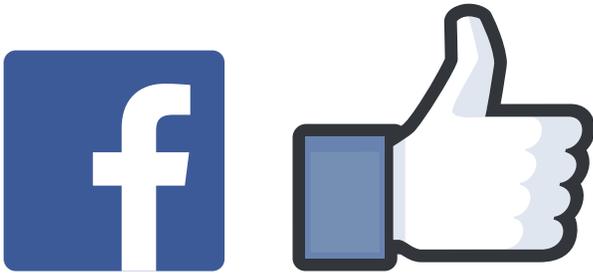


# FACEBOOK 101

## A BEGINNER'S GUIDE FOR REAL ESTATE PROFESSIONALS



### WHY FACEBOOK?

The world's largest social media network, with over 1.3 billion active daily users, is still growing at a record pace every year. Five new profiles are created every second! An entire generation now conducts their activities and lifestyles more on social media and their phones than even in person. Your customers ARE on Facebook, but so are your competitors. It's time to join (or keep up with) them - direct the conversation, grow your circle, build relationships and visibility, and ultimately... create leads!

### BENEFITS

- Puts you in front of your audience
- Increases your business and brand awareness
- Helps you understand your audience
- Builds relationships with your audience
- Can identify customer service opportunities
- Builds and increases customer loyalty
- Identifies sales opportunities as people disclose stages in their life (and people share EVERYTHING!)
- Reaches new potential customers
- Establishes you as an authority

 With little but CONSISTENT effort and minimal cost, social media is the KEY to boosting your business.

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### SHOULD I BE ON FACEBOOK?

A Facebook page is only as good as the content that's on it, the timeliness of posts and the consistency you invest in posting. If you don't like Facebook and dread making posts or see it as a giant time suck and waste of time - stop now. Creating a Facebook business page will not solve your marketing needs if you're not going to use it. To have an old, outdated page will actually be a lot worse than if you didn't have one at all. But if you're ready to provide interesting, engaging content and are willing to commit to keeping it updated, read on!

# START WITH A STRATEGY

What do you want to get out of Facebook? How will you engage? How often will you post, and what kind of content? Plan and strategize for best results, otherwise your business page will quickly fall by the wayside and be forgotten. Start small with attainable and measurable goals. For example:

Invite your personal friends on Facebook to like your page.

Post 4-5x a week for at least 3 months in a row.

Expand your circle by 20% to reach more clients.

Increase engagement rates (likes and shares) by 15%

Connect with existing clients monthly

## NOTE:

Generating leads comes over time as you provide value to your followers, establishing trust and loyalty. Social media is not a hard place to sell, it's a place to nurture relationships and if done correctly, over time you'll see results.

# HOW TO USE SOCIAL MEDIA



**PROVIDE VALUE:** Give something before you ever sell.

Do this by educating, inspiring, and entertaining your following. Give them knowledge, tips and insight they can't easily find elsewhere. Once you've done that well, then every once in a while you can sell and your followers won't mind.

The "Golden Rule" for content ratio is 80:20. 80% of your posts should be value-based content while the other 20% can be related to your product (i.e. listings).

Make it interesting and engaging.

## EDUCATE.

Create educational posts about how to remodel your bathroom to increase sales price, what the top 5 restaurants are in your neighborhood and what school or other community service is having an upcoming fundraiser.

## INSPIRE.

Instead of copying a listing from the MLS, choose an image other than the first image "out there" and create your own post. Create a message to help your follows visualize themselves in that home, or tell a story about it..

## ENTERTAIN.

Everyone loves to laugh - sharing funny memes or cartoons (tastefully, of course!) is a great way to entertain your followers. You could also step up your game by shooting a fun video which showcases your personality.

# WHERE TO FIND & CREATE CONTENT

How do you come up with content ideas or find content to share? Check our company Facebook page for items to share as well as

[ColdwellBanker.com/blog](http://ColdwellBanker.com/blog). These are great places to start, however if you truly want to stand out on Facebook, create your own content. You can even use existing content for inspiration to write your own! Search for local events, visit a local restaurant, share some local history. Subscribe to local newspapers. Write about your past or involvement in the local community. Content can be found everywhere – it's up to you to make it yours.

Content you create that doesn't exist elsewhere is gold! Your followers will love it, and your brokerage will love it and most likely share to its followers, who will also share, and so on! That's how social media posts go viral, and you get great exposure to new connections outside your immediate circle.



It's not about the number of followers you have – most accounts with huge followings usually have the least engagement. **It's about how engaged your followers are.** If you only have 150 followers, but have cultivated a high rate of interaction and loyal fans who unfailingly provide a steady stream of referrals, you are a social media success.

## KEYS TO SUCCESS

### BE AUTHENTIC:

You have something no one else possesses – your personality, history, and experiences. Tell a story! The most successful people on social media are the ones who are the most authentic and true to themselves – no matter the story. Make sure the personality you present on social media is the same you present in person at open houses.

### BE CONSISTENT:

You may be the best storyteller in the world, but if you don't deliver content on a consistent basis, you will never rank in the eyes of Facebook's complicated algorithms, and thus never reach your following. Be consistent – at the very least, post on a daily basis.

### BE PATIENT:

The final key is the hardest – patience. This is where many who have authenticity and consistency figured out have failed. Those who have experienced social media success have been patient and performed consistently whether they were seeing results or not. Eventually results will come.

**TIP:** Create a content calendar which clearly outlines your posting schedule and content types. Having a calendar will help you post consistently. You can even schedule your posts on Facebook. Take an hour at the beginning of the week and schedule your posts – then you won't have to think about it! Here is an example:

	MON	TUES	WEDS	THUR	FRI	SAT	SUN
AM	CUSTOM/BLOG	ENTERTAIN	INSPIRE	COMMUNITY INVOLVEMENT	OPEN HOUSE	WEEKEND EVENT	INSPIRE
PM	PERSONAL / LIFESTYLE	COMING SOON	EDUCATION	#TBT	NEW LISTINGS	PERSONAL / LIFESTYLE	CLIENT RECOGNITION



# WHAT KIND OF PROFILE SHOULD I USE?

IF YOU ARE TRULY INVESTED IN ACCELERATING YOUR BUSINESS, YOU \*MUST\* USE A FACEBOOK BUSINESS PAGE TO PROMOTE YOUR REAL ESTATE BUSINESS. HERE'S WHY:

A Business Page helps assert you as a professional. Just as you conduct yourself differently in front of buyers at a showing vs. out with your friends on a Saturday night, you would do so on a Business Page vs. your personal profile.

Business Pages come with great tools to help market your business, such as lead-generation tools, readily-available contact info, insights on your visitor demographics and frequency, and most importantly: the ability to advertise your services for a fraction of the cost of a print ad with the flexibility of reaching whomever you want.

Set yourself apart from your competition: many agents may still not use social media for their business.

A Business Page is more readily searchable by the service you're promoting. If someone is searching for Real Estate Agents, your Business Page is far more likely to end up in the search results than a personal page.

# DO'S AND DON'TS OF FACEBOOK

- DO** invite your friends to follow your new Business Page.
- DON'T** post your business on other Business Pages.
  - DO** make sure your entire profile is filled out.
- DON'T** just post listings - that is a fast way to lose followers (Remember: 80:20).
  - DO** use professional high-res photos for your profile and cover photo.
  - DO** include the brokerage information (name and address and/or phone number).
- DON'T** ignore comments! Answer every one quickly. Those are the reason for being on Facebook, and replying shows you are interested and knowledgeable - this helps with reviews down the road. It also boosts your engagement algorithm, exposing your posts to more new followers.
  - DO** look at your Insights often to see where your visitors are coming from.
  - DO** share your listings and open houses with appropriate Groups on Facebook (those where people are looking for homes in the area) and be sure to answer any questions asked on that post.
- DON'T** post about politics, partying, religion or be judgmental or complain! This is a fast way to lose potential clients.
- DON'T** post self-promotion during times of national tragedy, and be sure to cancel any scheduled posts during that time.

**DO utilize the assistance of the office marketing director to assist with messaging, photo editing, and scheduling content!**