

Social Media for Real Estate

Instructor, Juanita McDowell

First Things First

Commission rules on Social Media

Module 1 – Foundation and What is Social Media

Definition and Starting Point - Understand Hub and Spoke Marketing

The website and the blog are the home base of your business—your online storefront or “hub.”

Twitter, Google+, Facebook, YouTube, LinkedIn, etc. are your spokes. Use these sites to reach out to your community online to connect to prospects, gain trust, expand your reach, and generate leads. Your hub should tell me what you do, your point of differentiation. Are you a first-time homebuyer specialist, a short sales specialist, an investment expert, a luxury real estate specialist? How do I contact you?

Quick Website (“Hub”) Check. Every real estate website MUST have the following:

- 1.
- 2.
- 3.
- 4.
- 5.

Wisdom: Content Marketing and One BIG Reason to Blog

Get Social - Where are your fish swimming?

Social Participation on Trulia and Zillow

- ❖ Real estate advertising and search engines
- ❖ Fastest-growing U.S. real estate Websites
- ❖ Offers a rich, intuitive user experience that points consumers directly to listings on agent and broker Web sites

How to Set Up Trulia Alerts

1. Visit <http://www.trulia.com/voices/alerts>
2. Select a **Category** and **location**
3. Hit **Add Alert**.

Module 2 – Facebook Communication and Marketing

In this module, we will cover the following:

- Privacy Settings – Instructor DEMO
- 10 Reasons to be active on Facebook
- How to Create a Friend’s List
- Facebook Pages – Creation and Promotion
- Examples of Real Estate Agents who “Facebook” Effectively
- The Gold inside of a Facebook Yard Sale
- 5 “Really” Smart Tips for Using Facebook

How to Create a Facebook Page

1. Go to facebook.com/pages
2. Select **Create a Page**
3. Select Local Business
4. Enter a Name, Address and Phone
5. Read then agree to the Terms
6. **Design Options for Pages:**
 - **Pagemodo.com**
 - **Upwork.com (\$)**

Facebook Advertising

Create Facebook Ad – Instructor DEMO

What now?

Develop a 15 minute a day schedule (5-Day/Week). Commit to improving your online presence.

Module 3 – LinkedIn Communication

2 Things you must do on LinkedIn

Complete Your Professional Profile

Get Recommendations from Past RE Clients

The Top 3 LinkedIn Strategies

1. _____
2. _____
3. _____

Module 4 – Microblogging

Use Twitter to Build your Brand

Examples of Social Media Real Estate Rock stars include _____,
_____, and _____.

Shorten URLs with bit.ly or Budurl.com

Potential twitter status updates:

- Just listed 678 Yellow Street that's part of the historical society, a rare find
- Just got a good offer from a client. Looks great!
- Giving a chance to win an iPad to visitors who stop by my open house at 5454 Jefferson Road. Sound good? Come by.
- Finally home after a long day checking out a few listings. Anyone else had a doozy of a day?
- Final inspection went great. My first-time homebuyers are so excited about becoming homeowners.

How do you create your own private "Lists" on Twitter?

1. **Go to Settings**
2. **Click on _____**

Module 5 – YouTube and The Realtor®

TOWN HALL - Why is YouTube so important NOW?

3 Major Content Strategies:

1. _____
2. _____
3. _____

Two (2) Types of Real Estate Videos for Agents to Connect with the Consumer:

1. _____
2. _____

Three (3) Major Video Content Strategies:

1. _____
2. _____
3. _____

Mobile Tricks for Social Media:

References:

Business Card Site: About.me

Blogging Options for Newbies: Blogger or Wordpress.com

Syndication Tools and Desktop Clients: Hootsuite.com, Tweetdeck, Oneload

Questions for Juanita McDowell?

Social Channels:

- YouTube Channel: InMotionREI
- Twitter: twitter.com/JuanitaMcDowell
- LinkedIn: [Linkedin/in/juanitamcdowell](https://www.linkedin.com/in/juanitamcdowell)
- Facebook.com/InMotionREI
- Facebook.com/JuanitaMcDowellSeminars