

Social Media for Real Estate

[Without Spending a Ton of Time]



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Does Social media scare you? Or have you tried it for business leads and found that it takes lots and lots of time, but you are not sure that you are getting results? If you put yourself in your client's shoes for a minute, you'll begin to understand the secret to social media is in the "social" more than in the "media." It's like being the sort of person at a cocktail party who listens attentively, tells great stories, shows interest in others and is authentic and honest.

Here's some brief advice on how to use social media as a realtor.



Most realtors get lots of business by referral from friends and family. Now when you think about it who are you connected to on Facebook? That's exactly it: friends and family.

However the key to having business success on Facebook is not to be selling your services all the time. People are on Facebook to be social not to be sold to. So updates that ask for new clients rarely work on Facebook.

So then how is it possible that Realtors are having great success on Facebook? The truth is they are taking a **top of mind approach**.

They are posting updates around Thanksgiving like, "I am really thankful that I have so many great clients."

Or they are posting their listings, but making them more relevant to their followers. They perhaps post a new listing saying, "I'm very excited about this new listing-could you see yourself living here?"

Another interesting way to promote listings on Facebook is to **tag the sellers** so that their network is alerted to the property. There's no telling who in their network might be interested in this listing. And don't forget to add your clients on Facebook before the transaction.

Finally after you close be sure to leave an **update on their wall** saying something like "Want to say thanks for your business. You guys were awesome to work with."



Often overlooked YouTube is the worlds **second largest search engine**. And it's one of the best resources for realtors online. Why is that? Because it's so easy to use and it's so rich in its ability to convey information. There's honestly nothing like video to **give a potential buyer a real feeling for a property** as well as your personality as a professional.

How can you get started on YouTube? It's actually pretty easy with your cell phone camera. You just **film your listings** and put them up on YouTube. You don't have to worry too much about making it ultra professional. You can just turn on the camera and walk and talk.

One of the biggest benefits of YouTube is that if the videos are done right with keywords and links in the description (so Google can find your information and list it in their directory) they will send you leads for years to come as people search through the site. This is also because Google includes video search results prioritized on their page.

To get the best results from your information make your title **keyword rich**. For example, if your listing is in Toronto's Leaside

neighbourhood make your title "Leaside Toronto Real Estate-1234 Elm St." This way if somebody is searching for "Leaside Toronto Real Estate" your listing should end up on Google's front page.



I think Twitter is a very interesting platform to use for realtors, but be careful- it can be time-consuming. If you do enjoy using it make sure you're focused on using it to build a local community. For instance you could build a local following by looking at the followers of local restaurants, news celebrities and so on. Most people on Twitter will follow you back and they may actually click on your profile to go to your website to find out more about you.

If you don't want to do this there are variety of techniques you could use to automate [or semi automate] your Twitter feed These include [Buffer](#) and [HootSuite](#).

Another thing to keep in mind is instead of using Twitter is a broadcasting platform try to use it as a listening platform. With just about 15 minutes a day you can find lots of examples of people looking for real estate or some sort of property. You can do this by going to www.Twitter.com/search and look up terms like "house-hunting" or "new home. "



LinkedIn is a platform that most people don't take full advantage of. They approach LinkedIn as a passive network when in reality there is a lot of opportunity to generate inbound leads. The first thing to do is refine your profile so that attracts the right clients you want to serve. [Over here](#) is great resources to use that can help you do that.

Another thing you can do is to join a number of groups that are relevant to your target clients. These could be topic specific, about real estate, or location specific, regarding your area of expertise.

But if you don't find a group which is related to what you want to talk about don't fret. You could start your own group in under five minutes. This is a great opportunity to not only engage with people online but also to have in person meet ups. These networking events can provide great opportunities for new leads but also to hear from people about what they want from their agents.

There are a number of templates that you could use that LinkedIn provides that help you to save time and engage new users when they join. In your confirmation template you could even offer them a free report which you repaired prepared that provides them even more value.

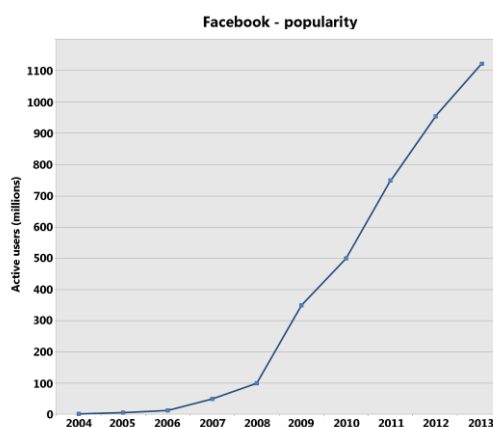
BLOG



I'm a big believer in having control of a blog or website. While the social platforms are great if they decide to make a change then you could be **shut out of the game**. What's working for you now may not work for you next week. Just take a look at the changes that Facebook made to their newsfeed over the past number of months. This reduced organic distribution of posts from company pages to next to nothing now.

There are many ways to set up your own website. With open source platforms such as Wordpress you will find a way to present your site that is pretty flexible and gives you a lot of options for design.

It's a great place to send all your social traffic to and over the long-term can build a lot of name recognition.



Both LinkedIn and Facebook offer ads that you can customize to their users. With Facebook in particular you can get a very high level of customization for your target audience. Because you are paying for ads to show you want to make sure that you get the most bang for your buck. So do a little bit of thinking about your

ideal client before you start building a campaign. You can include location and demographic information as well as interest languages gender and age.

References:

Managing your networks:

[Hootsuite](#): Make all of your posts through one central dashboard

[SocialBro](#): To engage and monetize your twitter audience

[Sprout Social](#): Management and engagement platform

[Buffer](#): Flexible features in a social management platform

[Wordpress](#): Open source blog platform

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