

# SOCIAL MEDIA MARKETING

Taking Your Business to the  
Next Level



# WHY SOCIAL MEDIA?

## According to HousingWire:

- 72% of Millennials consider homeownership **a priority**.
- 2 out of 5 Millennials plan to **purchase a home in the next two years**.
- “Millennials are now prioritizing homeownership above other major life milestones.” This includes marriage and starting a family.
- Millennials make up 36% of recent home buyers.

## How do we connect with Millennials? Social media.

- Millennials make up 29% of all Facebook users, the most represented age group.

# GET TO KNOW YOUR TARGET AUDIENCE

- Ask yourself the following...
  - “Who am I trying to reach?”
  - “What problem am I going to help them solve?”

**Don't lose sight of who you are trying to connect with and why.**

**Be informative.** Make your audience want to stop and listen.

**Create unique and compelling visual content.** Give your audience something they've haven't seen before.

**Celebrate milestones.** Create social media content around holidays, special occasions or milestones, partnerships with other businesses and get your audience involved.

# “STALK” SOCIAL MEDIA SUPERSTARS

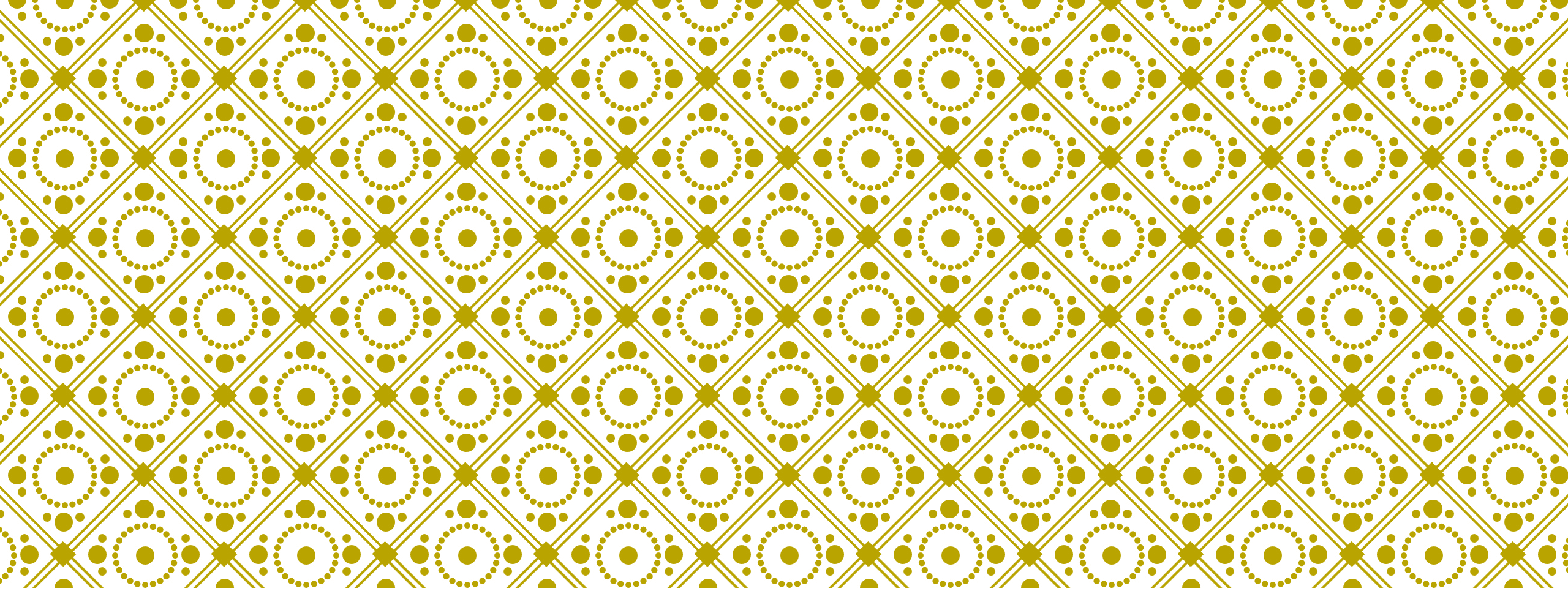
- Dream Town Realty: [www.facebook.com/dreamtown](http://www.facebook.com/dreamtown)
- The Lanier Property Group: [www.facebook.com/lanierpropertygroup](http://www.facebook.com/lanierpropertygroup)
- Seth Muenzer at Pierce Real Estate: [www.facebook.com/sethmuenzer](http://www.facebook.com/sethmuenzer)

## **Things to look for:**

**Branding** – Profile Photo, Cover Photo and Page Voice

**Engagement** – Likes, Comments and Shares

**Inspiration** – Creativity, Content and Customer Service



**IT'S ALL ABOUT ENGAGEMENT** |

# PAY ATTENTION TO YOUR CUSTOMERS

**Respond to Comments.** Reply to comments posted on your page, good or bad, and do so promptly.

**Focus on Local Interests.** People want to know what is happening within their local community. Post about local charity events, school-related activities, or highlight a popular local business. In general, post about anything you feel the community would find interesting.

**Share Interesting and Informative Facts.** These can stimulate likes and comments.

**Offer Helpful Advice.** Tips about how someone could stage her home for sale or decorate her new home are good ways to gain likes and comments.

**Post Images of You, Your Team, and Happy Clients.** Posting photos of you and your team participating in community functions or at office parties helps to put a personal face on your business. Potential buyers want to know that they are dealing with real people, not just faceless corporations.

# THE POWER OF CUSTOMER REVIEWS

- **90%** of respondents who recalled reading online reviews claimed that positive online reviews influenced buying decisions.
- **85%** of consumers said they read up to 10 reviews before feeling they can trust a business.
- **88%** of people trust online reviews written by other consumers as much as they trust recommendations from personal contacts.
- In 2016, Facebook was the **most popular** way consumers recommended or reviewed local businesses.

 **Bill Fisher** reviewed Michigan Mortgage — 5★  
June 4 at 12:12 PM · 🌐

What a great team of people they have at Michigan Mortgage! My awesome realtor, David Riemersma, referred my wife and I to them and I am happy he did. Rob Garrison, Annie VanOveren and Breann Fagan all did a wonderful job making the buying process easy and painless. They communicated very well throughout the whole deal with us and made us feel comfortable that they had it all under control. It was a pleasant buying experience and I fully intend to use these guys again.

 Like     Comment     Share    

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 Michigan Mortgage and Cherie Wandling

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 **Michigan Mortgage** Wow! Thank you for taking the time to write such a nice review. We loved working with you and hope you enjoy your new home 😊🏡

 Like ·  Reply · Commented on by Jill Garrison [?] · 3w

 **Bill Fisher** My pleasure! You guys were great 🍷 1

 Like ·  Reply · 3w

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 Write a comment...

## Why Facebook?

It's free.

It's easy.

Most people already have an account.

 **Marji Young** reviewed Michigan Mortgage — 5★  
May 1 · 🌐

 Like     Comment     Share    

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 Michigan Mortgage

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 **Michigan Mortgage** Thanks Marji. We loved working with you. 😊🏡🏡

 Like ·  Reply · Commented on by Jill Garrison [?] · 6w

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 Write a comment...    



# EASY TO ASK FOR.

Brett,

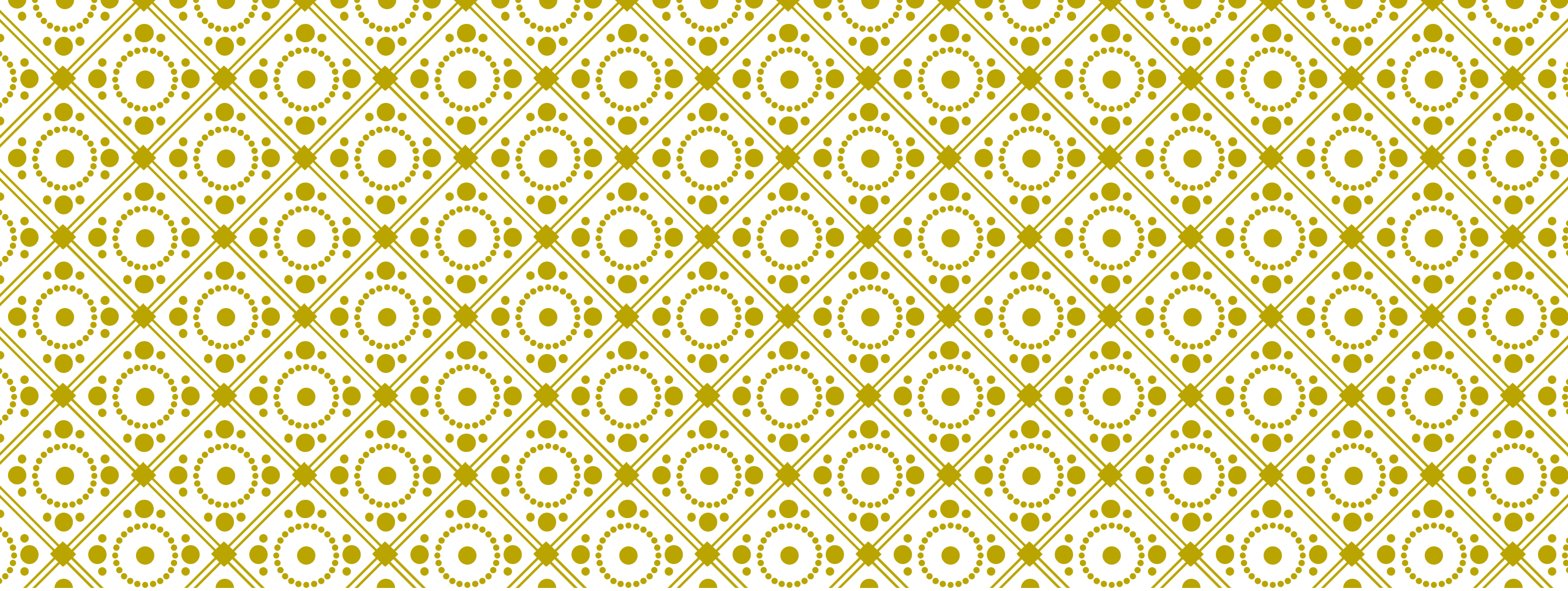
We want to thank you again for using our team for your financing. I know everyone enjoyed working with you and I hope you had a great experience. I was wondering if you could do us a big favor and like our Facebook page at <https://www.facebook.com/MichMortgageWMichigan/> and please leave us a review on Zillow [https://www.zillow.com/reviews/write/?s=X1-ZUzcyoge33y6mh\\_94p27](https://www.zillow.com/reviews/write/?s=X1-ZUzcyoge33y6mh_94p27) . This really helps us get the word out about your experience with us and helps our business grow.

I have attached an appraisal coupon for a future purchase or refinance as a token of appreciation for using Team Lehner as your preferred lender.

Congratulations once again & we hope you enjoy your new home!!

Team Lehner





# MARKETING TOOLS



# GIVEAWAYS

- A great way to connect with potential customers!
- Coordinate with a Holiday, Event or Time of Year
- Partner with Local Businesses/Professionals
- Require people to LIKE your page to participate

**Example:** West Michigan Properties

240+ Likes, 600+ Comments, 880+ Shares

Launched Page in May; now has 1,000 Fans.

Summertime Giveaway from Chris Alicki at Heartland Home Mortgage, llc and West Michigan Properties!!!!

Heres what you could win!

\*Char-Broil Grill

\*\$100 Sobie Meats Gift card

\*Sobie Meats Seasonings and Accessories

\*Grill Tools

Heres how to enter-

-SHARE THIS POST

-COMMENT WHAT YOU WOULD GRILL FOR YOUR FIRST MEAL!

Enter on original post ONLY!

Original post HERE: <https://bit.ly/2JpjD09>

\*\*Winner will be chosen Sunday @ Noon!

Make sure to like West Michigan Properties Chris Alicki at Heartland Home Mortgage, llc and Sobie Meats Facebook Pages!

HUGE thank you to our sponsors Sobie Meats Chris Alicki at Heartland Home Mortgage, llc.

**Giveaway!**

**WHAT YOU WILL WIN**

- Char-Broil Grill
- Sobie Meats \$100 Gift Card
- Sobie Meats Seasonings & Accessories
- Grill Tools

**HOW TO ENTER**

- Share the Post
- Comment What Your First Meal on the Grill Would Be!

**Chris Linda**  
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**Sobie Meats**  
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W/A 453-7301

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Huge thank you to our sponsors Sobie Meats and Chris at Heartland Home Mortgage.

# VIDEO

- Live vs. Pre-Recorded

## Video Best Practices

- Short and sweet.
- The first 15 seconds are the most important.
- Treat it like a casual conversation.
- Maintain your personal brand.



### Introducing Our "Second Look" Program

1.5K views · September 21



### Michigan Mortgage Minute: Highlighting Our Service...

1.1K views · August 10

# BOOSTING & PAID ADS

## **Boosting 101**

Pay Facebook to increase performance (views and engagement) on a specific post.

Post will appear as “Sponsored”

Targeting is available.

Example 😊

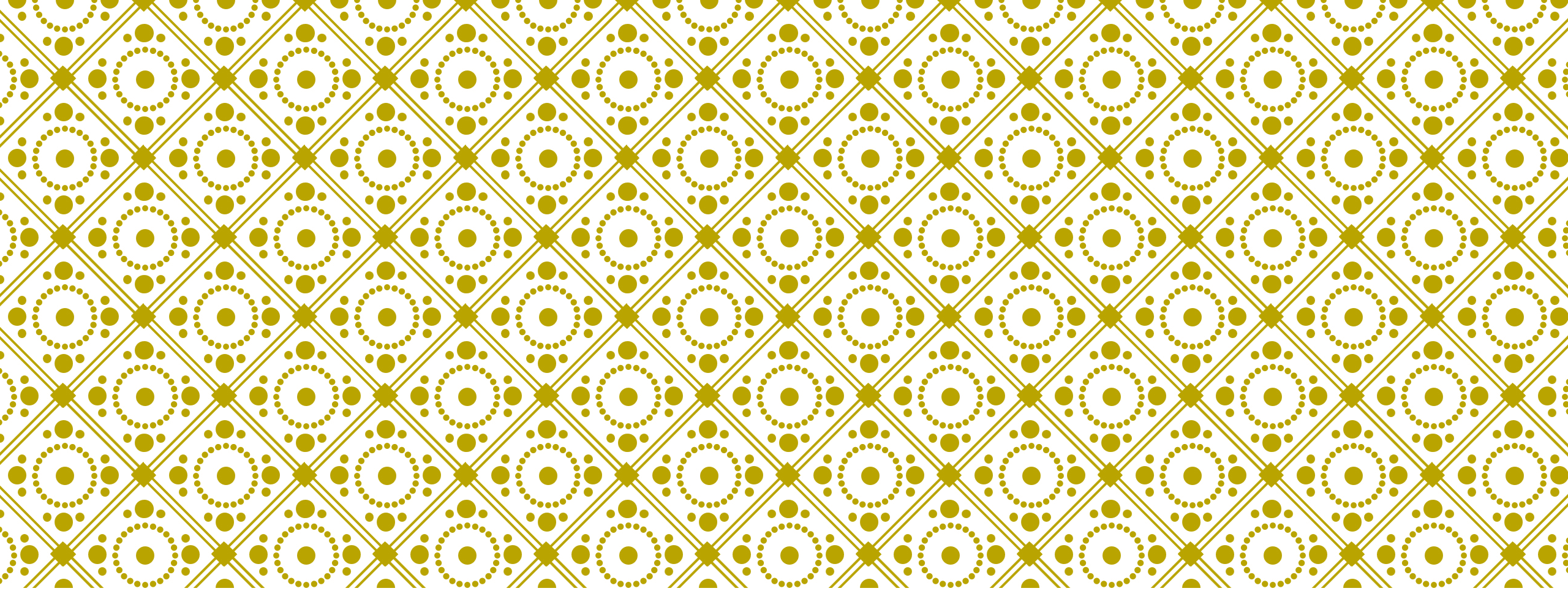
## **Paid Placement**

Done through Facebook Ads Manager

Ad will be shown in a variety of places (feed, story, messenger, etc.)

Targeting is available.

Example 😊



# TIPS FOR SUCCESS



# THE 80/20 RULE

The 80/20 rule is key to an effective social media strategy:

**80%** of the content you develop and share should be about your customers. It should be content that will help them solve challenges and peak their interest on a personal level.

**20%** of the content you develop and share can be sales-related, talking about yourself and your listings.

You don't want to overwhelm your followers by spamming them with advertising, so be sure to keep your promotional content to a minimum (20% or less). For the other 80% here are some things to focus on:

- Lifestyle content
- Neighborhood-related content and events
- Tips for staging homes
- Tips for moving
- Tips for buyers or sellers

# When and How Often Should You Post?

Here's what experts say.



*Every audience is different. While this works for some, it may not work for you. Make sure to actively monitor Facebook Insights to see when your audience is online.*

1

Low

1

POST PER DAY

Recommended

2

High

*To avoid feeling spammy, post once per day*

WHEN?

*Posting at 1:00 PM will get you the most SHARES*

*Posting at 3:00 PM will get you the most CLICKS*

FAN ENGAGEMENT

18% ↑

32% ↑

*Thursday & Friday*

*Saturday & Sunday*