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Are you getting to the point of nausea from the relentless buzz over Social Media? Whether you are tired of it or just now getting comfortable in that space, Social Media has transformed the way we communicate with each other. It has taken the concept of interactive internet to a place where, as a realtor you cannot ignore it. And if used as a proper tool to enhance the other forms of networking and prospecting that you are doing, can be a powerful way of growing your Brand and putting a healthy return into your marketing efforts.



The following are just a few quick ideas to consider as you build your Real Estate brand using Social Media:

1. Building your Social Media audience for success.

- a. If the number of your social media connections, followers, likes, friends is not yet where you want it, then it's time to start reaching out to your existing clients, prospects, colleagues in the real estate business, friends and professional relationships that you have already established to create a connection to them on the social media platforms you have chosen to utilize for brand renovation. Most social media platforms have search functions that allow you to seek out potential connections. Make certain, as you build this, that you resist the temptation to add someone merely as an additional connection, but rather build your audience with those who can influence your business in a positive way (through buying, selling, referring, mentoring, etc.)

2. Develop your social media profiles with professionalism and approachability as your main focus.

Whether that is the images you use for profiles and covers or the details you include contextually when you write your profile descriptions. Have as your goal to honestly use this as a way to truly set yourself apart from other realtors as an expert . . . whatever your expertise might be.

- a. Make it captivating and clear so that potential clients, recruits or business relationships are able to quickly identify these areas of your expertise.
- b. Use more media and not so much social – tap into video and photos to engage your audience and build your ranking and searchability on the internet.

3. Have a strategy so your Social Media does not eat your time but monetizes it instead.

- a. Develop a posting calendar with a strategy for building your on-line reputation.
- b. Seek out the available tools to help find meaningful content so you don't have to “re-invent” the wheel each time you post (ie. Alltop.com, Wikimedia).
- c. Discipline yourself to keep your activity to an hour or less per day.
- d. Keep the posts you have to “sell your brand” to 1 out of 20.

4. Social media Groups (like those on LinkedIn, Facebook or Google+ – Is there a value?)

- a. These social media groups are a tool to connect with like-minded professionals whether, they are in industry groups (ie. Real estate professionals) or prospects (ie. Real estate investors). Groups is a place to put your expertise on display. This can establish who you are (Your brand in the real estate business) and connect with like-minded folks in your niche or even your target geographic market.

5. Search Engines love company pages.

Your greatest effort is going to be developing your personal profile pages, but having a well thought out and informative “company page” is important to building your image as a professional and is effective in enhancing your ranking on search engines.

6. Recommendations equal testimonials!

Use your connections to build up the recommendations and positive reviews on your profile page by requesting these from colleagues and clients. These can highlight what sets You (the brand) apart from your competition.

Applying discipline, wisdom and creativity to your social media online brand promotion will produce results.

But before you use social media marketing to replace of the networking and prospecting techniques that have generated income for you in your real estate career thus far, keep in mind that you should never abandon something that is making money for something that might make money. Learn to leverage your time. While you are waiting for a client to arrive, tweet something of interest, update your LinkedIn page or post a photo of a property you are selling on Instagram or Pinterest. Instead of Words with Friends or Candy Crush Saga, how about using that time to engage a follower on Facebook or re-post a worthwhile article on Google +. Then when you see and feel the results from your social media efforts, allocate your time and resources accordingly. Lastly, keep in mind that firms like Your BIZ Social exist to free up the time and learning curve it takes to do social media and brand promotion effectively . . . We can be the “disciplined approach” you may be seeking to market your real estate brand **You will like the results!**