



# Social Media Channels for Realtors

Story telling to attract local sellers and  
national buyers to your website



# Market Fluctuations

When the market favors sellers – welcome to the Bidding War!

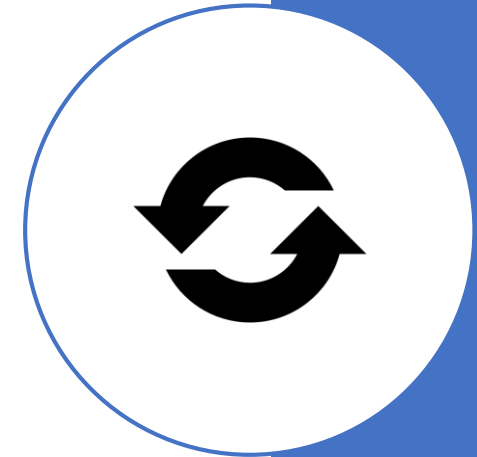
When the market favors buyers – listings disappear like vapor. Poof!

As a realtor, where do you need to be?

You need to be in the buyer/seller space before they get there, and you do that by having an active online presence in multiple channels.

Develop social currency.

Connect with your followers, and engage with their posts.





## Digital Platforms

Embrace and use the technology.

This gives you an automatic advantage over agents that don't.

Don't attempt to have space in every digital channel.

Your product is visual, and should be used for story telling.

Use Social Media to drive traffic to your website.



# Brand Management in Social Media

Find out if your 'company name' is available on:

1. Instagram
2. Pinterest
3. Twitter
4. LinkedIn
5. Google+
6. Youtube
7. Facebook

Create a branded profile.

Post useful content.



# Choosing the Right Social Media Channels

## Top 4 Managed Channels

1. Your website
2. Instagram
3. Pinterest
4. Twitter

Overwhelmed? Don't be.

## More Options

Only if you have time to manage and update with fresh content That Does Not Disappear

1. LinkedIn
2. Google+
3. Youtube
4. Facebook



# Reasons to Choose and Avoid Channels

## Why is facebook last?!

1. Time to manage
2. 24/7
3. Trolls – Trolls - Trolls
4. Algorithms that hide your hard work

## Shouldn't Linkedin be in the Top 4 managed channels?

Knowing your audience is a critical part of social media.

Linkedin users don't like being 'sold to'.

However, if you can 'Tell', not 'Sell' on Linkedin, you will gain followers.

# Social Media Takes Time – a lot of time

Be	selective
Start	small
Post	everyday, at least twice a day – even holidays
Follow	Back
Engage	Your followers
Avoid	Politics, religion, personal bias....
Volunteer	In your community

## Wait? Youtube?

This is where your local expertise can help in organic search, for nationwide buyers

- Traveling to your location to view homes is expensive.
- How many of your competitors are willing to develop short 'commercials' that includes video highlights of an area you are selling, or want to gain a foothold?
- How many agents in your area can provide transparent, honest story telling in a way that compels people to visit their website?
- A branded Youtube channel with frequent posts will drive traffic to your website.
- You can also post video testimonials of people that you have helped move in, move out, or move up!





## Local Search vs National Search

Your website must be optimized to attract the right type of client, and to appear in search engine page results.

# Local Search

Your selling audience is most likely local.

Ensure that your website is optimized for local search.

- Company name
- Phone
- Address
- Email address
- Client Referrals
- Community Service



# National Search

Even in a downturn economy, people move to new areas.

Ensure that your website is optimized for national search.

- Company name
- Phone
- Address
- Email address
- Blog
- Referrals
- Video
- Differentiator: Identify a trait that sets your business apart from your competitors



# Blogging

## Benefits of blogging for realtors

- Blogging expands your digital content
- Creates awareness
- Generates online traffic
- It provides a unique perspective of the area for out-of-town buyers
- Helps you connect with other local providers in your vertical market
- Demonstrates your expertise

# Blogging

Blogging is another way to drive people to your website.

It differentiates you from many competitors.

If you aren't comfortable writing, hire a freelancer and buy their content.

Connect with local companies (via social media) that provide related services.

- Plumber
- Electrician
- Roofer
- Landscaper

Referrals are a great way to create new business.

# Referrals



# Need Help Growing Your Small Business?

We understand what it takes to develop a business, and the only way to grow is to set yourself apart from a crowded platform.

You deserve a customized and comprehensive marketing strategy that will optimize your website, branding and social media channels.

Being unique is not about having the right keywords, it's about providing value.

If you need help with your website analytics, branding, content development, social media, lead generation or messaging, we would love to be part of your growth.

Contact us: [Michelle@QualitySEO.us](mailto:Michelle@QualitySEO.us)



# Our Social Presence

- Web: <http://qualityseo.us/>
- Twitter: [@qualityseous](https://twitter.com/qualityseous)
- LinkedIn: [Quality SEO](https://www.linkedin.com/company/qualityseo)
- Email: [Michelle@QualitySEO.us](mailto:Michelle@QualitySEO.us)