



BUILD YOUR REAL ESTATE BRAND USING SOCIAL MEDIA





WHAT IS BRANDING?

-not logo

-not company

-emotional connection between your target audience and you

-has to be real and authentically you



WHO ARE YOU?

-what is your background?

-what makes you special?

-why should they pick you over every other agent?



WHO IS YOUR CLIENT?

-demographics

-psychographics

-what do they want/need?

-how can you connect?

-1st time home buyers?

-are they out of towners?

-downsizers?

-upgraders?



WHAT DO YOU OFFER?

-share knowledge and build trust

-newsletter

-webinar

-ask the expert

-local guides (schools, restaurants, tourist attractions, sports schedules, festivals)



WEBSITE

-best promotion

-where your content lives

-search engine optimization

-blog

-share knowledge

-market predictions & statistics

**-create landing pages to capture email
addresses**



HOW CAN YOU DIFFERENTIATE?

-specialize

**-what is your niche (green, smart, divorced,
first-time, retired, pets, kids, vets, etc)**

-testimonials and reviews



POWER OF SOCIAL MEDIA

-number of users

-hours spent online

-way we connect and communicate now

-traditional advertising good/social great



SET UP FOR SOCIAL SUCCESS

- platform that you know and like (fb, instagram, twitter, Pinterest, LinkedIn)
- easy to find contact info (phone, email, website)
- build out your story on profile
- images are everything
- mobile friendly



FACEBOOK

- separate pages for personal and business**
- use business page for contests and check insights**
- connect with people you already know**
- use Facebook live to promote an open house**
- FB birthdays and celebrations**
- join neighborhood groups for the area you work**
- Facebook messenger chatbot to answer questions**



TWITTER

-get to know new people

-share info

-set up keyword searches by zip

-spread the word about events

-share your knowledge and tips

**-use branded hashtags (#SoldBySally) & applicable relevant ones
(#JustListed, #DreamHome, #PropertyWatch, #HomeSweetHome, #ForSale,
#JustSold, #HomeInspiration, #NoPlaceLikeHome, #HouseHunting,
#Foreclosure, #OpenHouse, #LocationLocationLocation)**



INSTAGRAM

-share visuals

-use instagram stories to showcase special features



PINTEREST

-set up boards about region

-provide visuals of decorating tips

-profile listings

-pin photos to popular boards



YOUTUBE

-2nd most searched after google

-this is where your videos should live

-not just videos about a house



EMOTIONAL STORYTELLING

-tell a story that connects

-Christmas tree

-kid growth measurement on door frame

-shoes by the door

-book bags in the mud room

-wedding china

-promote the home, not just the house

-J. Peterman catalog example



MONOLOG V DIALOG

-don't just talk about yourself

-don't just talk about your listings

-engage in conversations

-develop a following

-build a relationship

-what are your buyers or sellers looking for?

-ask questions



RELATIONSHIP & REFERRALS & REVIEWS

-ongoing relationship with buyers (birthday cards, anniversary, sports schedules)

-provide value after the sale (referral partners)

-share customer video testimonials

-ask them to review you on Facebook & other rating sites

-stay in touch with past successes and share stories

-stay relevant after closing

-Provide info for homeowners not just homebuyers-ask questions



SET A GOAL

- increase website traffic**
- raise your follower count**
- improve engagement rates**
- generate more contact form submissions**
- produce more property enquiries or sales**



EFFECTIVE TIPS & TRICKS

- be consistent
- be yourself
- respond to all comments (even the bad ones)
- calendar for content sharing
- virtual tour & staging
- partner with local businesses
- post listings as part of overall content
- use hashtags
- support community organizations
- share info about charity events
- get out to network & volunteer
- include usernames to engage with clients
- paid social media
- Google alerts
- newsjacking
- schedule content in advance
- and share content as it happens
- Funny real estate quotes
- Tips & suggestions
- How to guide
- infographics
- follow people in the community and engage with them



PAID ADS/BOOSTED POSTS

-target your audience

**-separate from the competition with your
messaging**

-provide value



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