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**If you don't enjoy it, you're not going to do it well enough to make money from it!**

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### **Build your page around your brand, not you**

Your business page should not have your name and face plastered all over it

- Name your page after your demographic or target audience
  - You are not here to sell yourself, you are here to offer the services your brand provides.
  - Ex: See Live Love Spring Branch page

### **Think of posting as if you were speaking to someone**

Ask specific questions in a brief format

- Post with pictures from your own experience and encourage others to post pics too
  - "How old were you when you bought your first home?"
  - "What do you love most about your home?"
  - "What one question have you always wanted answered by a realtor?"

### **Make your audience the hero, not yourself**

- They will share and repost
- Drives new eyes to post
- More impact
- Leads to referrals or repeat business

- New home purchase
- Anniversaries

## **Not all are good at generating clever, original content regularly**

Some are better at the counter punch (playing off what your network is posting)

- Use your Facebook news feed
  - “I saw you got a puppy. Check out these pet friendly places in your area.”
  - Discover people’s interests and tag them in posts that may interest them

## **Watch for opportunities to educate your audience**

- Play off of their newsfeed
- Every time someone asks you a question, take note and answer thoroughly
- Save this answer as a template for future use with buyer and seller guides

## **Leverage Facebook groups**

- Generate referrals
- Invite past clients
  - Homeowner tips
  - Noteworthy news
  - Client Appreciation Parties

## **Your posts need to have stopping power**

- What will provide value?
- What will connect people?
- What could people rally around?
- Focus on people that have experienced what you do best - sell homes
- Use these technologies and platforms as a service tool, not a marketing tool.
- Service = marketing
- Post content rich in information

## **Post 3-5 times a week**

Engaging Ideas

- Deal of the day

- Featured listing
- Promote a community event (tag specific people that may be interested)
- DIY Tip
- New restaurant/store etc.
- Staging tips
- Moving tips
- Local news or events
- Garage/estate sale posts work wonders
- Charitable content is always the most engaging content

## Gamify your social media

Contests work best with an engaged audience that trusts you already.

- **Guess how much this listing is** (you can play by Price is Right rules)
  - First one to guess (or closest) gets gift card
- **Taste test Tuesday**
  - A or B
    - Which of these \_\_\_\_ do you prefer?
      - Decorating
      - Interior Design
      - Properties
      - DIY projects
- **Giveaways**

For the most part, make the prize something they will use in their home.

- Use “enter to win” not “enter to get”
  - Grill
  - Smart home items are gold
    - Nest thermostat
    - Smart pot for plants
  - Sports / concert tickets
- **Photo contest**

Have people submit photos/videos and have users “like” to vote

  - Community event
  - Houston skyline
- **Caption Contest**
  - Give the photographer credit in the post

## Resources

### Canva

- Use Canva's drag-and-drop feature and professional layouts to create professional quality graphics and images

### Keeping Current Matters

- For \$20/mo have a third party company generate branded, educational content for real estate consumers

### Tools for social media contests and giveaways

- Short stack
- Heyo
- Wishpond

### Hootsuite

- Schedule automated posts to syndicate to all social media platforms.

### Content Sources

- Buzzsumo
- houstonagentmagazine.com
- www.inman.com
- forbes.com
- HAR.com statistics
- Quora