

market leader[®]

Get Savvy with Social

Brandy Savage

market leader®

Get Savvy with Social



Brandy Savage



Will this be recorded?



Ask Questions in the chat

This Week's Homework

- Must be a member of the Million Dollar Pipeline Program Facebook group (requires approval)
- Homework will post at 11:55a PST/2:55 EST
- Reply to that post to enter to win one of 2 \$100 Amazon Gift Cards!
- Winners will be announced Friday at 9am PST/12pm EST in the group



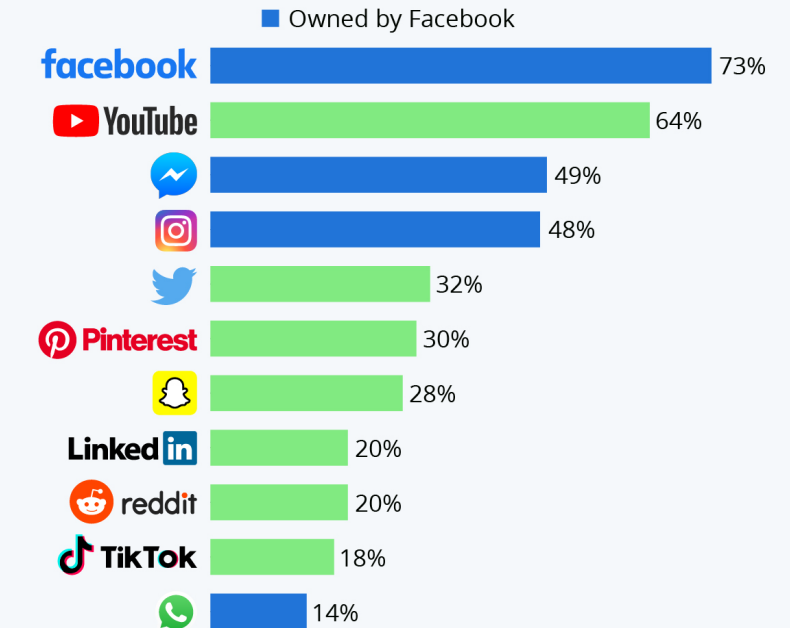
Let's get into this content!

Social Media is Hot!

- Most of you already have goals to improve your social media presence and prowess this year
- Formulating an ACTIONABLE strategy will create success

Facebook's Leading Role in the U.S. Social Media Landscape

Share of U.S. online consumers who use the following platforms regularly



Based on a survey of 5,047 online consumers aged 18 to 64 in the U.S. conducted in three waves between Feb. 2020 and Mar. 2021

Source: Statista Global Consumer Survey



statista

HOW WILL REAL ESTATE AGENTS GROW THEIR BUSINESS IN 2022?

THE CLOSE

improve
social media
presence
80%

improve
CRM & email
marketing
68%

create
marketing
videos
58%

direct
mail
41%

website /
SEO
41%

Social media platforms

- The reigning champ
- All content types

Facebook



- Visually stunning
- Owned by Meta/Facebook

Instagram



- The distinguished outlet
- Ideal for business-to-business connection

LinkedIn



- Fast and super consumable
- Written content
- Videos, Images, memes

Twitter



- THEE place for video content
- Owned by Google
- One of the most popular search engines

YouTube



- Specializing in short form video content
- Popular with younger crowds
- Trendy, Trendy, Trendy

TikTok



WHICH SOCIAL NETWORKS ARE IMPORTANT FOR REAL ESTATE AGENTS' MARKETING IN 2022?



92%
FACEBOOK



72%
INSTAGRAM



37%
YOUTUBE



18%
TIKTOK



14%
TWITTER

THE CLOSE

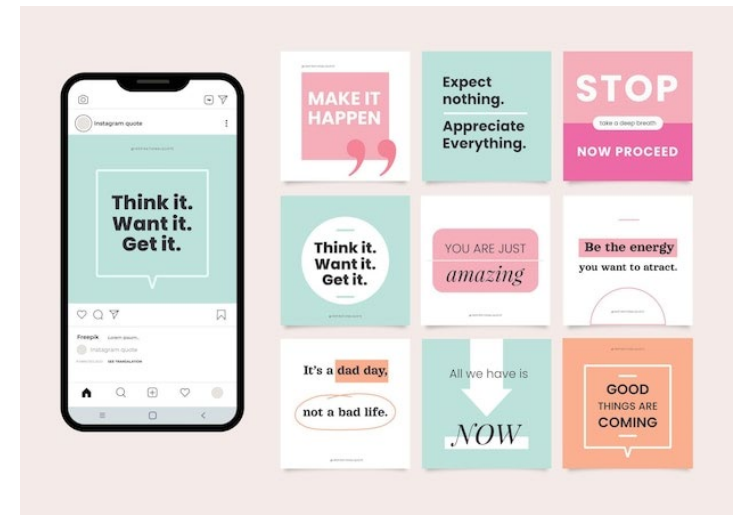
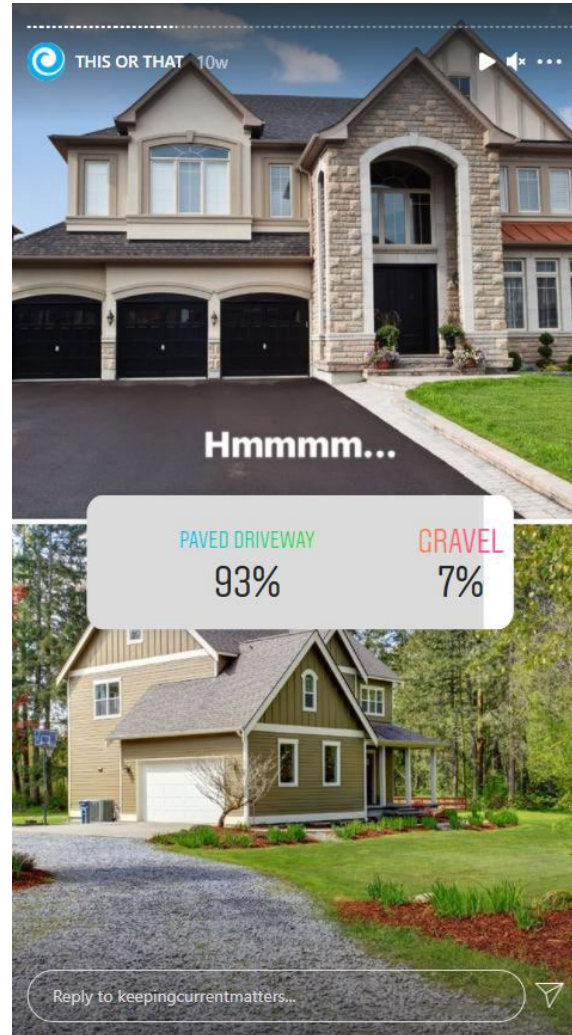
Social Media Strategy

- Be clear about your goals
 - Followers/Likes (Real Estate Influencer)
 - Increase traffic to Website (Draw in leads)
 - Drive engagement of specific content
- Be clear about the level of effort
 - Posting Frequency
 - Post Complexity
 - Captions and CTAs
- Create a Content Calendar..and align it with your overall weekly/monthly calendar



Identify your visuals

- Videos
 - Talking head
 - Property Tours
 - Animated
- Text/Notes
- Static Photos





Engage, Monitor, Iterate

Engage with your audience

- Comments
- Likes
- DMs

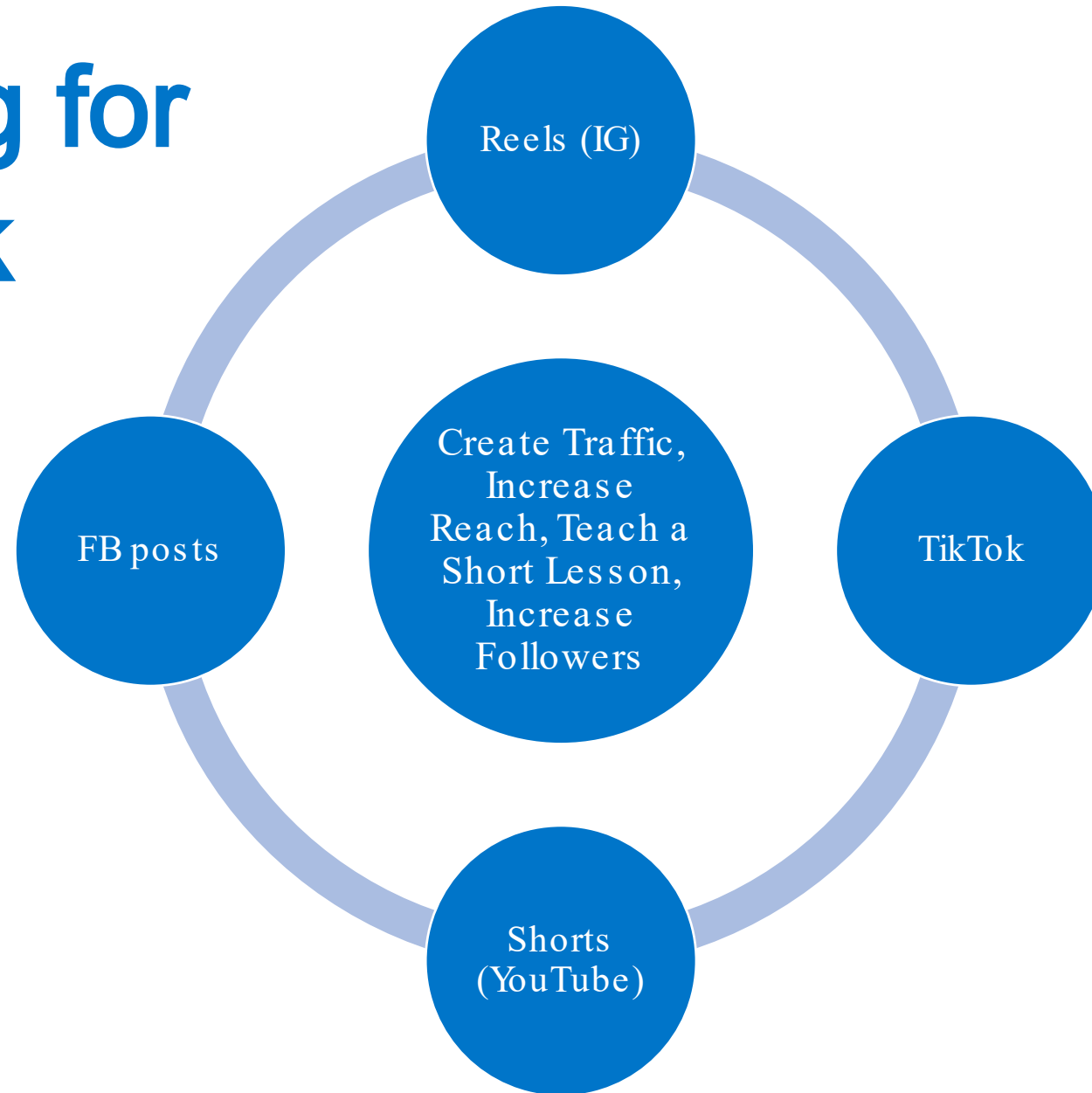
Follow up after the campaign

- Share photos
- Shout-outs
- Stats

Analyze & Iterate

- What resonates with your audience
- What questions are they asking
- Iterate your content/engagement to fit your audience needs

Best Bang for Your Buck



Top 5 Post types to get traffic



Trending Audio Posts



Listing Carousels that show off the best of the best



Storytelling Reels that demonstrate your expertise



Video Listing Walkthroughs



Educational Carousels with POW

Honorable Mention Post Ideas

Funny real Estate Memes

Market Updates

Day in the Life of an agent

Authenticallly you posts

Posting Strategy



Consistency

Low end – 1-2 times a week

High End 2-3 times a day



Mix of content types

Static

Video

Trendy

Listing



Prioritize 2 -3 platforms

Recommend FB/IG

Key takeaways

Social Media is a part of your overall marketing strategy, and when prioritized can be extremely successful

Whatever content and platform(s), be consistent. That's when you'll see results

Your strategy should reflect what you are prioritizing in your business and what your ideal clients want from an agent