

Success Series: Mastering Modern Real Estate

Social Influence Amplified: Building Your Brand & Pipeline with Savvy Social Media Strategies



Your Host:

Natalie Urianza
Director of Marketing,
Voice of the Customer



Today's Agenda:

- Quick Recap - Homework
- Benefits of Online Presence
- Social Media Best Practices
- Tips for Agents and Brokers
- What's Next?

Featured Guest **Jack Markham**



Jack is an experienced real estate expert with a career spanning over 20 years. He is also a skilled public speaker and frequently presents at industry conferences all over the world. His topics of expertise include sales development, marketing lead development, and building long-term customer relationships.

Jack is also the mastermind behind Market Leader's Million Dollar Pipeline Program, a highly successful coaching program designed to help real estate agents establish a strong foundation for long-term success. In recognition of his innovative contributions to the industry, Jack received the 2019 RISMedia Newsmaker award. He was also previously honored with the HousingWire Rising Star award earlier in his career.

Housekeeping:

- **Welcome to this exclusive 6 part series!**
 - You are registered for all 6 sessions in this series
 - Each webinar is being recorded
 - You will receive all 6 recordings at the end of the series
- **Introducing Tactical Thursday's**
 - Register for the follow-up classes for you
 - Need a deep dive? Join Tactical Thursday for a corresponding session
- **Exclusive Perks**
 - Each session will unlock an exclusive perk for attendees only!
 - You will receive access to these perks at the end of each session
 - You will receive all perks along with the session recordings at the end of the series

Webinar Schedule

Wednesdays @ 9 am PT / 10 am MT / 11 am CT / 12 pm ET

Each Webinar is 1 Hour

- ~~April 03 | Unlocking Success: Mastering Lead Generation in Today's Market~~
- ~~April 10 | Lead Nurturing Mastery: Strategies to Convert, Connect, and Close in Today's Market~~
- **April 17 | Social Influence Amplified: Building Your Brand and Pipeline with Savvy Social Media Strategies**
 - April 24 | Live from UNITE! Power Users Share Secrets
 - May 01 | Elevate & Dominate: Next-Level Strategies for Brand Building Success
 - May 08 | Sphere Mastery: Unleashing Opportunities and Staying Relevant in Your Network

Exclusive Perk: Session 2

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New Lead - 10 Day Checklist:

STOP #1 Goal - Stop the Search STOP

Keep your customers shopping in your online store. Remember what is important to your consumers:

- Secure place to search real estate inventory
- Relevant information:
 - Market Stats, location, affordability, mortgage rates, life events, etc.
- Respect their timeline - Meet them where they are
- Fast response once they are ready to engage

10 Day - New Lead Checklist

Your first 10 days should be spent trying to connect with the new lead so you can

- Determine the Lead Timeline AND 2. Activate their Nurture Plan based on where they are in their timeline.

Pro Tip Let kvCORE do the heavy lifting. Make sure you have turned on the CORE New Lead Buyer and CORE New Lead Seller smart campaigns.*

<input type="checkbox"/> Day 1 <input type="checkbox"/> Agent Task - Call ASAP (within 5 minutes) <input type="checkbox"/> System - Text <input type="checkbox"/> System - Follow up email	<input type="checkbox"/> Day 6 <input type="checkbox"/> System - Text <input type="checkbox"/> System - Follow up email
<input type="checkbox"/> Day 2 <input type="checkbox"/> System - Email	<input type="checkbox"/> Day 7 <input type="checkbox"/> Agent Task - Call <input type="checkbox"/> System - Email
<input type="checkbox"/> Day 3 <input type="checkbox"/> Agent Task - Set up listing alert	<input type="checkbox"/> Day 8 <input type="checkbox"/> System - Text
<input type="checkbox"/> Day 4 <input type="checkbox"/> Agent Task - Call	<input type="checkbox"/> Day 9 <input type="checkbox"/> Agent Task - Review Lead Activity
<input type="checkbox"/> Day 5 <input type="checkbox"/> System - Email	<input type="checkbox"/> Day 10 <input type="checkbox"/> Agent Task - Call

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You Have a New Lead, Now What?

After completing your 10 day new lead checklist, follow the guidelines below to determine which status you should mark your new lead and which actions to take to nurture. Remember 85% of your new leads will end up in the Prospect bucket during this timeframe.

PROSPECT

Lead Timeline: Phase 1 - Information gathering and researching.

- Has communicated that they are not ready at this time

OR

- You have not made contact within 30 days

Nurture Plan: Long Term - Drip

ACTIVE

Lead Timeline: Phase 2 Active Research

- You have made contact

OR

- Lead has communicated that they are actively searching for a home or preparing to sell

Nurture Plan: Short Term - Engaged

Prospect Checklist

- Activate a Generic Weekly Search Alert
- Activate a Smart Campaign (long term buyer/seller, holiday, newsletter)
- Activate a Monthly Market Report
- As leads engage update their status and be ready to respond quickly

Active Lead Checklist

- Activate 2 Search Alerts. #1 meets their criteria. #2 captures listings in the broader area
- Activate a Market Report or increase cadence to 7 days
- Schedule weekly calls to review wants/needs/findings. Minimum 1x per week

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2024 Foundation for Growth



Be Found



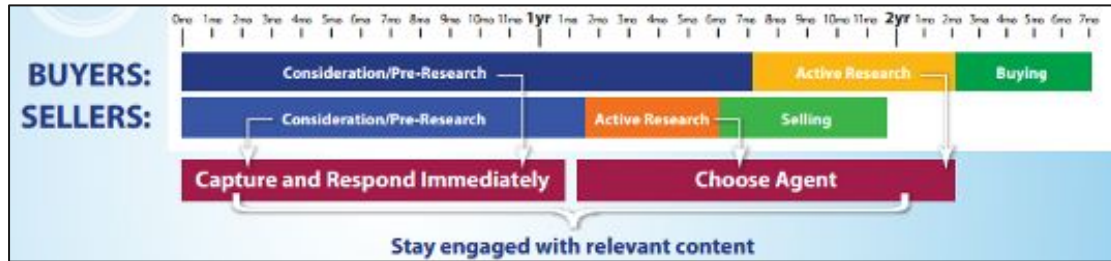
Be Connected



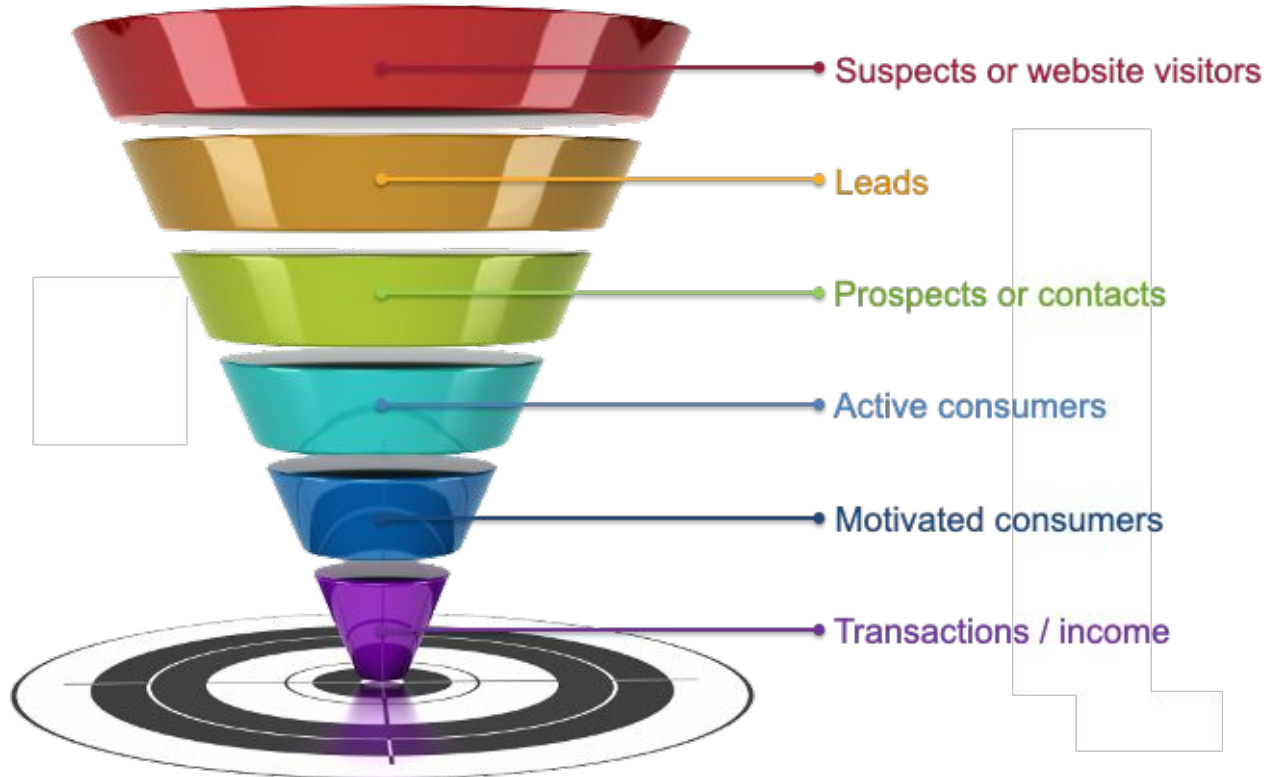
Be Involved

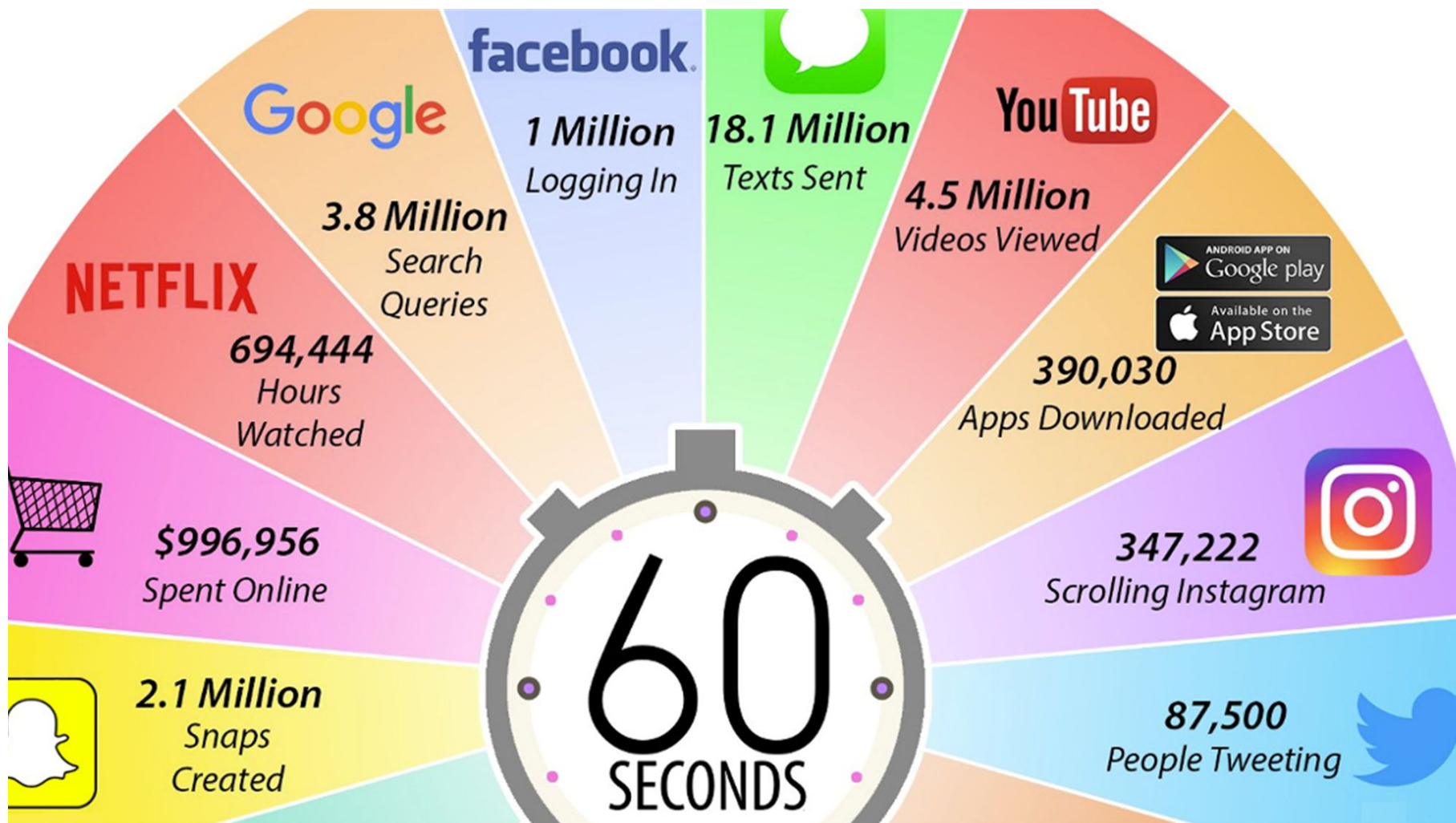


Consumer Timeline

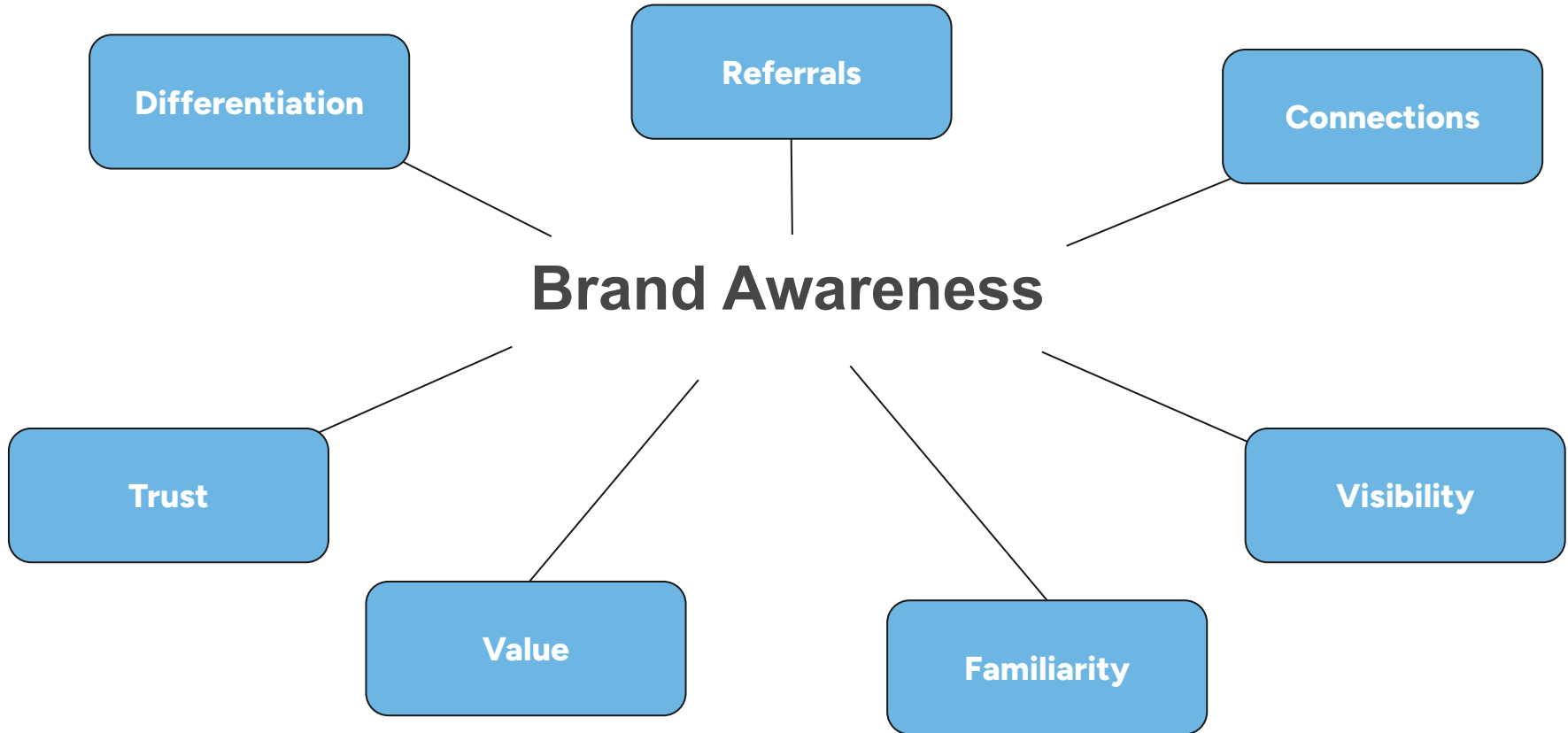


Understand Your **Lead Funnel**

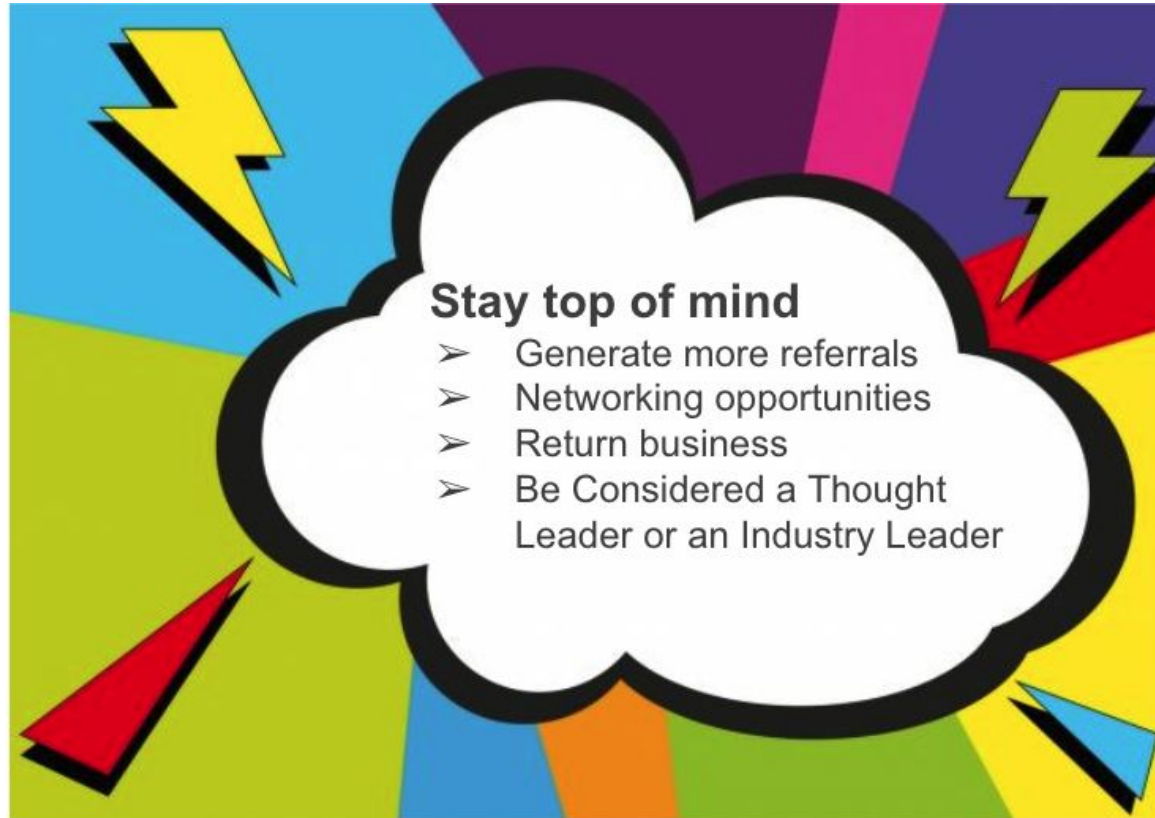




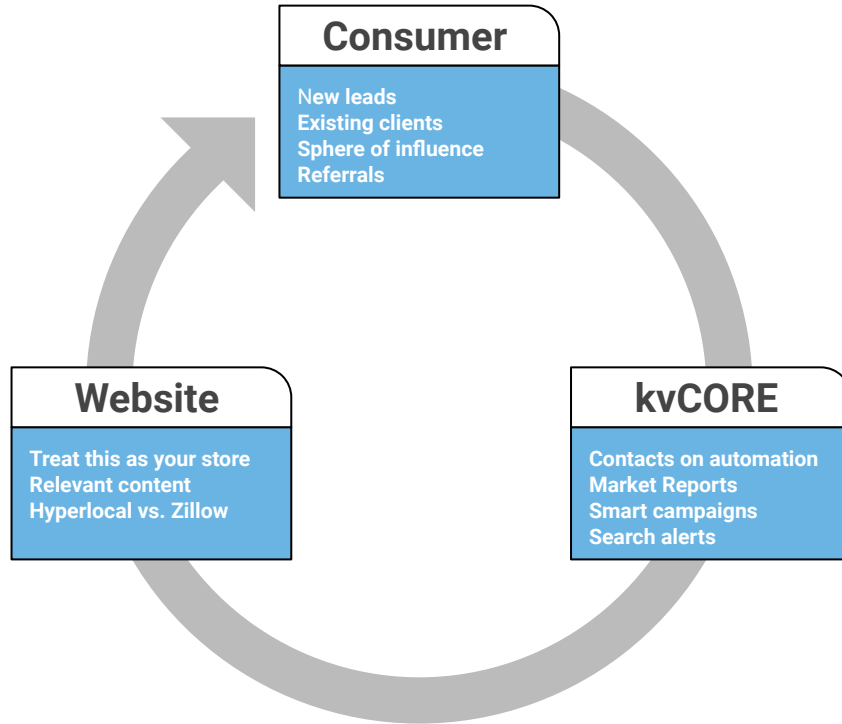
Benefits of Online Presence



Benefits of Online Presence



Benefits of Online Presence



Increased website traffic

- Greater insights with website engagement
- Consistent traffic to your online store
- May drive new and returning customers to your website

How your Social Goals **Align to your Business Goals**

Our business goals	Our goals on social	Our metrics
Help potential customers find us	Awareness <i>(these metrics illuminate your current and potential audience)</i>	Reach, impressions, follower growth, shares, etc.
Convince people to choose us	Engagement <i>(these metrics show how audiences are interacting with you)</i>	Comments, likes, @mentions, etc.
Lead generation	Conversions <i>(these metrics demonstrate the effectiveness of your social engagement)</i>	Website clicks, email signups, sales, etc.
Keep customers happy and earn their loyalty	Consumer Sentiment <i>(these metrics reflect how active customers think and feel about your brand)</i>	Testimonials, social media sentiment, average response time (for social customer service/support) etc.

Social Media Jargon

al·go·rithm

/ˈalgə,riθəm/

noun

a process or set of rules to be followed in calculations or other problem-solving operations, especially by a computer.



A social media algorithm is **a complex set of rules and calculations used by social media platforms to prioritize the content that users see in their feeds.**

Users' past behavior, content relevance, and the popularity of posts are some of the vital algorithm factors taken into account by social media platforms.

Social Media Best Practices

How often you should post on every social media platform?



- **Facebook:** 2x day
- **Instagram**
 - Stories: 2x per day
 - In-feed posts (Carousels, Reels, etc.): 2x per day
- **TikTok:** 4x per day
- **Twitter (now X):** 4x per day
- **LinkedIn:** 1x per day
- **Pinterest:** Up to 25 pins per day
- **YouTube:** 1 video per week

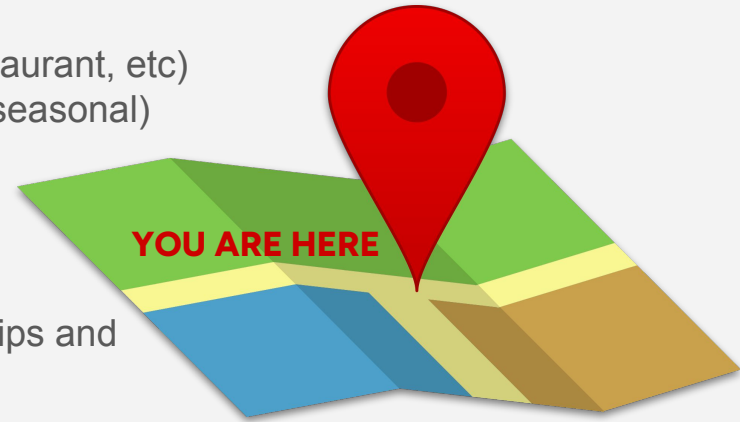
Social Media **Best Practices**

Be Consistent: Choose a cadence & be consistent. 1x per week is a great place to start

- 1x per week minimum
 - Week 1 - Market update
 - Week 2 - FAQ Topic
 - Week 3 - Community Post (Upcoming event, New restaurant, etc)
 - Week 4 - Post of the month (Holiday, home care tips, seasonal)
- Variety of content that caters to a larger audience
- Different types of media (Videos, pictures, articles, etc)
- Leverage social groups

Be Relevant: Post relevant content (Market updates, real estate tips and information, community events, etc)

Be Authentic: Post things that are important to you, find your people



11 Social Media Tips for Agents and Brokers

1. Plan Ahead
2. Identify Your Target Audience
3. Be Your Brand
4. Create Stunning Visuals
5. Uplift Your Neighborhoods
6. Be a Technology Front-Runner
7. Prioritize Customer Service
8. Educate and Inspire
9. Dive into Paid Advertising
10. Build Community
11. Stay Consistent



Tools to Boost Online Presence

Advertising

Marketplace

- Property Boost
- Leads 360
- Google PPC
- Smart Social
- Nosy Neighbor
- Post Close Companion

Website Personalization

Custom Pages

- First Time Home Buyers
- Preapprovals
- Veterans
- Relocation

Widgets

- Featured Areas
- Market Report
- Valuation

Video

kvCORE

- CORE Video

External

- YouTube
- Meta Reels
- TikTok
- Vimeo

Web Pages

Squeeze & Landing Pages:

- Promote listings
- Open houses valuations
- Market reports
- **Build your own** landing page with your own topic

Action Items:

- Join us next week
 - Session 4 - Live from UNITE! Power Users Share Secrets
 - April 24th @ 9am PST
- Download the Content Planning Calendar
 - Put your plan into motion
 - Attend Tactical Thursday for a deep dive on enhancing your website and more
- Social Media
 - Join the FB Discussion Group
 - Post your favorite light bulb moment from today with #SuccessSeries

