

Real Estate And Social Media Takes Another Step Forward

In 2012, social media ceased to be an amusing add on with potential to expand your marketing reach. In 2013, social media and real estate not just be intertwined, it will be crucial to a real estate agency's success. With Twitter, Facebook, YouTube and Google+, you have more options than ever to get the message out about you, your company and the service and product you can provide for them.

Keeping how important social media in mind, you should also know HOW to use it to effectively build an audience around you and your company. Here are some quick tips that can help real estate professionals keep their followers engaged with their social media accounts:

1) Automation works only as a distraction

Nothing makes someone unfollow an account quicker than a constant stream of ads and irrelevant content. Automating content SOUNDS like a good idea, but, you're only creating distance between you and your customer. Remember, the whole point of social media is having that personal one on one interaction with your potential clients. Ask anyone in sales that you know – they'll tell you that the best way to sell someone is by already having a personal relationship with them. Automated updates short circuit that closeness new clients are seeking in social media accounts. Now, this doesn't mean you should be oversharing every detail about your business, but rather, choosing what parts of your business that you think clients are most interested in. Food truck social media accounts are great examples of a business that has effectively used social media to spread the word. They aren't posting constantly about prices and menus, but also photos of their food truck locations, happy customers with their food and the process of cooking their signature dish. Similarly, real estate agents should take the same approach when beginning to tweet, Facebook and pinning things on Pinterest. Post more than just "Hey, such and such listing just came on the market," SHOW, don't tell your followers what your business has to offer them. Automation sucks the soul out of this process. But, if you find yourself with no time to update your accounts and have to automate, then...

2) Don't outsource your social media accounts

Real estate is all about being local, why would you hire someone who has no idea what your market is like? You can't outsource showing the client the house, so why outsource a service that will help YOU spread the word about your market to people who want to buy there? Doing so will only set yourself up for disappointment with your social media campaigns. Keep in mind that social media is not a silver bullet. If you want it to work, then you have to be willing to put the work into it, or hire someone local who can do it for you.

3) Let your individual social media accounts stand on their own

That means when you post something on Twitter, don't have it also put the same status on your Facebook page. It sounds tempting and a good idea at first, but you have to remember that in social media, perception is everything, and the perception of those who are posting once aren't spending the time or effort to make a genuine connection with their followers. Have your accounts stand on their own, use twitter for posting links to new listings and photos, and go more in depth on Facebook with longer descriptions and an album of photos. Put links to helpful neighborhood solutions such as block parties, local fairs, or Farmer Markets on both, but make them individual posts. Looking lazy on Facebook is a great way to have people unlike your page.

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4) Promoting your listings is great, but it gets old

Facebook and Twitter both are inundated with companies trying to advertise to you. Some people enjoy the ads, looking for them, but most people online want a reason to click on your links. Foster a positive environment where you can encourage discussion about anything your clients may enjoy. In real estate, that can mean looking for easy repair solutions, links to good restaurants in the area, or how local schools are ranked. A good comment thread about the market you represent can be the greatest promotional tool than any old ad campaign you launch on Facebook (not to mention that people will get tired of them if you're constantly inundating them with advertising and nothing more).

5) Put your customers and clients first!

You're representing yourself online. Just because people can't see your face, or have you in person doesn't mean that common courtesy should be forgotten. While it's getting easier on these sites to block and ban trolls (those people who just can't abide a good discussion without jumping in to stir up controversy), comment spam, or attempts to derail conversation online still happen. Unless your page becomes huge with many likes, you shouldn't have to police it too much. But, if you start seeing people online begin to trash you or your site, then you should be on it to ban and block those people who are not adding to the discussion. Again, keep the environment positive, and you'll see a very positive response to your business.

Social Media is a great way to market yourself to new clients who are looking for real estate in your area. If you keep your page humming along and are able to garner a decent amount of likes because of your content, then anyone searching for buying real estate in your market should be able to quickly find your social media with a simple Google search. The more you post and the more your followers share your stuff, the more likely it is you will be able to bring in new business.

Social media does not have to be hard work for real estate professionals, but it is important that you make those accounts something valuable for them to follow. Information, a positive atmosphere and good interaction with your clients should help take your agency to the next level!

Power Up Social Media for Real Estate
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