

# Facebook Marketing for Real Estate Professionals

## 4-16-20 Webinar Facebook Marketing for Real Estate Professionals

### Use an App to Post and Manage Facebook

- this will cut your time by 99%, and free you to close many more deals per year
- <https://xpertrealtymarketing.com/social-media-plans>

### Facebook Business Page

- Set up a Facebook business page, fill out everything on the “Page Info” page and choose the most relative categories
  - o Add a call-to-action button to give people a quick and easy way to reach out to you
  - o Update your cover photo (video) frequently. Use the cover photo to highlight the homes you have for sale. You can change images quite often so use this space to your advantage.
  - o Create helpful tabs. Add a tab to your Facebook page that highlights featured listings
  - o Set up messaging
- Know your audience, and create posts that are interesting to them
  - o Pin important posts and videos
  - o 80/20 Rule: 80% of content should be customer-focused, and 20 percent should be business-focused
  - o Post photos and video (mems are very effective)
  - o Focus on local interests
  - o Share helpful articles, along with interesting and informative facts
  - o Offer helpful advice
  - o Use humor in posts that would be effective with your audience
  - o Post Images of you, your team, and happy clients
  - o Post reviews you receive from clients, and try to get video reviews
  - o Post images and videos of homes that will make your followers stop
  - o Create posts that take your followers to a blog article on your website: the average blog can convert 2-10% of its visitors into leads
  - o Posts about selling: include important and interesting info, including tips to make selling a home go better/quicker/easier
  - o Posts about buying: include important and interesting info, including how to buy a home for a lower price and tips on choosing a Realtor
  - o Infographics: these get a lot of shares
  - o Holiday posts, and posts relative to holiday events
  - o Current event posts, especially about things related to the real estate industry
  - o Share info about your referral partners: blog posts, reviews, social posts
  - o Share articles from authority websites like Zillow and BiggerPockets
  - o Don't post about controversial topics (politics, religion)
  - o Share a few posts from your business page to your personal profile
- Video / Facebook Live
  - o Video including Facebook Live pushed to more people on Facebook
  - o Facebook Video can be posted multiple times as evergreen, and posted with 3<sup>rd</sup> party tools
  - o Facebook Live videos stay on Facebook, and many more people will view and engage over time
    - Facebook live videos: you can tag friends, check in to a location

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- Zoom is one of the easiest ways to do Facebook Live with multiple people, it also allows you to record the meeting and gives you a video and audio file to post social media channels include creating a podcast
  - <https://support.zoom.us/hc/en-us/articles/115000350406-Streaming-a-Meeting-or-Webinar-on-Facebook-Live>
- Crosspost (show on multiple pages) for more visibility and engagement
- Have people share live videos for more visibility and engagement (e.g., people participating in live meeting)
- Have watch parties on Facebook for videos
  - you can watch any public videos on Facebook in real time with a group of your friends
  - you can create a watch party from your News Feed or timeline, in a group, on a Page, or from any video you're watching – you will need to be an admin or editor to start a watch party on a Page
- Comments
  - Comment on posts as your business page, which will give you visibility on the page the comment was made
  - Respond to comments made on your business page and tag the person
- Reviews
  - Put reviews on business page, which will give you visibility on the page the review was made
    - if you were the last person to add a review you could be featured on the Home page of the Facebook Business Page
  - Respond to reviews made on your business page and tag the person
- Get page likes:
  - Ask your friends to like your page and posts
  - Run Facebook ads to get more likes – this will not help more people see your page, but it will make you look more professional to page visitors
- Get post engagement (comments, likes, shares):
  - Pages that have more post engagement have higher visibility (are shown more)
  - Ask questions, respond to comments
- Insights: know the analytics, set goals, improve

## Stealth Facebook Pages

- Create Facebook pages are not directly related to your business, but that you own, such as
  - Must-see homes in Tampa Bay
  - For Sale By Owner homes in Tampa

## Facebook groups

- Facebook is pushing groups, so don't ignore them. A very popular group may easily have more visibility than your business page
- Join active groups and participate, if you can become an admin you can auto post to the group with an app
- Start your own group, but you have to make it big and generate a lot of engagement or you are wasting your time

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## Ads:

- Like your Facebook page
- Properties for sale: drive to your website and collect the lead, or have them fill out a lead for on Facebook
- What's my house worth: drive to your website and collect the lead, or have them fill out a lead for on Facebook
- Run contests (giveaways)
- Create dynamic creative campaigns: Facebook will show the images, videos, and wording that works best to accomplish your campaign goals
- Use the Facebook Tracking Pixel and create retargeting campaigns
- See the Facebook ads of competitors:  
[https://www.facebook.com/ads/library/?active\\_status=all&ad\\_type=all&country=US&impression\\_search\\_field=has\\_impressions\\_lifetime&sort\\_data\[direction\]=desc&sort\\_data\[mode\]=relevance\\_monthly\\_grouped](https://www.facebook.com/ads/library/?active_status=all&ad_type=all&country=US&impression_search_field=has_impressions_lifetime&sort_data[direction]=desc&sort_data[mode]=relevance_monthly_grouped)

## Facebook Marketplace

- List house for rent: <https://www.facebook.com/business/help/540144076318090>

## Generating Leads

- Social media is best at driving people to your website so that you can generate leads and then drive them through your sales pipeline email market
- Create posts that take people to your website
  - o Give reasons to fill out lead gen form, so you can email market to them
    - Email marketing has highest ROI
  - o Lets you use tracking pixel to target them with ads
  - o Lets you build long-term relationships with prospects and customers
- Tools
  - o Social Media APP: <https://xpertrealtymarketing.com/social-media-plans>
  - o Website, database, CRM: <https://xpertrealtymarketing.com/website-plans>