

LinkedIn Marketing for Real Estate Professionals

4-30-20 Webinar LinkedIn Marketing Real Estate Professionals

Optimize your Personal Profile and Company Page

- <https://blog.hubspot.com/blog/tabid/6307/bid/23454/the-ultimate-cheat-sheet-for-mastering-linkedin.aspx>

Determine your LinkedIn marketing strategy

- consider:
 - o B2B, B2C
 - o Type of product
 - o Purpose of connections
- Strategies:
 - o social proof, visibility
 - o lead generation on other channels using LinkedIn for referral traffic
 - o lead generation direct through LinkedIn

Connect with LinkedIn Users

- identify target connections and reach out
- upload your contacts to LinkedIn
 - o create a CSV file and upload
 - o import, sync contacts from other address books and sources, such as Gmail
- use advance searches

Post to LinkedIn

- posts, images, video
 - o informative videos
 - o Live videos now, must apply
 - o write articles: add images, rich media, cover image, hyperlink text, longer form has more engagement
- Targeted content (business page posts, must target a minimum of 300 followers)
- Be seen by more people: quickly get comments, shares, and likes (velocity)
 - o Build relationships with LinkedIn power users (influencers), if they engage with your post LinkedIn's algo will show it to more people
 - o Engage people who engage with your posts
 - Have a conversation with people who engage with post, tag them, research them on LinkedIn to engage based on common ground
 - o Copy the post link and promote it on other channels

Groups

- LinkedIn Groups are virtual meeting rooms, people with similar interests can post, conversations and discussions, participating in Groups allows you to build relationships, prove that you are an authority
- Selectively join groups with your prospects, share your posts with the group, engage members

InMail – paid feature

- Allows you to directly contact anyone on LinkedIn

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- InMail response rate is 3x that of traditional email, and includes analytics to fine-tune your message

LinkedIn Sales Navigator – paid feature

- LinkedIn Sales Solutions allows you to target, research, and engage with new prospects using advanced search features