

# Twitter Marketing for Real Estate Professionals

## 5-7-20 Webinar LinkedIn Marketing Real Estate Professionals

### Why Twitter?

- Free marketing – you are posting to other channels already, use social media software from Image Building Media and auto post to Twitter
- Connect with customers and prospects – even if you don't use Twitter, a lot of them do
- Follow your competitors – learn what they are doing, what people are complaining about, what they are doing right
- Brand awareness – social media is very good at increasing brand awareness for free
- Visual channels are popular with younger consumers – this includes Twitter
- [Twitter demographics](#):
  - Age:
    - 44% of 18–24 year olds
    - 31% of 25–30 year olds
    - 26% of 30–49 year olds
  - Education
    - 13% of those with high school education or less use Twitter
    - 24% of those with some college education use Twitter
    - 32% of those with more than college education use Twitter
  - Income
    - 20% of those making less than \$30k use Twitter
    - 20% of those making \$30k–74,999 use Twitter
    - 31% of those making more than \$75k use Twitter
  - Sales
    - 60% of a brand's followers are more likely to purchase or recommend products after following the brand on Twitter

### Determine your Twitter marketing strategy (audience), so you know what to post

- consider:
  - B2B, B2C
  - Residential homebuyers and sellers
  - Investor
- Strategies:
  - social proof, visibility
  - lead generation on other channels using Twitter for referral traffic
  - lead generation direct through Twitter

### Optimize your Twitter Profile

- Banner Image
- Profile Picture
- Name
- @Username / Twitter Handle
- Description / Bio
- Link
- Pinned Tweet

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## Who to follow and engage

- Customers
- Prospects
- Completion
- Referral partners
- Influencers

## Post to Twitter – real estate professionals

- Questions – very important to post questions to Twitter and then engage with users
- Market and industry news
- Brand announcements
- Properties
- Events
- Images, memes, videos
- Links to blog content
- Trending topics
- Tips
- Testimonials
- Polls
- Motivational content
- Holidays
- Use hastags

## Use Twitter search

- keywords and hashtags
- advance search