



SOCIAL MEDIA FOR REAL ESTATE **THE BEGINNERS GUIDE**

Easy Agent PRO

Find us on



The #1 Network For Agents

Facebook will let you reach the highest number of people in the shortest amount of time. This is also the place to capture cold leads at a very cost-effective rate. Assuming your targeting is correct that is.

Now that all being said, we still see agents misusing this valuable business tool. Which stems from either uncertainty on how to use it, or lack of willingness to learn.

So let's go through a few of the dos and don'ts when it come to Facebook for Agents. Then I'll link up to our in-depth 40 page guide if you're interested in learning more.



Easy Agent Pro

Published by Kelvin Krupiak [?] · March 14 at 4:30pm · 🌐

If your goal is to reach more people and close more deals THIS YEAR...
You have to implement video in your real estate marketing strategy!



Attract More Clients With The Perfect Real Estate Video [10 Minute Guide]

If your goal is to reach more people and close more deals THIS YEAR. You have to implement video in your real estate marketing strategy.

EASYAGENTPRO.COM

657 people reached

Boost Post

👍 Like

💬 Comment

➦ Share



👍❤️ Robert LaPrise, Rodrigo Martin and 6 others

YOU'RE SPAM POSTING LISTINGS

The biggest problem I see is EVERY AGENT POST THE SAME THING. I'm not even joking "Check out this amazing property that just hit the market!!"

If all you ever post on your business page is some derivative of that. You're completely missing out on all the value Facebook holds.

 **Dustin Brohm - Salt Lake's Favorite Realtor**
March 19 at 8:35pm · 🌟

Don't screw this up!

Soon-to-be-Sellers, if you're changing your flooring before selling, in an attempt to increase your home value and/or appeal to more people, PLEASE read this first.

Fantastic article by [Debbie Gartner....](#) [See More](#)



The Biggest Flooring Mistakes Sellers Make ... According to Realtors | The Flooring Girl

Flooring Mistakes that sellers make when putting their homes on the market, according to realtors. Biggest flooring mistakes that reduce your sale price.

[THEFLOORINGGIRL.COM](#)

👍 Like 💬 Comment ➦ Share

👍😱 6 [Top Comments](#)

Promotional content should be saved for ads. Your business page should be filled with helpful real estate related content. If you're a LeadSites user you know we publish two blogs a week to your site for you. Ask us about setting up a system to have your real estate content posted to Facebook for you.

OFFER VALUE OR NOTHING AT ALL

If you can't offer value you can't brand yourself effectively. If you can't brand yourself effectively you can't generate leads/business consistently.

 **Preston Kallshian, Realtor - Windermere Real Estate**
January 26 · 🌐 [Like Page](#)

Wondering where the housing market is headed in 2017?

Will we find any balance or will SELLERS still rule the market?



2017 Housing and Economic Forecast

Is there an impending housing bubble?

[NORTHWESTHOMELISTINGS.COM](#) [Learn More](#)

ADVERTISING

Quality content that provides value belongs on your news feed. The real value of Facebook however, is in the ad campaigns you can create.

The ad to your right captured over 100 leads for this agent! Effective Facebook advertising needs to become apart of your short term lead generation strategy **IMMEDIATELY**. Without a doubt Facebook ads will give you a better return on your investment than any other lead generating platform, **INCLUDING ZILLOW**.

We have a number of copy paste strategies that are based on the success agents are having on Facebook. These are quality leads that that converted into appointments.

You shouldn't be paying thousands of dollars for leads that don't even close at a higher percentage than those captured on Facebook. Part of what we want to do here at Easy Agent Pro is show you that there are plenty of cheaper alternatives when it comes to generating cold leads.



Kasie Gray - W Real Estate at [Kasie Gray - W Real Estate](#).

January 4 · Ukiah, CA

Like Page

Looking for a 💰 sweet deal 💰 on a foreclosure in the Ukiah Area? 🏠
I've Compiled the listings of every foreclosure in the Ukiah Area. 📄

Click the link to get access and score the deal of a lifetime! ➡️📱



FREE List of Foreclosures in the Ukiah Area

Click the link for a free list of all the current homes in foreclosure or short sale!
Call me at 707-391-7963 for more info!

KASIE.REALTOR

Wow

Comment

You, Joseph Rodriguez and 22 others

FACEBOOK VS. ZILLOW

In one of our most recent videos we had an agent discussing the projected cost of leads in his area using Zillow. \$160 PER LEAD?!? That's insane you could easily be generating the same quality of lead on Facebook for \$10-\$15 a lead.

Click any of the images below to see how these agents are generating leads from Facebook.



100 🔥🔥

The Complete Guide to Facebook For Real Estate Agents

Find us on 



WHAT'S INSIDE?

I'm not joking when I say everything you need to know when it comes to using Facebook as a real estate agent.

Make sure you're making the most of this valuable resource.

We can tell you from personal experience that most agents are missing the opportunity to grow their business at a consistent rate.

TABLE OF CONTENTS

MORE ON FACEBOOK?

I hope you enjoyed this section of the book we have plenty more to cover. If you're looking for a more in-depth breakdown of Facebook for real estate click the image above.

We put together a 40 page book showing you everything you need from setting up your business page to launching and targeting your first Facebook ad. As well as how to leverage Facebook groups and build your brand for future success.

1. How To Use This Ebook
2. Setting up your business page
 - Walk Through (Pg. 5-11)
3. Using Your Business Page
 - Insights (Pg. 13-14)
 - Uploading Video Pg. (15-18)
4. Posting And Scheduling Blogs
 - The Perfect Real Estate Facebook Post (Pg. 8-17)
 - Scheduling Posts (Pg. 18-19)
 - Hootsuite/Buffer (Pg. 27-29)
 - Boosting a Post (Pg. 30-32)
5. Facebook Ads
 - Facebook Ads Manager (pg. 34)
 - Setting Up Your Facebook Pixel (Pg. 35-39)



Pinterest

WHY SHOULD AGENTS USE PINTEREST?

Pinterest is a very underrated social network in the business world today. We've built up an average volume of over 30k in monthly visitors from this one social network alone!

Why is that exactly? Well, the biggest advantage Pinterest has over any other platform is the lifespan of the content. To this day we still receive site traffic and re-pins from posts that are well over 6 months old.

PINTEREST FOR SEO?

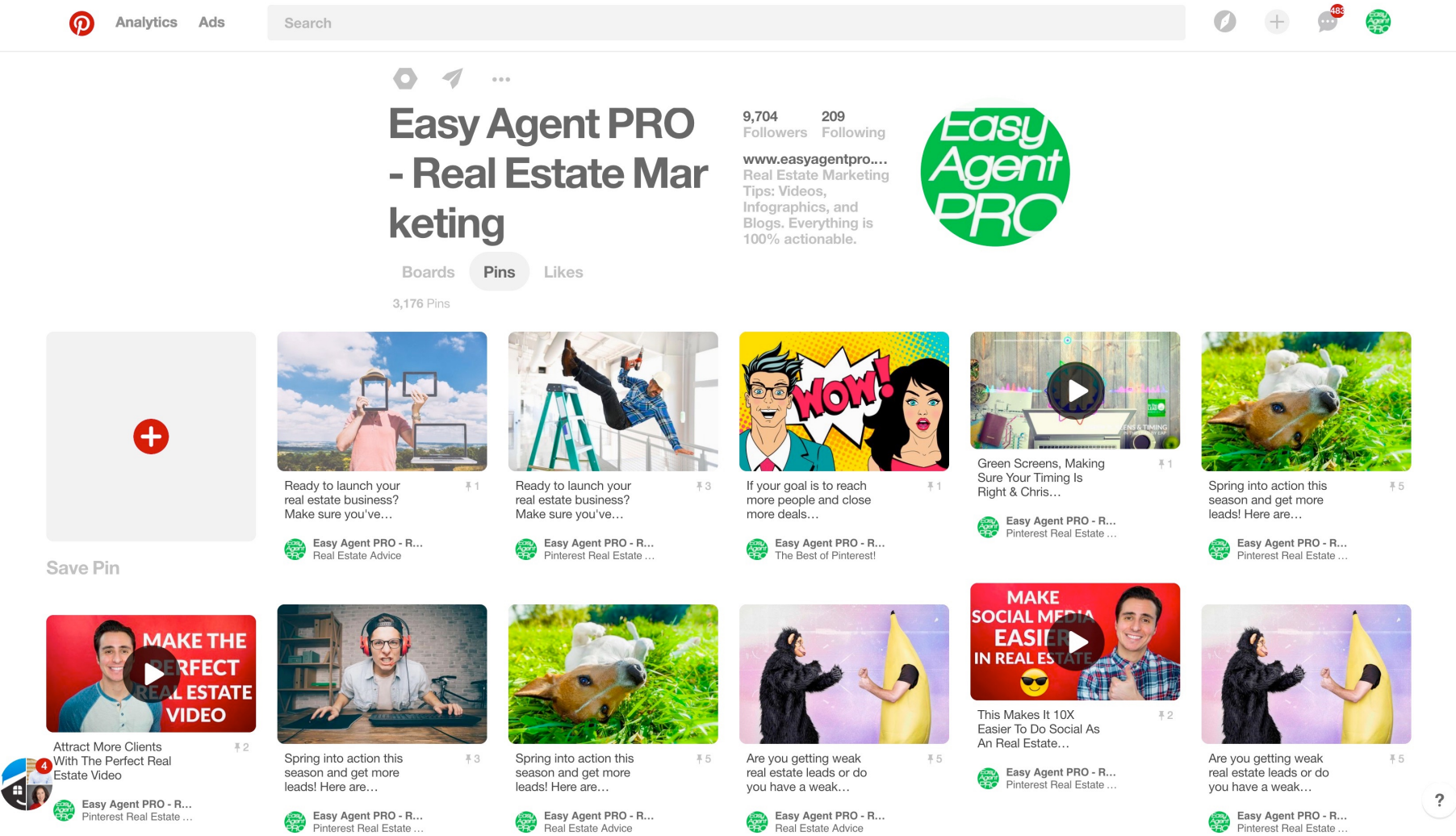
Here's another great thing about Pinterest, you don't need to have a huge following to see the benefits.

You can Pin content to your own board to help improve your SEO for real estate related keywords.

Aside from SEO though you'll want to submit to larger more established boards as well.

Meaning you could pin your **ULTIMATE HOME BUYERS GUIDE** once and still see traffic from it months later.

So start with your own board first and get into a rhythm of posting your blogs/videos there frequently. once you've done that start looking for other boards you can pin to.



Pinterest Real Estate Group Board

8.7k Pins
13.9k Followers

The Pinterest Real Estate Group board is all about a variety of Real Estate topics from general sales advice, financing, staging, home improvement, marketing, technology and social media. Members are some of the best & brightest minds in the Real Estate industry. Realtors please do not pin listings, market reports, news, local information or duplicate pins here. ** If you would like an invite to join the Pinterest Real Estate group send it to Bill@remaxexec.com



JOIN OTHER BOARDS

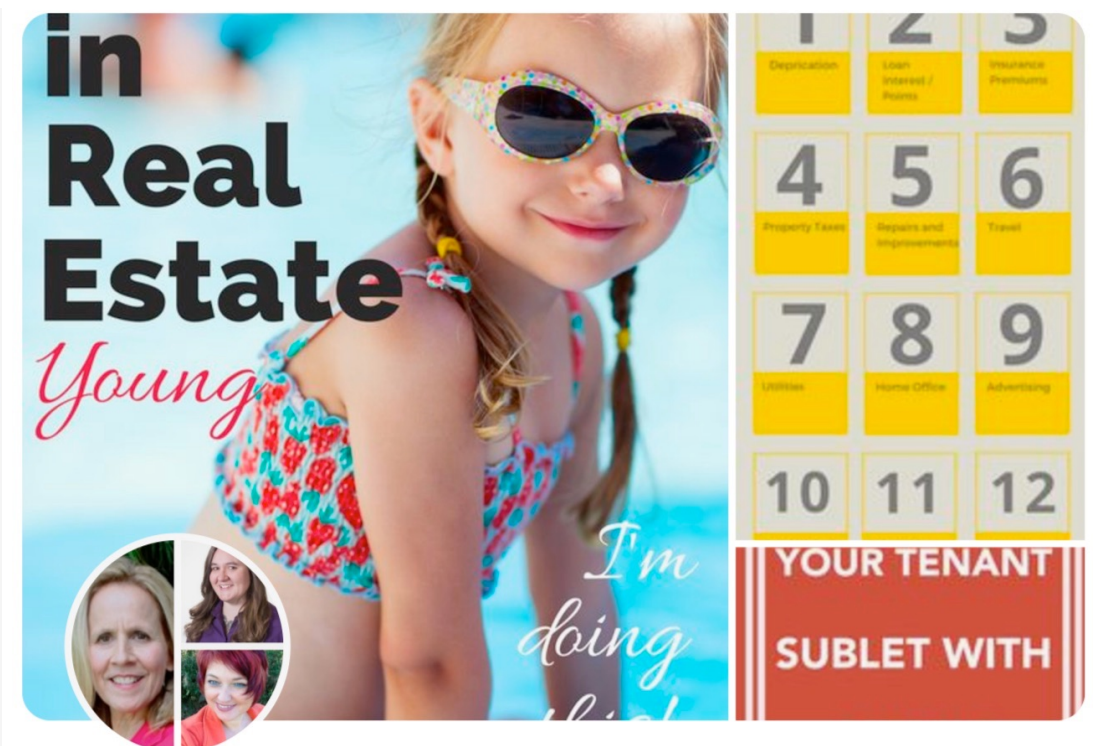
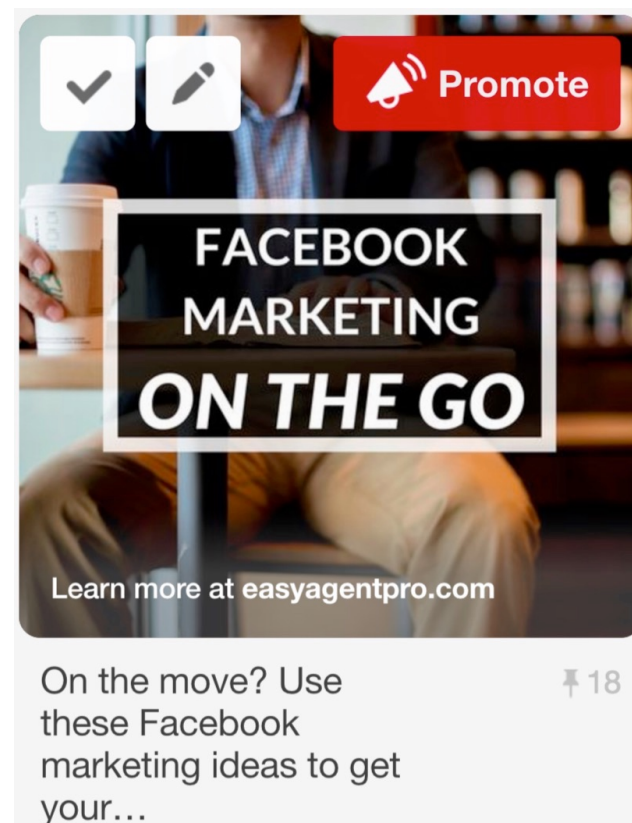
What's amazing is it really doesn't require much work either. You can submit for access to boards that already have a well developed following.

If you look to your left you can see at the bottom of the image the owner of the board has listed an email where you can request access to pin your own content.

Most boards work in a similar way, so start searching through Pinterest to find real estate related boards and pin away.

PIN LOCAL

In some instances you might even be able to find local boards. Very similar to local Facebook groups, locally pinned content can be very useful to your organic traffic, SEO ranking, and overall audience growth.



Real Estate Advice



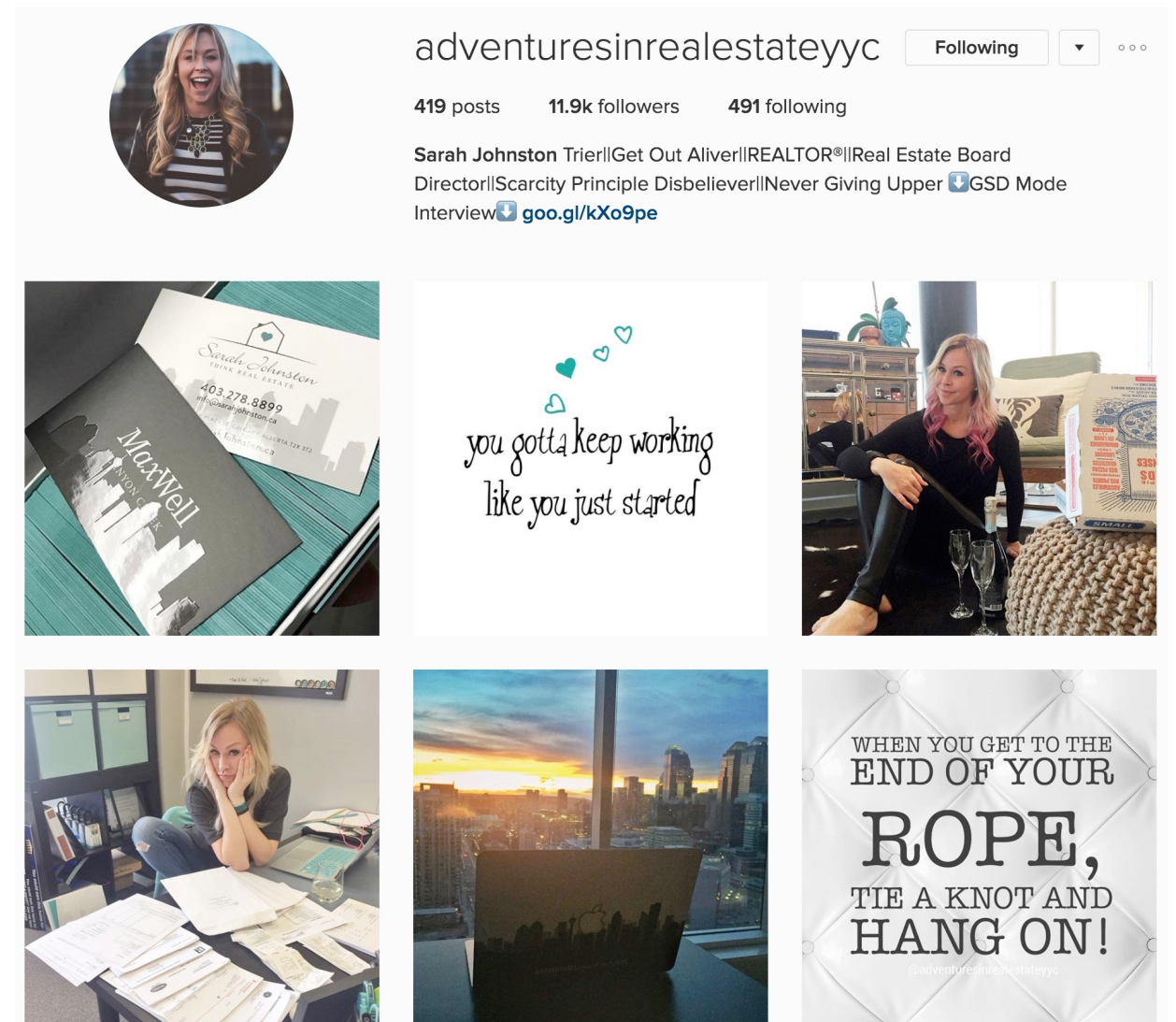
Instagram

HOW SHOULD YOU USE INSTAGRAM?

If you haven't heard yet Instagram is owned by Facebook and they're doing everything they can to build and grow this visually centered social network.

This is a great place to highlight the more personal side of who you are, not just as an agent. People love getting to know the person their working with, hobbies, passions, places you like to eat around town.

One of my favorite accounts to use as an example is Sarah Johnston and her [Adventures in Real Estate](#) profile. She has over eleven thousand followers!



Be Different But Be You

To give you an example of a real estate agent who has figured out how to add personal flair to his instagram marketing check out the [Biggest Beard in Real Estate](#).

Its never too late to start leveraging instagram the exact same way in your local market. Maybe you're the next biggest beard?

HASHTAGS

This is the ONLY social network where you can go crazy with hashtags. Also, when I saw crazy I mean 10-15 max. Hashtags are almost completely useless on every other social network in this book. With the acceptance of getting in on a trending topic on Twitter.

Anyway....

What we usually do with our posts is comment with the hashtags below the post text. In a couple of months we managed to break 1k in followers, you can too!



GET A BUSINESS ACCOUNT

Make sure you switch over to a business account so you can still give your followers the ability to head back to your website. A business account will also give you access to total impressions and peak times so you can make the most out of your Instagram account.





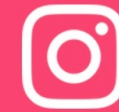
THE AUTOMATION HUB

My own advertising philosophy is to avoid automation as much as possible. I believe it's well worth it to put in the time and work to build your social channels organically.

Twitter might be the one exception I have when it comes to this rule. Twitter works very very well with applications like IFTTT.

If you're not interested in posting to Twitter, (and I wouldn't blame you) connect it to your other social networks. There really is no substantial benefit to posting to Twitter consistently for real estate agents. Especially compared to other networks like Facebook and Pinterest.

However, you can maintain an active presence on Twitter just by posting to other networks. So you can focus on the one thing Twitter is good for....social listening.



**Tweet your Instagrams
as native photos on
Twitter**



On

works with 

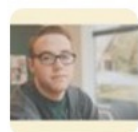


**Tweet when a new Pin
is added to your board**



On

works with 



robocop irwin @youngbasedirwin · Mar 30

definitely **moving to albuquerque** soon. maybe sooner than i expect ;)



3



1



Blacksun Book Review and 18 others follow



Vitamin Cee @UglyByNature_ · Mar 30

It's official! I am **moving to Albuquerque**, New Mexico on May 12th. I'm so excited to escape VA.



1

What's Social Listening?

I literally just typed into the Twitter search bar “moving to Albuquerque” and these were the first two results! The search capabilities on Twitter are pretty remarkable.

So take some time to get your profile setup and consider spending an hour a week finding potential leads here.

Cold Tweeting Is The New Cold Calling

What I would suggest doing is creating a piece of content on your site either a blog post or a community page entitled “Moving to Albuquerque? Here’s 10 Reasons You Should” or something along those lines.

From there you should set up email notifications for yourself every time someone uses the keyword “moving to Albuquerque”. So you can Tweet them directly with a link to your guide! An article like that will grow your organic traffic and help you reach people directly on a social network like Twitter.

Not many agents know how you leverage Twitter correctly. Which means there’s plenty of opportunity here to stand out from the crowd.

New tweet from search

This Trigger fires every time a new tweet matches your search query. NOTE: limited to 15 tweets per check.

Search for (required)

moving to albuquerque



Use Twitter’s [search operators](#) for advanced search. For example: ("@twitter" "#followfriday")

Create trigger



WHY IS YOUTUBE GOOD FOR REAL ESTATE?

If you've been following Easy Agent Pro for a while you probably all know one of our favorite networks is YouTube. Youtube has the strongest sense of community, but can be the most challenging/difficult network to grow.

#1 - SEO

Even with no following on YouTube you can take full advantage of local SEO. One of our good friends out in Philadelphia managed to rank on page one for individual addresses within his first week of publishing the video.

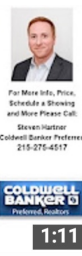
Take your phone and do a video walk through of a house combine it with some photos and use an app like [Quik](#) or [Splice](#) to create a short 2-3 minute video.

#2 - Easy to Embed & Share

No you don't have to care about building an audience on YouTube. However, you should care about using video on your real estate website. YouTube is the easiest way to add video to pages on your own website. Which only help you establish and build a relationship with potential clients.

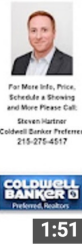
#3 - The Audience Finds You

Unlike Facebook where you have to pay to play. The audience finds you on YouTube, as long you're consistent.



3029 Richmond St #1, Philadelphia, PA Presented by Steven Hartner.

Steven Hartner
4 weeks ago • 19 views
Click to see more: ...



800 North Lawrence Street #D, Philadelphia, PA Presented by Steven Hartner.

Steven Hartner
1 month ago • 11 views
Click to see more: ...

**SEARCH
SALT LAKE**



Salt Lake Insider w/ Dustin Brohm –
Episode 4 w/ Jay Glauser of The Main
Street Entrepreneur

**Interviewing 100 entrepreneurs in 100 days
taught them how NOT having money to start a
business may actually be an asset.**

Thanks Guys!