

# SOCIAL MEDIA , SEARCH, & DIGITAL MARKETING SUCCESS

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Internet search and social media marketing are closely intertwined, each complementing the other to maximize brand exposure, engagement, and conversion opportunities.

An effective digital marketing strategy should integrate both social media and search marketing efforts. By leveraging the synergies between internet search and social media marketing, agents can maximize their online presence and drive meaningful results.

Content marketing involves creating and distributing valuable, relevant, and consistent content to attract and engage a target audience. At its core, content marketing aims to provide educational and informational content that addresses the needs, challenges, and interests of the audience. This content can take various forms, including blog posts, articles, videos, infographics, podcasts, and more.

The effectiveness of educational and informational content lies in its ability to establish trust, credibility, and authority with the audience. By providing valuable insights, practical tips, and actionable advice, content marketers position themselves as knowledgeable experts in their field. This not only builds trust with the audience but also fosters a sense of loyalty and connection.

Educational and informational content also serves to address the pain points and challenges of the audience, offering solutions and guidance that can help them overcome obstacles and achieve their goals. By providing genuinely helpful content, content marketers demonstrate empathy and understanding of their audience's needs, which can lead to increased engagement, brand awareness, and ultimately, conversions.

Furthermore, educational, and informational content is highly shareable and link-worthy, making it more likely to be shared across social media platforms, cited in other publications, and linked to from reputable sources. This amplifies the reach and visibility of the content, attracting more traffic and enhancing the brand's online presence.





### **Reach and Engagement:**

Visual content tends to be more engaging and memorable than text-only content. By incorporating visual elements such as photos, videos, and graphics into their social media profiles and online presence, real estate agents can capture the attention of their audience and increase engagement with their content.

### **Meeting Consumer Expectations:**

Today's consumers expect businesses, including real estate professionals, to have a strong online presence. They often turn to social media platforms and online reviews to research products, services, and professionals before making purchasing decisions.

### **Building Trust and Credibility:**

A visually appealing and well-curated online presence can help real estate agents build trust and credibility with their audience. By showcasing their expertise, experience, and success stories through visual content, real estate agents can position themselves as reputable and trustworthy professionals in the eyes of consumers.

### **Brand Visibility and Recognition:**

Consistent visual branding across multiple platforms helps real estate agents increase brand visibility and recognition. By maintaining a cohesive visual identity, including logos, colors, and design elements, agents can strengthen their brand presence and make it easier for consumers to identify and remember them. This can lead to increased brand awareness, referrals, and repeat business over time.

### **Meeting Consumers Where They Are:**

Different consumers prefer different social media platforms, so it's essential for real estate agents to have a presence on multiple channels to reach a diverse audience. By being active on platforms like Facebook, Instagram, LinkedIn, Twitter, and YouTube, agents can connect with potential clients across various demographics, interests, and preferences.



Having a presence on various digital platforms is crucial for real estate professionals to effectively market themselves, build their brand, and connect with potential clients. Here's why it's important for real estate professionals to be active on Google My Business, Facebook, Instagram, LinkedIn, and YouTube

**Google My Business:**

Google has a share of approximately 82% of the global desktop search market making it the dominant source where real estate agents must have a presence.

Google My Business (GMB) is essential for local search visibility. By maintaining an optimized GMB profile, agents can ensure that their business appears prominently in local search results, maps, and Google's Knowledge Panel. This enhances visibility among local prospects and helps drive traffic to their website or office.

**Facebook:**

With over 2.8 billion monthly active users, Facebook provides agents with a huge audience to reach with their property listings, market updates, industry insights, and educational content. Additionally, its targeted advertising can reach specific demographics and geographic areas, making it an invaluable for lead generation and client acquisition.

**Instagram:**

As a highly visual platform, Instagram is ideal for showcasing property listings through high-quality photos and videos. With the use of relevant hashtags and geotags, agents can increase the discoverability of their posts and attract more followers and leads.

**LinkedIn :**

Many people use LinkedIn extensively for business-related matters, making it a prime platform for real estate agents to showcase their expertise and establish themselves as trusted professionals in the industry. LinkedIn's publishing platform allows agents to publish articles and thought leadership content to further demonstrate their knowledge and experience. crime rates, and overall improved quality of life.



### **X (formerly known as Twitter):**

X provides real estate professionals with a platform to share timely updates, market trends, and industry news with their audience. Real estate agents can use X to engage in conversations, participate in relevant hashtags, and connect with potential clients and industry influencers in real-time.

### **YouTube:**

Video marketing has become increasingly popular in the real estate industry, and YouTube is the leading platform for hosting and sharing video content. Agents can create property tour videos, neighborhood guides, market updates, client testimonials, and educational videos to engage their audience and showcase their listings and expertise.

In summary, having a presence on Google My Business, Facebook, Instagram, LinkedIn, X, and YouTube allows real estate professionals to enhance their online visibility, reach a wider audience, showcase their listings and expertise, and ultimately, generate more leads and close more deals in today's digital age.

*Having a visual presence on platforms where consumers are active is critical for real estate agents to effectively market themselves, build trust and credibility, and engage with their audience. By leveraging visual content and maintaining a strong online presence, agents can attract and retain clients, differentiate themselves from competitors, and ultimately, grow their business in today's digital landscape.*



As social media continues to play a pivotal role in connecting agents with clients, crafting a compelling point of difference statement becomes paramount. This succinct declaration not only distinguishes an agent from their peers but also effectively communicates their unique value proposition to potential clients.

By incorporating this statement into their social media bios, agents can capture the attention of their target audience, establish credibility, and ultimately drive engagement and leads. Let's explore how agents can leverage the power of a point of difference statement to optimize their social media presence and elevate their real estate business.

**Select a Professional Photo:** Choose a high-quality, professional headshot that represents your brand and makes a positive first impression on potential clients.

**Design a Cover Image:** Create a visually appealing cover image, consistent with your website and like your other social media platforms, that reflects your brand identity and showcases your expertise in real estate.

**Complete the Social Media Profile:** Fill out all sections of each of your social media profiles, including the bio, contact information, and relevant details about your real estate services and experience.

**Provide Value:** Offer valuable information and resources to your audience to position yourself as a trusted authority in the real estate industry. Share tips, advice, and insights to address common questions and concerns of homebuyers and sellers.

**Post Regularly:** Develop a consistent posting schedule to keep your audience engaged and informed. Share a variety of content, including property listings, market updates, and educational articles.

**Engage with Your Audience:** Actively engage with your followers by responding to comments, messages, and inquiries promptly.

**Utilize Visual Content:** Incorporate visually appealing content such as photos, videos, infographics, and virtual tours to capture attention and showcase properties effectively.

**Network with Peers:** Connect with other real estate professionals, industry influencers, and local businesses on social media to expand your network and build mutually beneficial relationships.

**Content Mix:** 2/3 of your content should be educational and informational to brand you as a real estate professional willing to help. The other 1/3 should be product marketing of your listings, reviews, and personal posts that show a non-business side of you.

**Analyze Performance:** Monitor the performance of your social media efforts by tracking metrics such as engagement, reach, and conversion rates to identify areas for improvement and refine your approach over time.

# Content Creation

## Social Media Image Sizes

	Facebook	Instagram	LinkedIn	X	YouTube	Google
Profile Photo	170x170	320x320	400x400	400x400	800x800	720x720
Cover Photo	851x315	N/A	1584x396	1500x500	2048x1152	1024x576
Landscape	1200x628	1080x566	1200x627	1600x900	N/A	N/A
Square	1200x1200	1080x1080	1080x1080	1080x1080	N/A	N/A
Stories	1080x1920	1080x1920	N/A	N/A	N/A	N/A

Maintaining a consistent image across social media cover pictures and a personal website is essential for real estate agents to reinforce brand recognition, professionalism, and a unified brand message. Consistency in imagery helps build trust with potential clients, as it portrays reliability and attention to detail.

By conveying a cohesive brand identity across different online platforms, agents can enhance the user experience and strengthen their brand presence in a competitive market. A unified visual identity also helps agents differentiate themselves from competitors and attract the attention of potential clients, ultimately contributing to long-term success in the real estate industry.

Platforms like Canva and Fiverr provide real estate agents with valuable resources for creating professional and eye-catching cover pictures for their social media accounts on platforms such as Facebook, Instagram, LinkedIn, and X (formerly known as Twitter).

Canva offers a user-friendly interface with a wide range of customizable templates specifically designed for social media platforms. Agents can easily select a template, customize it with their branding elements, including logos, colors, and fonts, and add text or graphics to create stunning cover pictures. Canva also provides access to a vast library of stock photos, illustrations, and design elements, allowing agents to personalize their cover pictures to reflect their unique style and message.





On the other hand, Fiverr offers a marketplace where agents can hire freelance graphic designers to create custom cover pictures tailored to their specific needs and preferences. Agents can browse through a diverse pool of talented designers, review their portfolios, and collaborate with them to develop cover pictures that align with their branding and marketing objectives.

Both Canva and Fiverr offer valuable tools and services that empower real estate agents to create visually compelling cover pictures for their social media accounts, helping them stand out in a competitive market and effectively engage with their target audience.

Contracting a service to handle the educational and informational aspect of content marketing can be highly appropriate for real estate agents looking to optimize their marketing efforts. By outsourcing this component to a specialized service provider, agents can free up their time and resources to focus on more strategic tasks, such as product marketing for listings and direct sales.

This not only ensures consistency and professionalism in content delivery but also allows agents to benefit from the expertise and insights of content specialists. Ultimately, by delegating the educational and informational part to a trusted service provider like InTouch Systems, agents can streamline their marketing efforts, enhance their brand's visibility, and better position themselves for success in the competitive real estate market.



# Completing your Google My Business page



**Sign in or Create an Account:** Visit the Google My Business (GMB) website (<https://www.google.com/business/>) and sign in with your Google account or create a new account if you don't already have one.

**Add Your Business:** Once logged in, click on the "Manage Now" button and enter the name of your business. If your business appears in the dropdown menu, select it. If not, click on "Add your business to Google" and enter the required information, including your business name, category, address, phone number, and website.

**Verify Your Business:** Google requires verification to ensure the accuracy and legitimacy of your business listing. Depending on your business type and location, verification methods may include receiving a postcard by mail, receiving a phone call, or verifying instantly online. Follow the prompts to complete the verification process.

**Provide Detailed Information:** Once your business is verified, complete your GMB profile by providing detailed information about your business. This includes your business hours, service areas, business description, and attributes such as whether your business is wheelchair accessible or offers free Wi-Fi.

**Add Photos and Videos:** Enhance your GMB listing by adding high-quality photos and videos that showcase your business, products, services, and team. Include photos of your storefront, interior, staff members, products, and any other relevant images that will help potential customers get a sense of what your business offers.

**Manage Reviews:** Encourage satisfied customers to leave positive reviews on your GMB page and respond promptly to any reviews, whether positive or negative. Engaging with reviews shows that you value customer feedback and can help build trust with potential customers.

**Utilize Posts:** Take advantage of GMB's Posts feature to share updates, promotions, events, and other news about your business. Posts appear directly on your GMB listing and can help attract attention and drive engagement from potential customers.

**Monitor Performance:** Regularly monitor the performance of your GMB listing using the Insights tab. Insights provide valuable data on how customers are finding and interacting with your business listing, including metrics such as views, clicks, calls, and requests for directions.

# Completing your Facebook Business page



**Create Your Page:** Visit the Facebook Business Page creation tool and give it a name, select a category, and a bio describing the page.

**Add Profile and Cover Photos:** Upload a high-quality profile picture that represents your brand, such as your logo or a professional headshot. Additionally, add a visually appealing cover photo that showcases your business or products.

**Complete Basic Information:** Fill out all the required information in the "About" section of your Facebook Business Page. Include details such as your business hours, location, contact information, website URL, and a brief description of your business.

**Customize Your Page Tabs:** Arrange the tabs on your Facebook Business Page to highlight the most important features and sections. You can customize the order of tabs and add or remove tabs as needed to suit your business objectives.

**Create a Call-to-Action Button:** Add a call-to-action (CTA) button to your Facebook Business Page to encourage visitors to take specific actions, such as contacting you, visiting your website, or making a reservation. Choose the most relevant CTA button based on your business goals.

**Publish Posts:** Post educational and informational updates, announcements, product marketing, or other relevant information to engage your followers.

**Invite Friends and Contacts:** Invite your friends, family, and existing contacts to like follow, and share your Facebook Business Page to increase visibility and reach.

**Create Content Strategy:** Content development can be very time consuming. Consider using a service like InTouch Systems to ensure consistent posting with a variety of content types, videos, and links.

**Monitor Page Insights:** Keep track of your Facebook Business Page performance using Page Insights. Monitor key metrics such as page likes, post reach, engagement, and audience demographics to measure the effectiveness of your content and make data-driven decisions.

**Engage with Your Audience:** Respond to comments, messages, and inquiries from your audience promptly to foster engagement and build relationships. Encourage conversations, address customer concerns, and provide valuable information to create a positive impression of your business.



# Completing your Instagram Business Account



**Sign Up or Convert to a Business Account:** If you don't already have an Instagram account, download the Instagram app and sign up for a new account. If you have a personal account, you can convert it to a business account by navigating to your profile settings and selecting "Switch to Professional Account."

**Add Your Business Information:** Once you have a business account, go to your profile settings and select "Edit Profile." Fill out all the relevant information about your business, including your business name, category, contact information, website URL, and a brief description of your business.

**Add Profile Picture:** Upload a professional profile picture that represents your brand, such as your logo or a high-quality image of your products. Make sure the profile picture is clear and easily recognizable.

**Connect to Facebook Page:** If you have a Facebook Business Page, you can link it to your Instagram Business Account to access additional features and insights. Go to your Instagram settings, select "Account," then "Linked Accounts," and connect your Facebook Page.

**Create Content:** Start posting content that showcases your products, services, and brand personality. Use high-quality images and videos that align with your brand aesthetic and engage your audience. Experiment with different types of content, such as educational, informational, and product marketing like listings, open houses, and reviews.

**Use Hashtags:** Use relevant hashtags in your posts to increase visibility and reach a wider audience. Research popular hashtags in your industry and include them in your captions to attract users interested in your products or services.

**Engage with Your Audience:** Respond to comments, direct messages, and mentions from your followers to foster engagement and build relationships.

**Analyze Performance:** Use Instagram Insights to monitor the performance of your posts, stories, and audience engagement. Track key metrics such as reach, impressions, engagement rate, and follower growth to assess the effectiveness of your content and make data-driven decisions.

# Enhance Your LinkedIn Profile for Real Estate Success



Your LinkedIn profile likely includes a professional headshot, job title, and market areas, but to stand out, highlight what distinguishes you from other agents and how clients benefit by working with you.

Consider these tips to update your profile effectively for increased visibility and more real estate leads:

Complete the profile with as much detail as possible.

**Craft a Compelling Headline:** Instead of a generic job title, use your headline to showcase who you serve and how you can assist them, such as "(your city) Buyer's Agent & Dream Home Finder."

**Establish Credibility:** Go beyond buzzwords like "specializes" and "trusted" by including awards, certifications, statistics, ongoing education, and other evidence of your value.

**Stay Up to Date:** Opt to notify your connections when you update your profile to showcase recent achievements like earning new designations, joining committees, teaching classes, or changing brokerages, ensuring you stay top-of-mind and gain more exposure.

**Seek Endorsements:** Request recommendations from colleagues and clients to bolster your credibility and trustworthiness and reciprocate with endorsements for them.

**Customize Your URL:** Make your profile more searchable by creating a personalized LinkedIn URL that aligns with your branding. Access this feature by navigating to "Public profile & URL" in the top right corner of your profile page.

Make it convenient to facilitate contacting you outside of LinkedIn by including your phone number, email address, and website.

# Completing your X account, formerly known as Twitter



**Sign Up or Log In:** If you don't already have a Twitter account, visit the Twitter website or download the app and sign up. If you already have an account, log in using your credentials.

**Update Your Profile:** Click on your profile picture and select "Profile" to update your account information. Add a profile picture, header image, and bio that accurately represent you or your brand.

**Choose a Username:** Your username (also known as a handle) is your unique identifier on Twitter. Choose a username that is easy to remember and reflects your brand or personal identity.

**Follow Accounts:** Start following other accounts on Twitter to stay informed and engage with the platform. Follow accounts related to your interests, industry, or niche to customize your Twitter experience.

**Customize Your Settings:** Explore the settings menu to customize your account preferences, privacy settings, notifications, and more. Adjust your settings to suit your preferences and needs.

**Tweet Content:** Start tweeting content to share your thoughts, ideas, updates, and promotions with your followers. Use text, images, videos, links, and hashtags to make your tweets engaging and shareable.

**Engage with Your Audience:** Interact with other users by replying to tweets, retweeting interesting content, and liking posts. Engage in conversations, ask questions, and respond to comments to build relationships and grow your network.

**Use Hashtags:** Use hashtags in your tweets to increase visibility and reach a wider audience. Research popular hashtags related to your industry or topic and include them in your tweets to attract more attention.

**Monitor Analytics:** Twitter provides analytics tools to track the performance of your tweets, engagement metrics, and audience demographics. Use these insights to evaluate the effectiveness of your content and make informed decisions.

**Stay Active:** Stay active on Twitter by consistently posting content, engaging with your audience, and participating in conversations. Regular activity helps you stay relevant and maintain a presence on the platform.



# Here are the key steps to creating a personalized YouTube channel



**Sign In to YouTube:** Visit the YouTube website and sign in to your Google account. If you don't have a Google account, you'll need to create one before proceeding.

**Go to YouTube Studio:** Once signed in, click on your profile picture in the top right corner of the screen and select "YouTube Studio" from the dropdown menu.

**Access Channel Settings:** In YouTube Studio, navigate to the left sidebar and click on "Settings" under the "Customization" section to customize various aspects of your channel, including your channel name, description, and profile picture.

**Customize Channel Layout:** Navigate to the "Layout" tab in the Channel Settings menu to customize your channel layout to choose whether to display sections like featured channels, popular uploads, or recent activities on your channel homepage.

**Upload Profile Picture and Banner:** Click on the "Branding" tab in the Channel Settings menu to upload your profile picture and banner. Your profile picture should be a clear image that represents you or your brand, while your banner (aka channel art) should be an eye-catching image that reflects your content and theme.

**Add Channel Description:** Navigate to the "Basic Info" tab in the Channel Settings menu to add a channel description. Use this space to introduce yourself, the type of content viewers can expect on your channel, and relevant keywords to help users find your channel through search.

**Customize Channel URL:** If your channel meets the eligibility requirements, you can customize your channel URL to make it easier to share and remember. Navigate to the "Basic Info" tab in the Channel Settings menu and click on "Set a custom URL."

**Create Channel Trailer:** Consider creating a channel trailer to encourage viewers to subscribe. A channel trailer is a short video that highlights your channel's content, value proposition, and why viewers should subscribe.

**Upload Content:** Start uploading videos to your channel to share your content with your audience. Click on the "Create" button in the top right corner of the screen and select "Upload video" to upload your videos to YouTube.

**Promote Your Channel:** Once your channel is populated with content, promote it across your other social media platforms, website, and email list to attract viewers and subscribers. Encourage viewers to subscribe to your channel, like, comment on, and share your videos to increase engagement and reach.

# Digital Content Development

Why is it so hard to email and post compelling content? What are the struggles and challenges that agents face getting this task done?

In some cases, the agent doesn't have the skills to do it; in other cases, they may not have time in their schedule because there are too many things to be done and this is just one more of them. And of course, they may just not want to do it.

It takes a considerable amount of time to perform all the steps involved in producing effective and attractive content that can speak to the needs of your customers while branding you as a real estate professional who sincerely wants to serve his clients.



**Idea Generation:** Begin by brainstorming ideas for your social media content. Consider your audience, current trends, industry news, and your own expertise to come up with engaging topics.

**Research:** Once you have an idea, conduct research to gather relevant information, statistics, quotes, or images to support your content. This step ensures that your content is accurate, informative, and valuable to your audience.

**Writing:** Craft your content in a clear, concise, and engaging manner. Use attention-grabbing headlines, compelling language, and a conversational tone to capture your audience's interest and keep them engaged.

**Graphic Design:** Enhance your content with visually appealing graphics, images, or videos. Use high-quality visuals that are relevant to your topic and align with your brand's style and aesthetic. Visuals should complement your written content and help convey your message effectively.

**Review and Editing:** Before posting, review your content carefully to check for any errors, inconsistencies, or areas for improvement. Edit as needed to ensure clarity, accuracy, and coherence.

**Posting:** Once your content is finalized, schedule or publish it across your chosen social media platforms. Consider the best times to post for maximum engagement, and use relevant hashtags, tags, and captions to increase visibility and reach.

The objective is to position yourself as "THE SOURCE" of real estate information.

*InTouch Systems* does that by delivering relevant, up-to-date, beautifully designed, and easy-to-understand communications to your public.

Just imagine how much time you'd save, how good you'd look, and more productive you'd be if *InTouch Systems* was doing all of this for you:

Newsletters automatically sent to your contacts every other week, together with holiday greetings & other items.

Posting automatically to your Facebook, Instagram, X, and LinkedIn Monday through Friday.

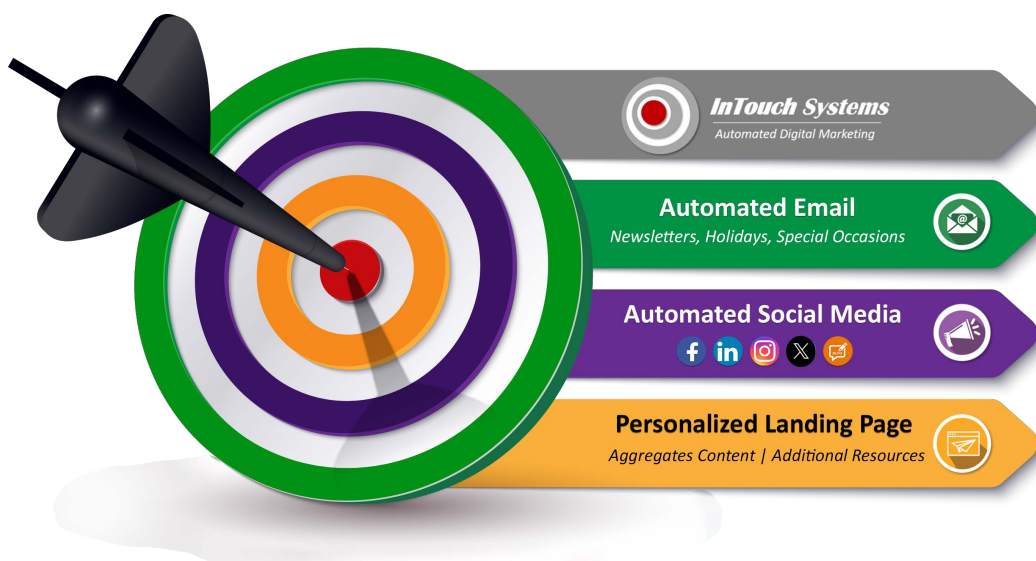
Posting automatically to your blog with a new article each week.

Our powerful application is designed to seamlessly handle the lion's share of your Sphere of Influence communications. Whether you're looking to augment your current outreach or seeking a fresh, engaging "voice" to connect with your target audience, *InTouch Systems* offers the support you need.

See how *InTouch Systems* will strengthen your brand and keep you in the forefront of your audience's minds. Visit [www.InTouchSystems.com](http://www.InTouchSystems.com) today to explore real-world examples and watch enlightening demos.

Elevate your real estate presence with *InTouch Systems* and experience the difference in building lasting relationships and achieving top-of-mind awareness among your clientele.

*Those who know "why" can hire those who know "how."*



# The Digital Marketing Checklist

Do you have a *Point of Difference* statement in writing?

- Do you have a written story about why people should work with you?
- Do you have a content marketing strategy?
- Do you have an up-to-date business photo?
- Do you own the domain that is the brand of your business?
- Is your email and website address attached to the same domain?
- Do you have multiple email signature for your computer and phone?
  - Business
  - Social media links
  - Electronic business card
  - Service buttons
  - Personal
  - Call to Action
- Do you know how to send a virtual business card?
  - From your computer
  - From your phone
- Do you have a consumer-friendly personal website?
  - Easy to navigate
  - Must-have features:
    - IDX
    - Search
    - Listing Alert
    - AVM – Home values
    - Blog
    - Service providers
    - Resources
    - Calculators
    - Reports
    - About Us (your story)
- List your social media sites you have developed
  - Facebook personal
  - Facebook business
  - X (formerly Twitter)
  - LinkedIn
  - Instagram business
  - YouTube
  - Threads
- Do your social media site banners have a consistent look with your website?
- Is your database up-to-date?
- Do you produce and send a regular newsletter?
- Do you send email:
  - holiday greetings?
  - reminders?
  - birthdays?
  - Anniversaries?
  - Listing promotion?
  - Appreciation events?
- Do you post on social media every day during the week?