

The Social Media Survival Guide

(Facebook, Instagram, Google)



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The Social Media Survival Guide

Harnessing the Power of Social Media to Grow Your Business

General statistics (Forbes, Fronetics Real Estate):

- 90%** of people research online before initiating contact.
 - 84%** of people trust online reviews as much as a personal recommendation.
 - 91%** of online adults use search engines to find information on the web.
 - Half** of U.S. adults said they have Googled someone before doing business with them.
 - 78%** of salespeople who use social media outsell their peers.
 - 63%** of prospects who search for you online are more likely to do business with you based on your online presence.
 - 87%** of marketers rank more exposure for their business as the primary benefit of their social media efforts.
 - 78%** of marketers who have used social media for 2 years or more report increased traffic to their websites.
 - 76%** of B2C (business-to-consumer) marketers use Facebook ads.
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Facebook Statistics: the Why

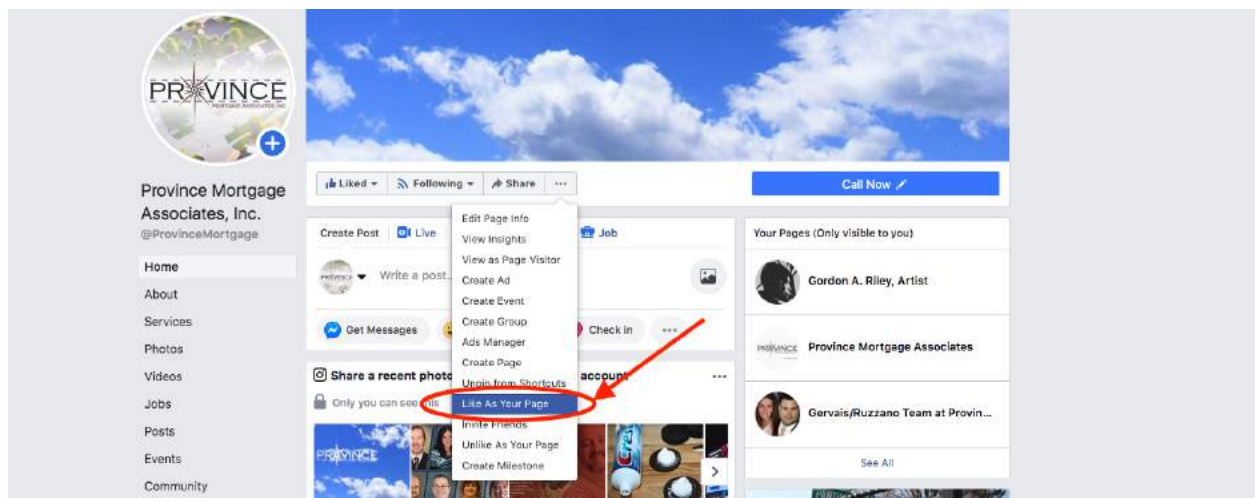
- Worldwide, there are over 2.13 billion monthly active Facebook users.
- 1.40 billion people log onto Facebook each day.
- Facebook is the top platform for B2C (business-to-consumer) businesses.
- An average Facebook user clicks on 8 ads per month
- 42% of marketers report that Facebook is critically important to their business.

Facebook Strategies: the How

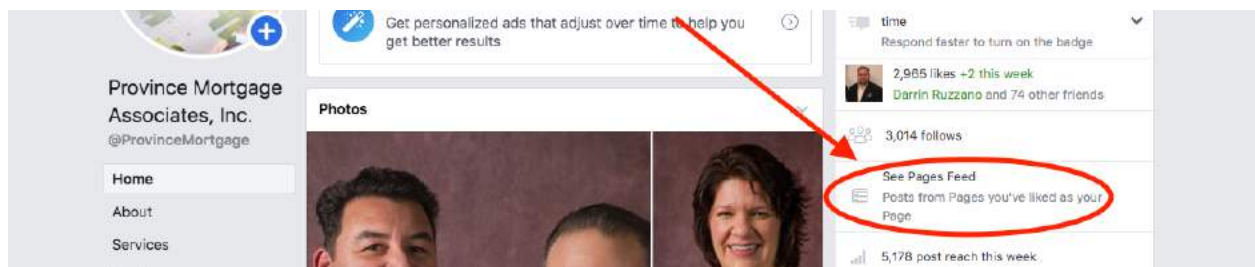
Having a Facebook business page is **CRUCIAL** for your brand, not just to separate your personal from your professional life, but also to target specific audiences, specialize content, become a local authority, and most importantly, advertise.

15 ways to maximize success on Facebook:

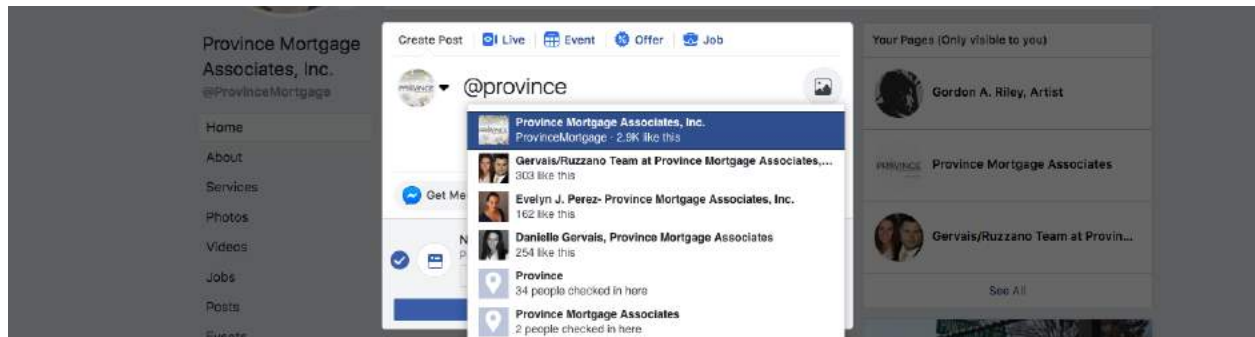
1. Like other pages AS your page. Facebook is, after all, for being social. Liking other pages as your own allows you to keep up with their content, in turn encouraging them to do the same for you. This also opens up a **separate news feed** of ONLY pages you like.



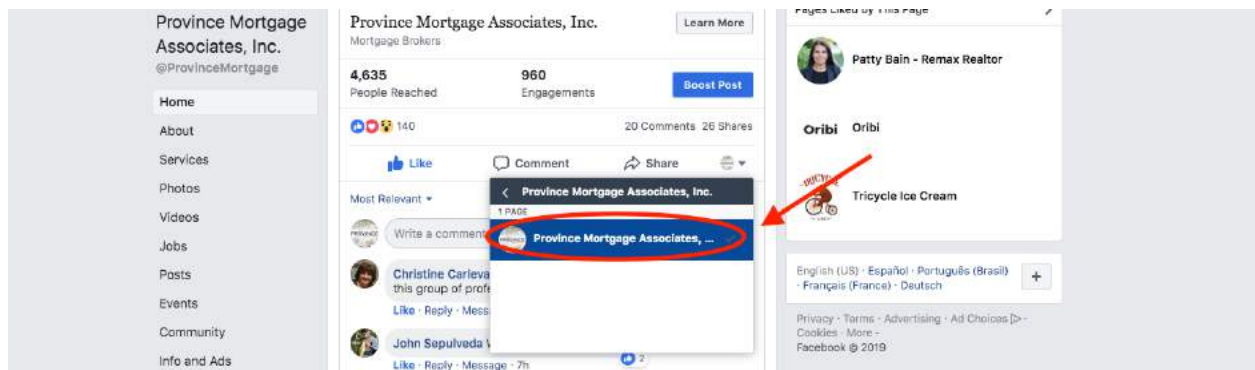
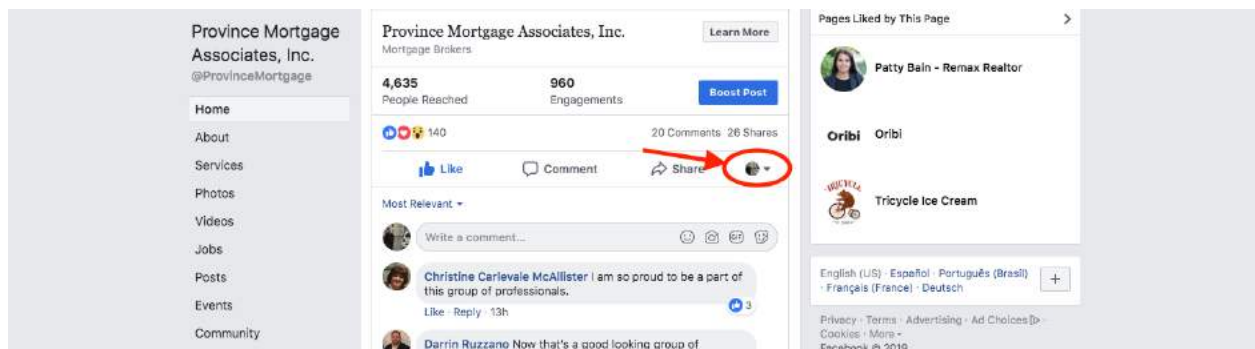
2. Browse this separate news feed OFTEN. Keep up with the pages you follow several times a week, and support them genuinely. They will start to do the same.



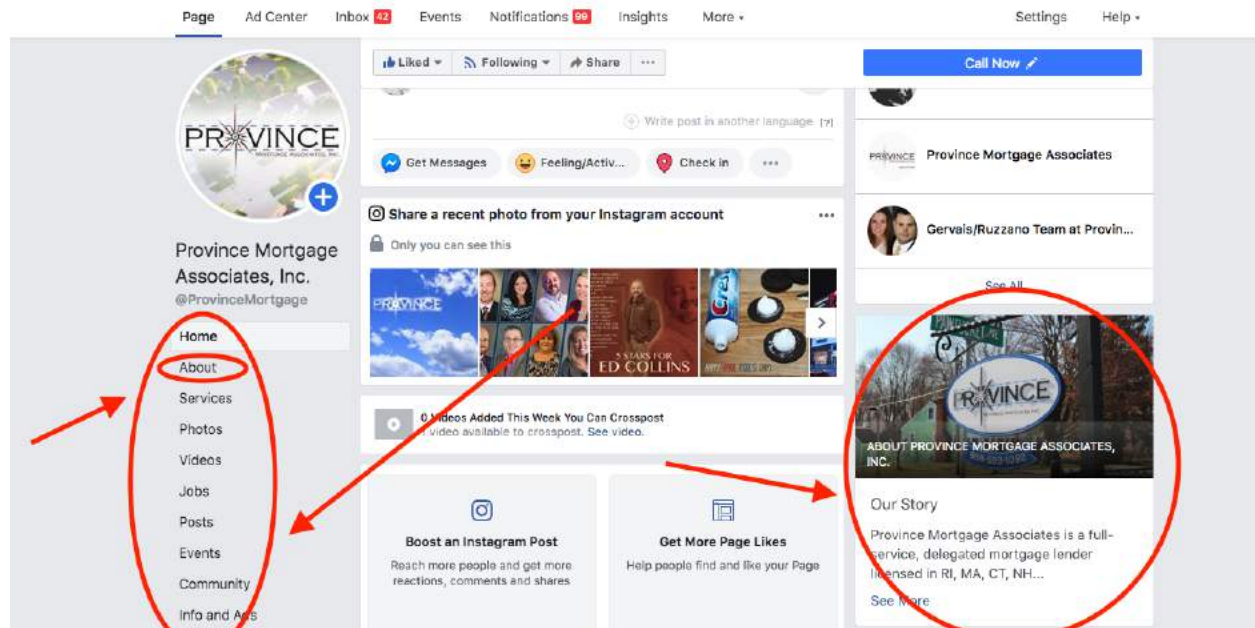
3. Tag other people and pages. A lot! Marketing is give and take. Share the love, and others will return the favor.



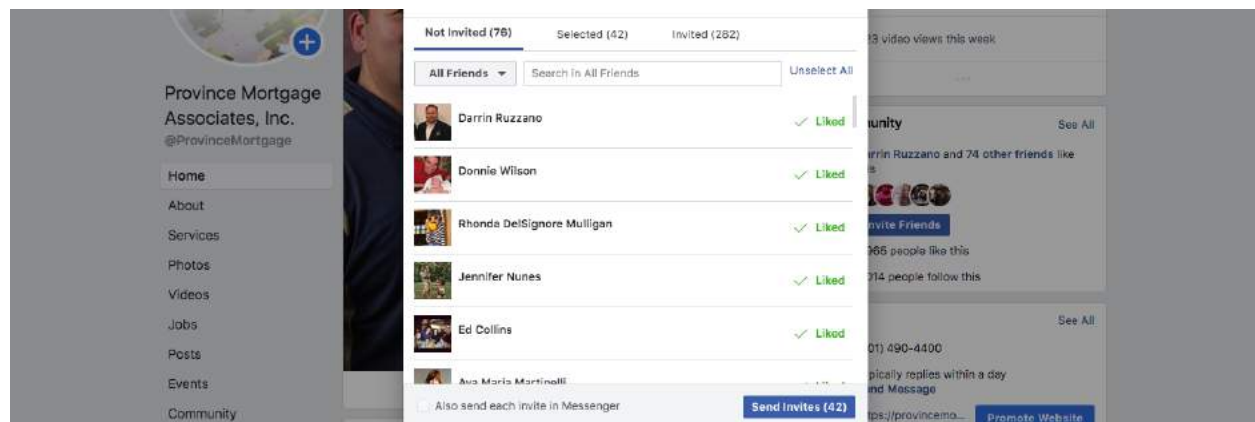
4. Like other posts AS your page. Love that post? Give it a Like as your business page, rather than just your personal.



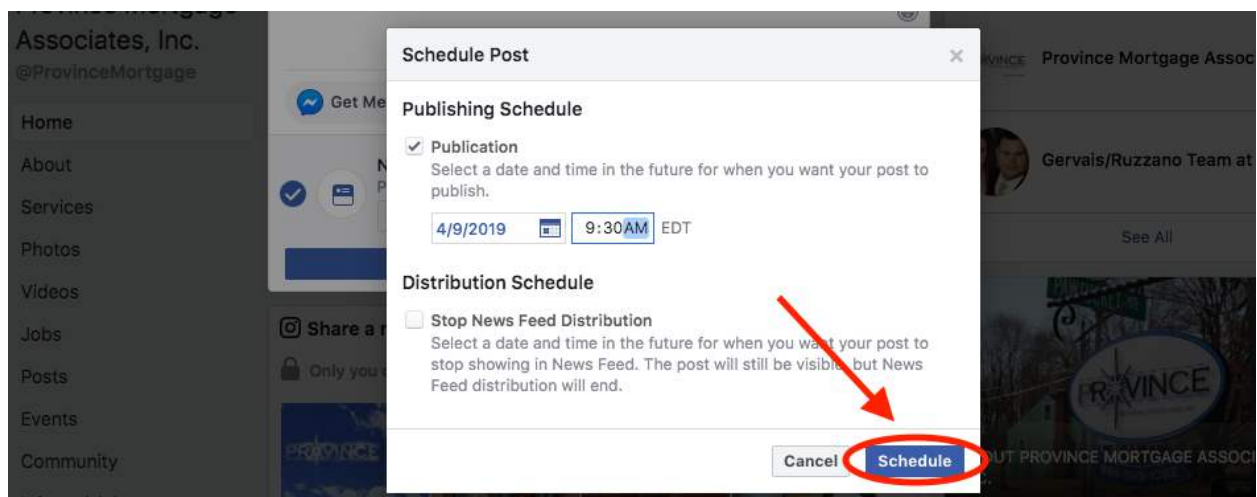
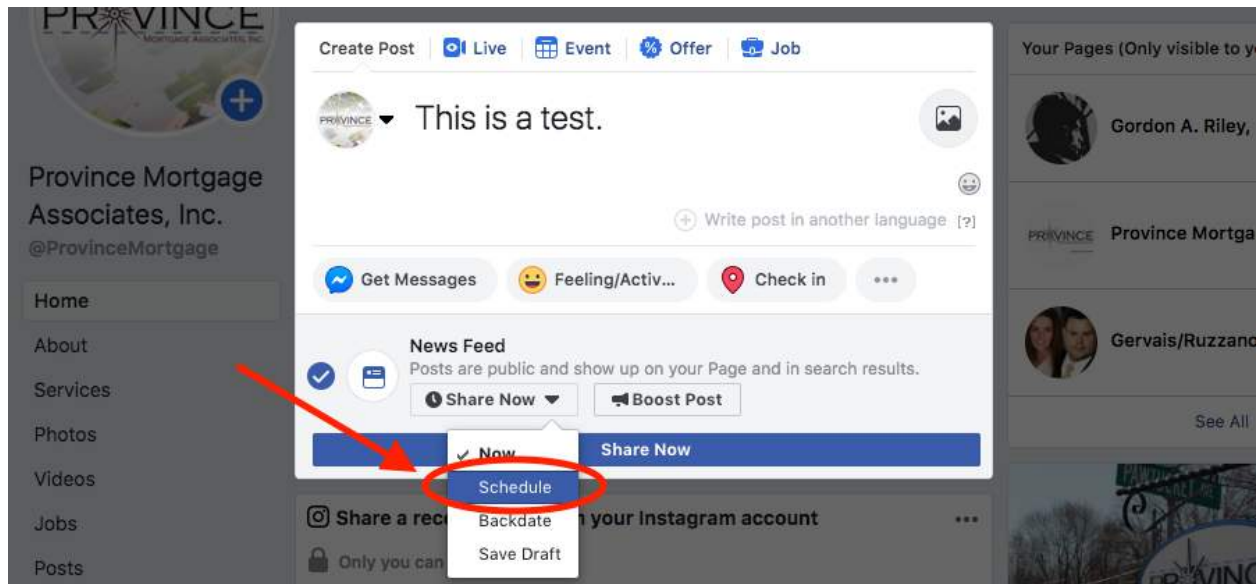
5. Make sure ALL aspects of your page are filled out. This means your Facebook story, your ABOUT section, your templates and tabs, and so on.



6. Invite friends to like your page directly. Facebook allows you to send invitations to friends on your personal page, always displaying who has or hasn't liked your page already. You can even include a personal message in your request!



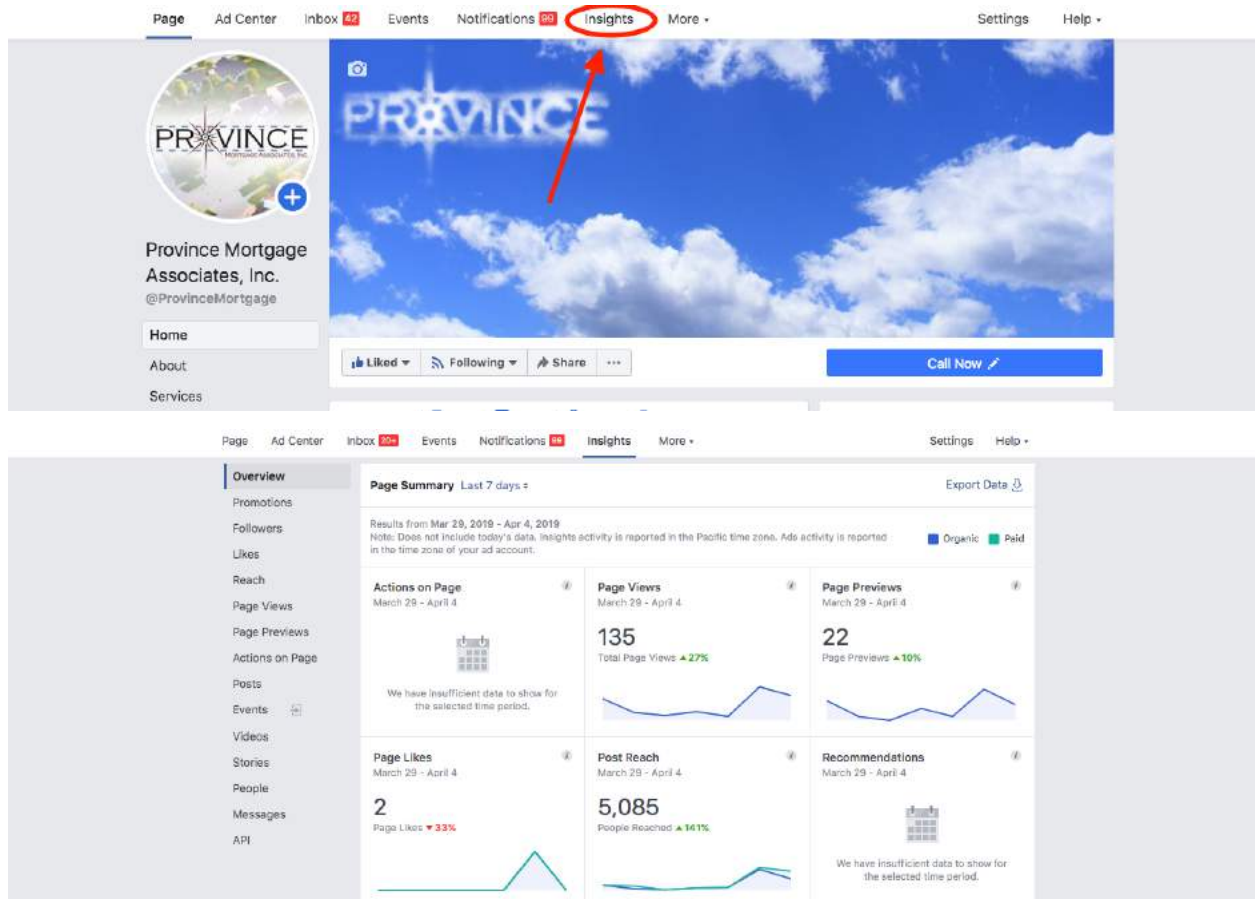
7. Schedule posts. Maximize your time by scheduling posts out in advance. No need to fall behind! Simply dedicate one day to creating post material and set yourself up for the week/month.

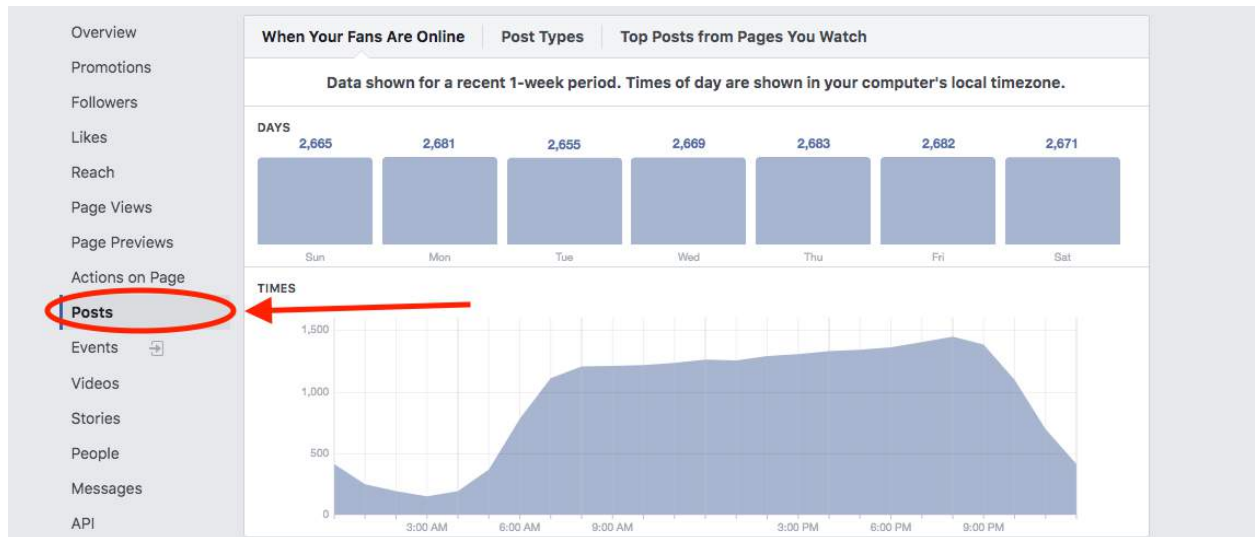


8. Pin posts to the top of your newsfeed. Give people the good stuff right away by attaching a post to the top of your newsfeed. This is a great way to introduce yourself to your visitors before they start to scroll. Post will stay pinned as long as you like!



9. Check page insights. Know EXACTLY when your audience is online, and only post at peak times to increase exposure.



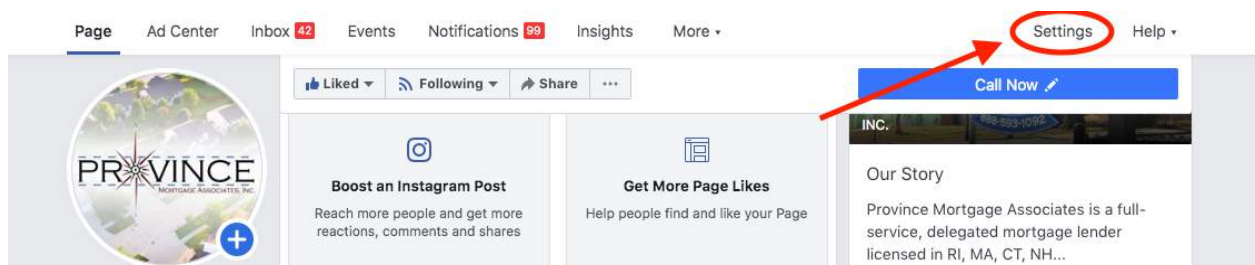


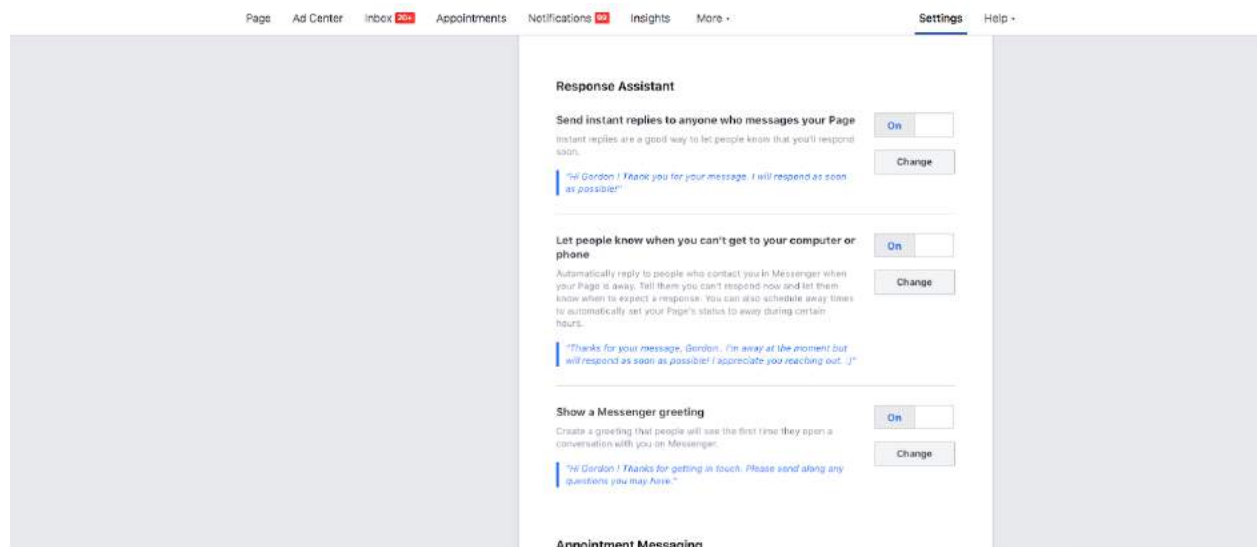
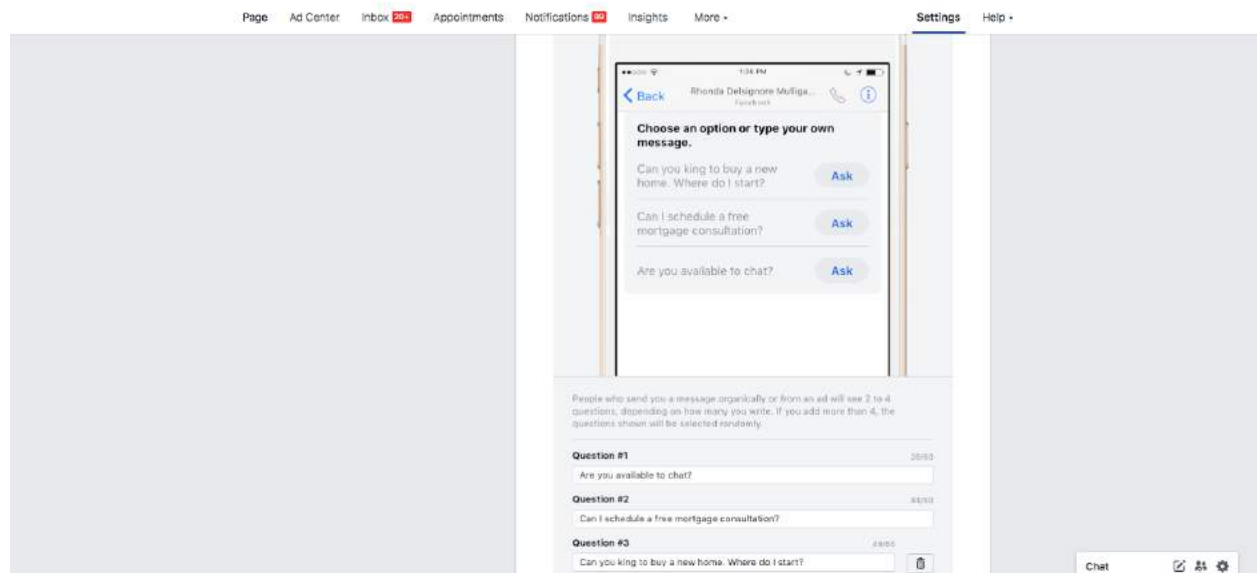
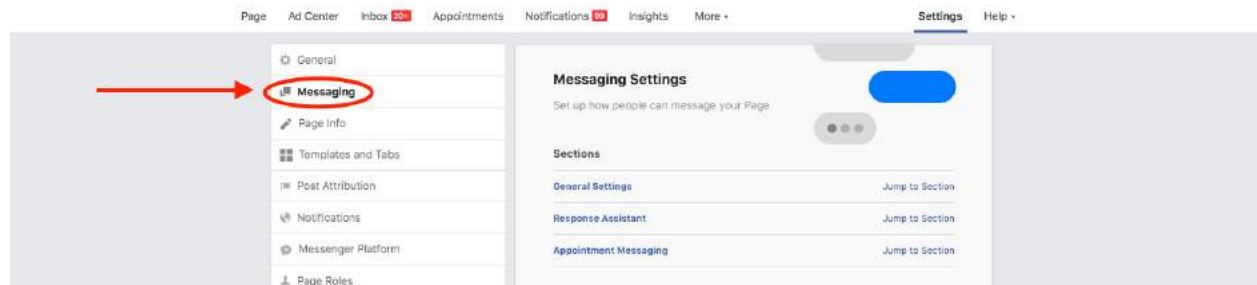
10. Share and interact with your company's content as often as possible. Listings, shoutouts, testimonials, and more, if you're tagged in a post, tell the world about it on your own page!

11. Respond to comments in a timely manner. Not only does this reflect wonderfully on your brand, Facebook also logs your response time and displays it for all to see.



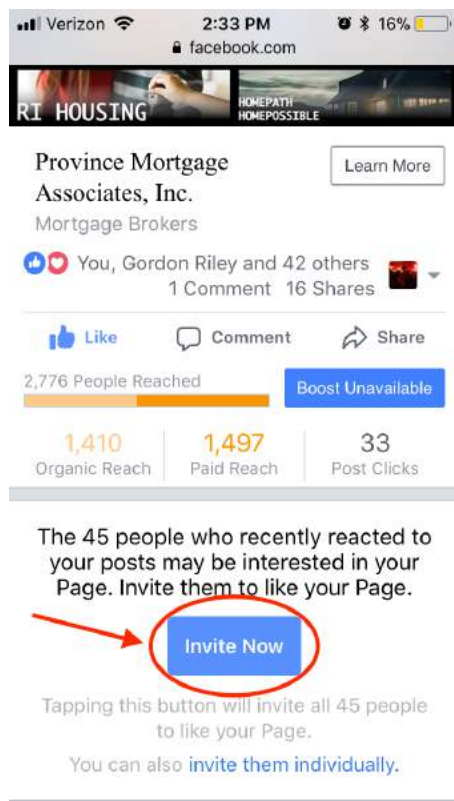
12. Use message bots. Let your messenger start and hold a conversation for you. These pop-up automatically when new visitors land on your page.



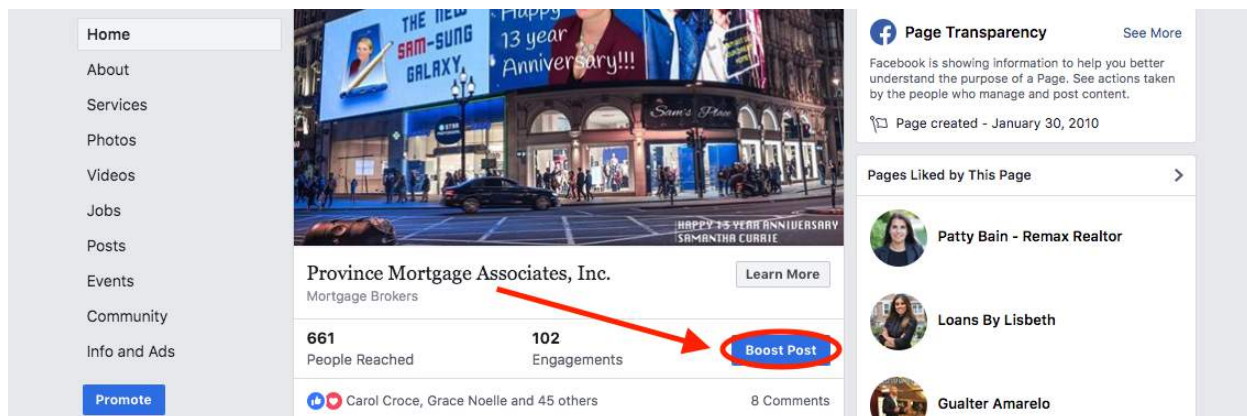


13. Use Facebook mobile to request Likes from recent post-engagers.

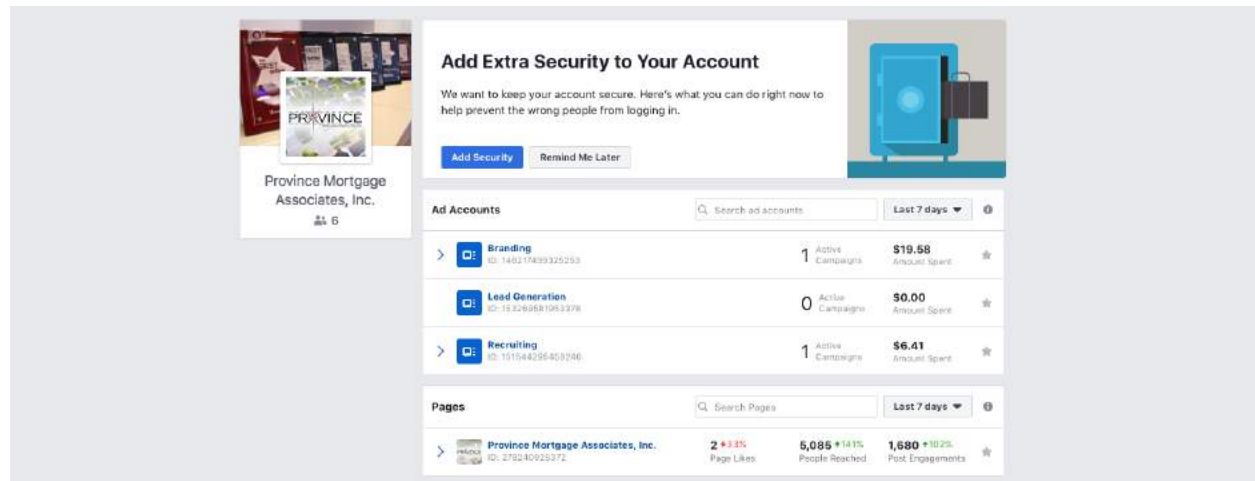
An entirely new feature to Facebook and one we love! Every few days, login to your Facebook page and scroll down your newsfeed. If someone who isn't already following your page likes one of your posts, you can invite them to like your page as well.



14. Boost posts. Advertise key posts to both your page followers and local audiences. Think of this as a punctuated version of your ads menu.



15. Advertise, advertise, advertise! 92% of social marketers use it for a reason. There is no better way to broadcast your brand to the world, or generate leads directly!

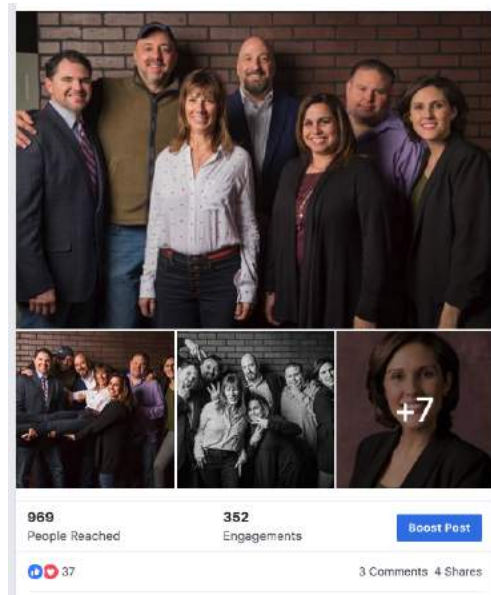


But what about content? 15 ways to take your branding to the NEXT level:

1. Ask your audience questions. You're a business page, but you're also a person. Let people know by starting a conversation. Because who doesn't love to get involved?!



2. Keep in fun, keep it personal. Whether you're on the way to a showing or just kicking around at home, highlight the key features of your day with a splash of business to boot.



3. Show off your clients and closings. Tell the world about your clients' recent successes. This is contagious, and with good reason. It's a GREAT feeling.



4. Post videos of yourself... often. Videos are the future of social media. Within five years, 75% of all social media content is projected to be video. Whether it's a DIY housing tip or some serious financial advice, people want to see you on screen!



5. Display your listings. Yes, we know, EVERYONE is doing it, but you still should. Aside from dedicated property sites, social media holds the largest group of potential home buyers/owners out there. And then there's that whole advertising thing...



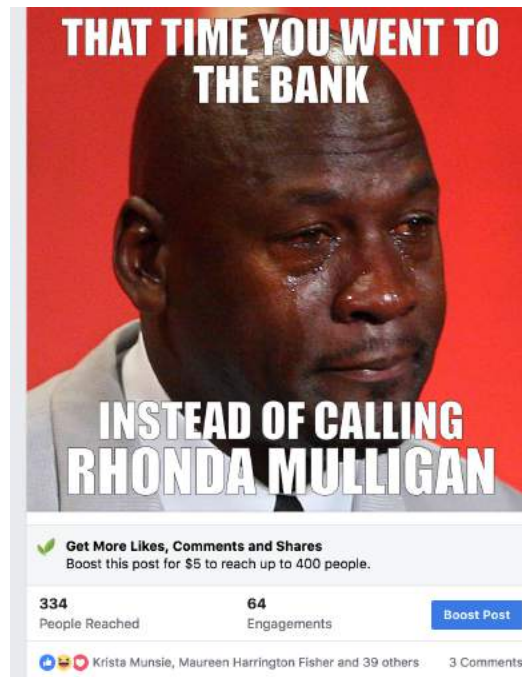
6. Hold contests for your followers. What do people love more than throwing in their vote? Why, gift cards of course! Playing is simple and the giveback is tremendous.



7. Share your 5 Star reviews, or ask people to review you directly on Facebook. It may sound cocky, but remember, you aren't gloating, you are PROVING your worth. You already know how awesome you are, reviews are a humble way of telling everyone else.



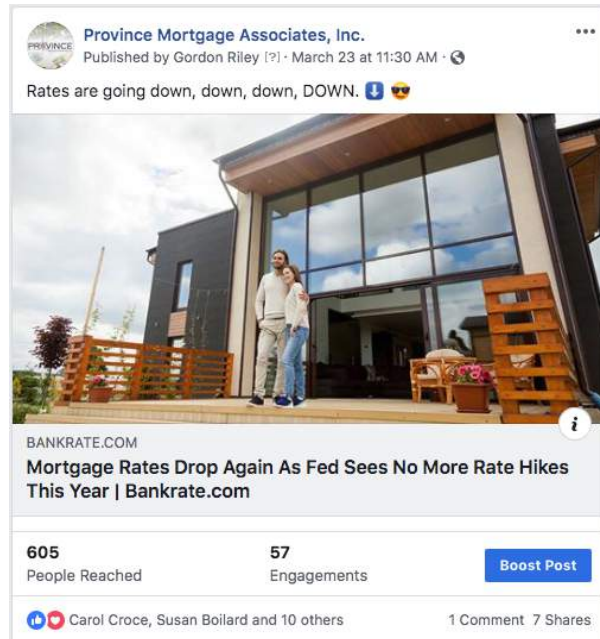
8. Post memes. This one speaks for itself. We love memes, you love memes, everyone loves memes. And there are only about 1 billion of them online. Don't see one you like? Make one of your own on **Giphy.com**.



9. Post inspirational quotes. Aside from memes, motivational quotes stand as some of the most sought after content on the web. They are not only uplifting for yourself, they do wonders to improve the days of others as well.



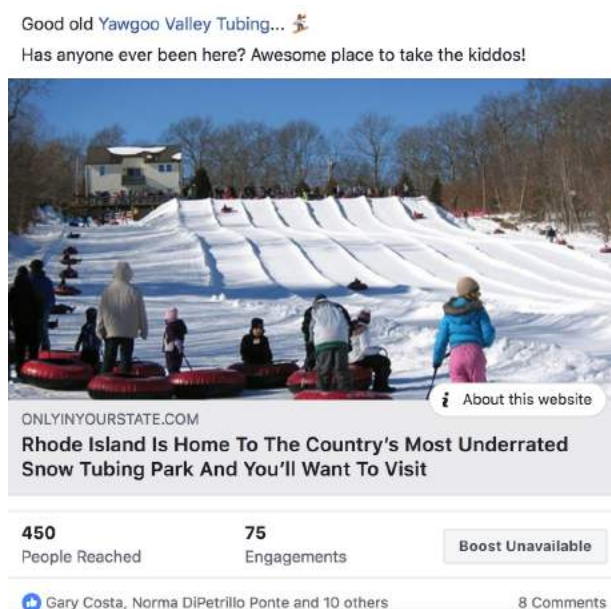
10. Let your audience know what the industry is up to. While we don't recommend flooding your feed with industry articles, the occasional read is MORE than worth its weight in gold. Home buyers and sellers love to know where they stand in the latest market.



11. Create a poll directly on your newsfeed. Polls are a great way to tap into the world's biggest conversations. Let your audience give their take. Plus, it's a ton of fun!



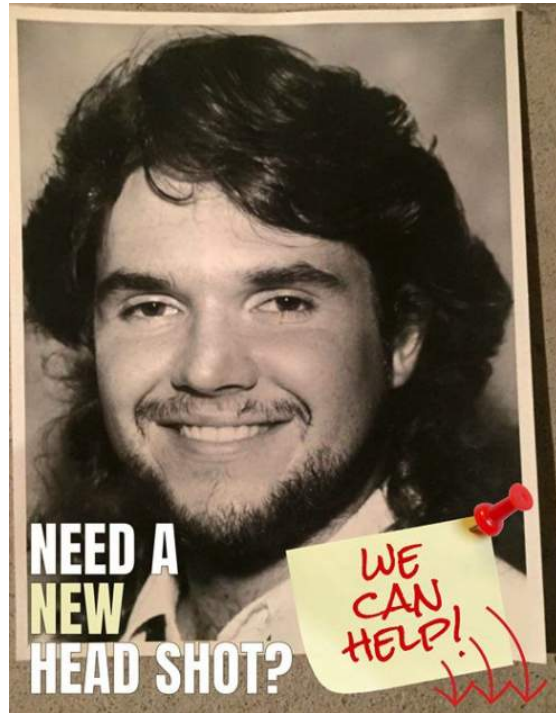
12. Share local news. Pages like **Only In Rhode Island** or **Only In Massachusetts** (insert state here) uncover the richest aspects of local history. People LOVE to talk about their town, their roots, their trips down memory lane. As do we!



13. Create custom content. Nothing sparkles quite like a custom image. Sites like **BeFunky.com** and apps like **Adobe Spark** and **Collage Maker** let you layer text and photos with the click of a button, plus other dazzling effects. We HIGHLY recommend it.



14. Be funny. Humor is the window to the soul. We recommend letting your guard down every once in a while to remind people that there is a very relatable person pulling those real estate levers.



15. Be yourself. In the end, people follow **you**, not just your business page. Be yourself, and your fans will respond in kind.



Instagram Statistics: the Why

- 1 billion people use Instagram every month.
- 59% of Instagrammers in the U.S. are under 30.
- 71% of U.S. business use Instagram.
- 80% of users follow at least one business.
- 75% of those users take action on posts and advertising.
- 157 million users follow Cristiano Ronaldo.

Instagram Strategies: the How

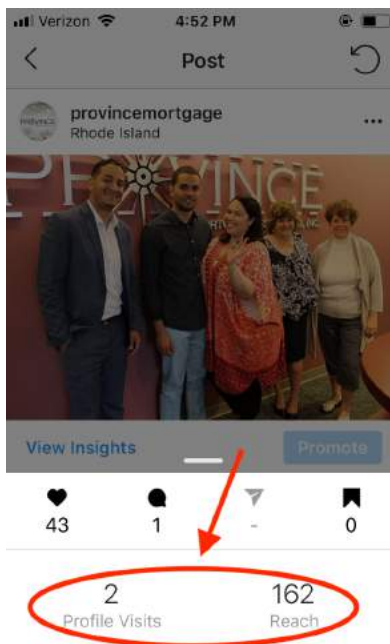
The “new Facebook”, as some call it, Instagram is invaluable for promoting genuine social interaction, while also acting as a hub for sponsored content. Think of this as an extension of your Facebook empire!

10 ways to maximize success on Instagram:

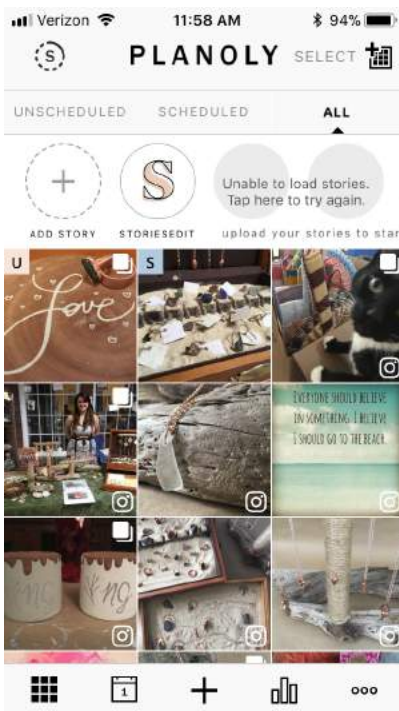
1. Associate your Instagram page as a business (without anyone knowing)! It's easy and free, and best of all, no one has to know. Your page will appear the same as it did before associating, with three key differences: **1.)** You'll be able to sponsor ads **2.)** You can see how many people your posts are reaching, and **3.)** Instagram can auto-share your posts to your Facebook business page.



- 2. Check page insights to monitor post results.** If you post it, they will come. Allow Instagram to show you just how many impressions each post is generating.



- 3. Schedule your posts out in advance.** Use apps like **Planoly** to upload posts ahead of time and see how they will look on your feed's grid system.



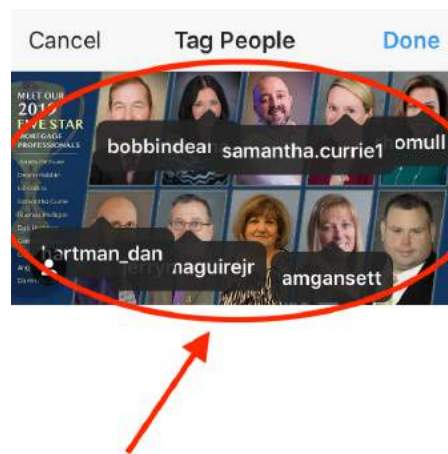
4. Give people and other businesses shoutouts, OFTEN. Once more, this is a social media site (**even more** social than Facebook). Collaborating on Instagram is a business MUST.

5. Use contributing apps to maximize your experience. Want to repost someone else's material? Use the app **Repost**. Want to create a sped-up walkthrough of a listing with no visible shaking? Use the app **Hyperlapse**. Want to see who is or isn't following your page? Use the app **Followers**. And so on, and so on.

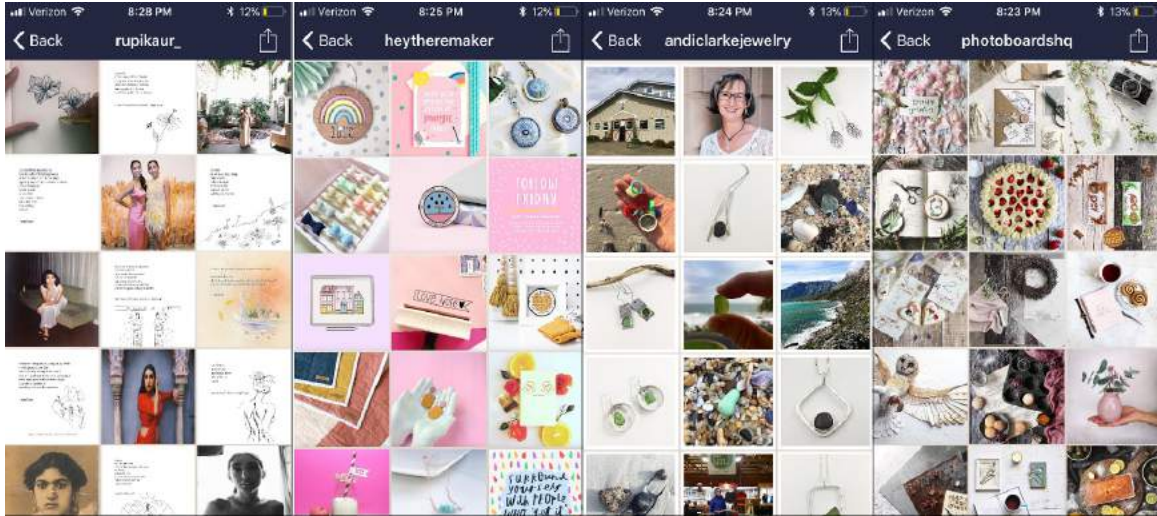
Here is a list of some of our other favorites:

- Boomerang:** Makes short, GIF-style videos.
- Layout:** Combines several photos into one singular image.
- Photosplit:** The opposite of Layout, Photosplit takes a singular image and breaks it into separate photos (kind of like a puzzle).
- Square:** sets a background to photos that are not themselves square to conform to Instagram's aspect ratio.

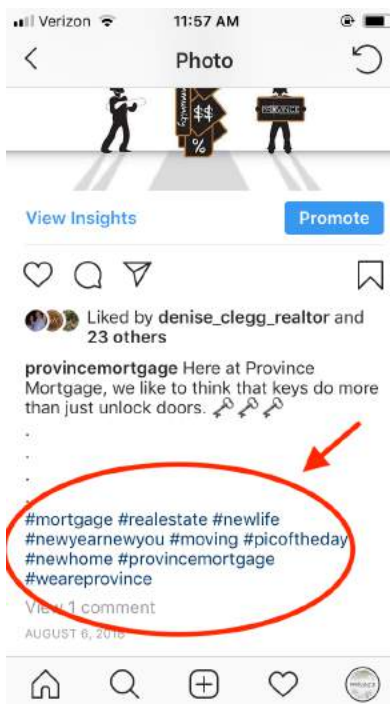
6. Tag people to show the love. Everyone appreciates a good tag. Not just good for shoutouts, but pivotal for letting others know they are a part of your world.



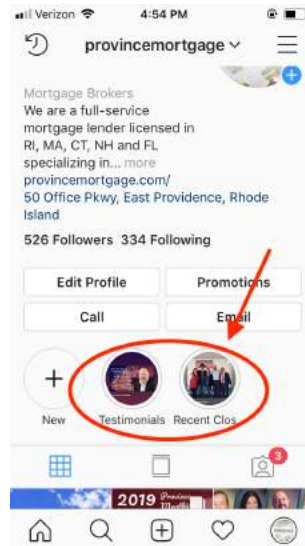
7. Add a “theme” to your newsfeed. The human eye is naturally drawn to consistency. Decide on a theme early on, and support that theme with patterns, filters, color schemes, and content.



8. #HASHTAG. This one speaks for itself. On Instagram, you can never have too many hashtags. For one, you reach audiences you may not have reached otherwise, and two, **you reach audiences you may not have reached otherwise!** Don't forget, Instagrammers **follow** hashtags. If you slide a certain hashtag into your post, that group will be immediately informed.



9. Use Instagram Stories to bring your most popular content to the forefront. But be warned, this stuff isn't permanent. Instagram and Facebook established "**Stories**" to reach people quicker on a non-permanent basis (24 hours only). For best results, use popular, relevant hashtags (i.e. #openhouse #realestate) to push your content into a larger pool.



10. Advertise. When an advertising giant like Facebook owns you, well, you tend to offer advertising. Just like its parent company, you can run ads directly on Instagram for potential leads and higher post interaction. Remember, your page is a virtual fridge magnet. When they need you, they'll call.



Google Statistics: the Why

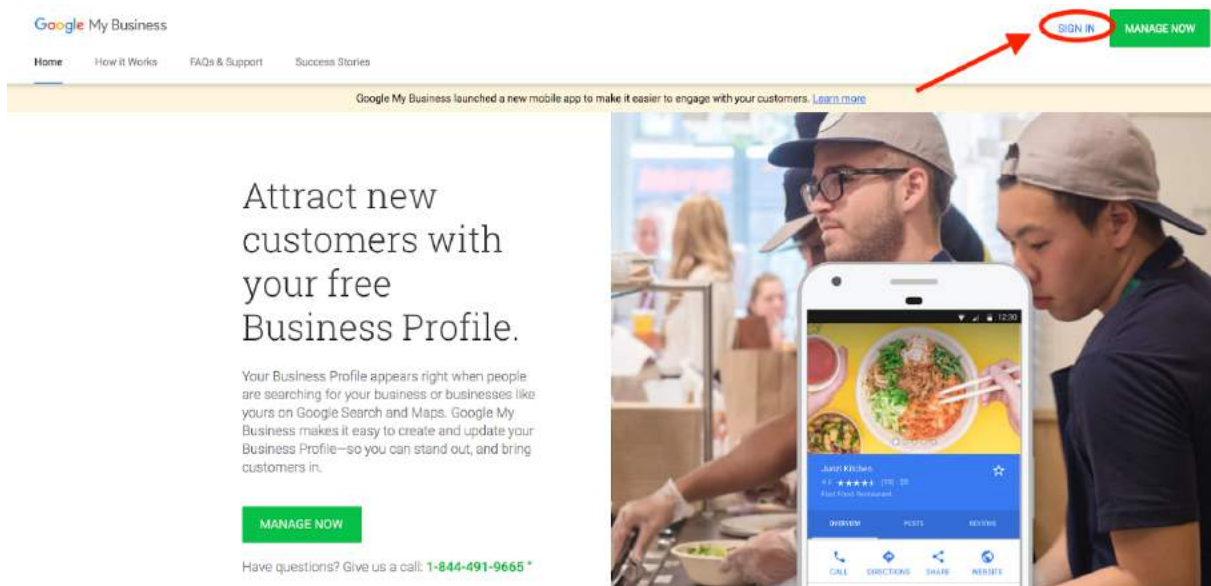
- Google processes over 40,000 search queries **per second**.
 - This translates to 3.5 billion searches per day and 1.2 trillion searches per year.
 - Google Chrome controls 74.54% percent of the market worldwide.
 - In January and February of 2019, Google registered 79% of ALL browser usage.
 - Google “My Business” allows you to register as an official business page on their browser, showing you instantly whenever someone searches your name.
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Google Strategies: the How

In the internet search browsing game, Google is king. Not only does it command the largest percentage of online traffic worldwide, it also gives local businesses a free platform to glimmer and shine in our “online-research” driven culture.

10 ways to maximize success on Google:

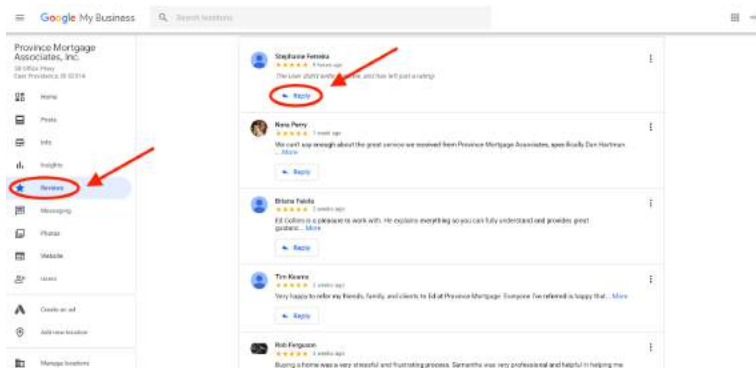
1. Open a Google “My Business” page. To play, first you must create! Visit <https://www.google.com/business> to get started. Google requires you to affiliate with a Gmail account before claiming your business page. If you don’t have one, signing up is easy and free. After that, fill out the specified pages to get your page rockin’ and rollin’!



2. Ask for reviews, and respond to them in kind! Once your page is in place, clients, colleagues, family and friends can ALL review it by searching you directly on Google. With each new review, Google pushes you higher in the search rankings. Plus, 100 five star reviews doesn't look too shabby when someone is weighing out their options.

A few things to keep in mind:

- Don't overdo it in a short period of time:** Google will penalize you if they feel you are generating too many reviews at once.
- Keep it genuine:** This is more for **whomever** is giving you the review. If the review looks spammy and somewhat generic, Google has been known to take it down.
- Make it a good mix:** Although anyone can theoretically review you online, if all your reviews are from fellow colleagues or family members, it will show.
- Make sure your Google reviews aren't being duplicated elsewhere:** If your reviewer has left the same testimonial on Zillow, Yelp, etc, Google will more often than not take it down.

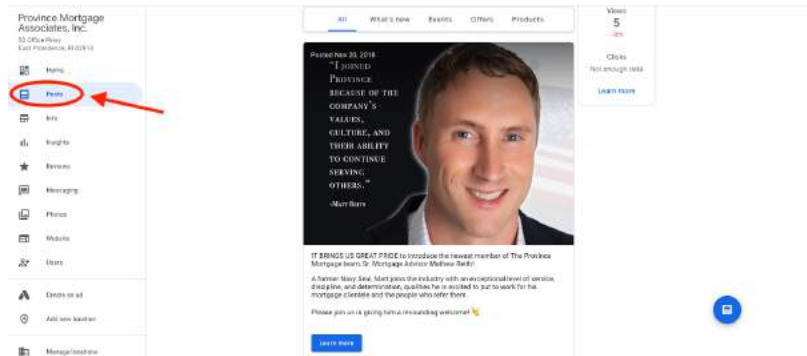


3. Make your Facebook and Zillow page titles identical to Google so that they display directly on your page. If the name on your Google business account is an exact match to your Facebook and Zillow pages, Google fetches the data to show quick links to each of those sites, along with the current rating held on each! Insight services like BirdEye will also get in on the mix, to further your rating.

Reviews from the web

Zillow	Facebook	BirdEye
5/5	4.9/5	5/5
847 reviews	45 votes	172 reviews

4. Create posts to attract user attention. It's not **quite** social media, but it's the next best thing! Let visitors know what's happening with updated posts and links to other websites. This is GREAT for showing off new listings, open houses, and (if your client agrees) recent closings.

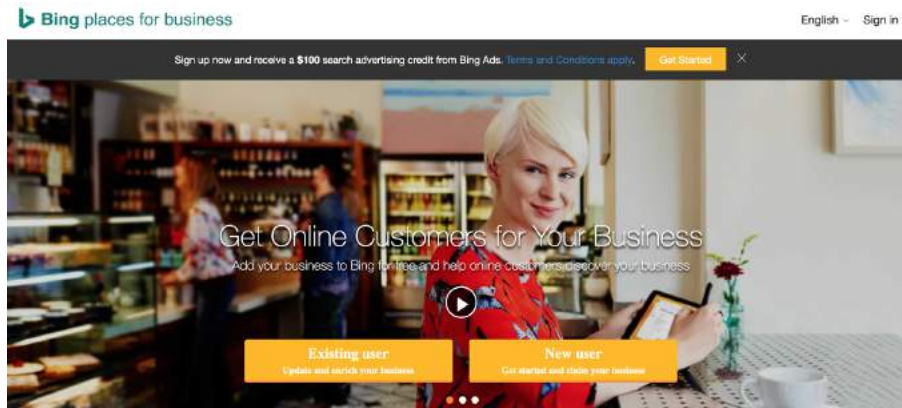


5. Load up your Google page with photos. They've seen your posts, they've read your reviews, now let them see exactly who they'll be calling. But why stop there? Show off past listings, current listings, client successes. The sky's the limit!

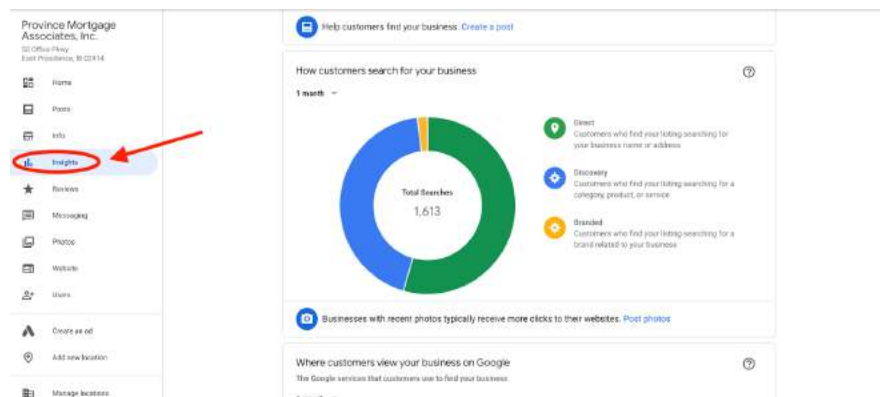


6. Be sure to fill out ALL aspects of your Google profile. This includes your website, hours, phone/email, review responses, and most important, your office address.

7. Claim your listing on Bing. Believe it or not, Bing controls quite a hefty percentage of online traffic, at 873,964,000 searches **per day**. Visit **bingplaces.com** to easily transfer your business listings over from Google and onto Bing. It won't have all the same bells and whistles, but customers will get direct insight into your Yelp reviews, plus business and contact information.



8. Analyze audience insights. See who's looking, what they're searching, what they're **clicking**, who your main competitors are, and more. By reviewing this information regularly, you can modify your page accordingly to build a better user experience, while perfecting the ways in which people find you.



9. Get the app. If it doesn't fit into your pocket, what's the point? Increasingly, more and more people are using their photos to access web data. Meet them head on by downloading the Google **"My Business"** app, and respond instantly to any reviews, messages, or updates that grace your wall. ALL features of the page can be accessed from here as well.

10. Advertise. While we don't overly support the idea of advertising with Google, their Adwords campaign can give a direct link to thousands of new prospects. The only downside: you will be competing with a flurry of large agencies who are in the same pond. Even so, if this is an area you want to explore further, there is no shortage of opportunity when it comes to Google advertising.