



7 DAYS OF SOCIAL MARKETING

A How-To Guide For Finding Customers In Plain Sight

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The basics of finding real estate leads online is not really a lot different than finding them IRL (In Real Life). Find a community that suits you and become part of it. It's about being social with all kinds of people and making sure your interactions are friendly and make yourself approachable.

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Remember when you first decided to become a Realtor? It all looked so glamorous. And don't get me started about all the money you planned on making. All while working about 4 hours a month.

Social media is a lot like that. It looks glamorous, but the reality is different. Don't get me wrong, I love what I do, but success in my business is a lot like success in your business. It's a lot of hours, a lot of keeping up with changes in your field and mostly showing up everyday and doing what works. Again. And again. And again.

This little how-to guide doesn't waste your time with a lot of pretty words. It's what I do everyday to make people show up to my customers' accounts. It gets them more leads and more followers. As I write all this down for you, I am assuming you have some experience with social media, so if you're just starting out and there's something you don't understand, contact me. I've got my contact info at the end of this guide.

[Let's get started. Let's find all those customers that are hiding in plain sight.](#)

DAY 1 – FACEBOOK

Today's tip is about using Facebook.

- 1.** Open up your personal Facebook page and make sure you have your Intro / Work at filled out and that it's plain to see you're a Realtor. Make sure you have a link to your Facebook Business page in there that works.
- 2.** Go to the Facebook search bar and put in the name of your town and then click on the bottom where it says "See all results for ... "
- 3.** Click at the top on both Pages and then Groups. Find Pages and Groups that you feel comfortable with and like the page and/or join the group.
- 4.** Start liking posts and responding to posts, but only if you can be sincere. DON'T pitch your listings!

People in the online communities will get more and more comfortable with you as time goes on. At some point, they'll click on your profile pic which will take them to your personal page and they'll see you're a Realtor.

They will more than likely click over to your Facebook Business page because, well, people are nosy. Make sure you have things on your business page that potential Buyers and Sellers will find interesting so they can like your page while they're visiting.

It will take a little time, but so do relationships in the real world.

DAY 2 – INSTAGRAM

Today's tip is about finding people on Instagram that are in your geographical area.

Just like on Facebook, make sure your profile information is complete and plainly shows you're a Realtor.

1. Open up your Instagram account and click on the search icon.
2. Click in the search bar at the top of your phone screen and put in the name of your city.
3. Click on Places and click on the link that best matches.
4. Go through the photos and see which ones you think are a good fit for you and click on it.
5. Hit like and leave a comment - again only if you're sincere about it.
6. Go to the person's profile and see if there are any other posts you might want to like or comment on.
7. Follow that person.

Yep, I know it's time-consuming. Especially at first, but be consistent and you'll soon see results.

DAY 3 – TWITTER

Today is about finding people on Twitter by searching for your city.

Make sure your profile is completely filled out so potential buyers and sellers can contact you quickly and easily.

Open up your Twitter account and click on the search icon at the top of your phone. In the search field, enter the name of your city. Most of what will come up are businesses.

1. Follow 50 local businesses.
2. Did you come across a local newspaper? Follow 50 of their followers. Why? Because people thinking about moving to your city often read the local paper to see what they can expect when they get there. Why not find some leads before they even get into town?

3. Click on the Home icon at the top of the page and hit the little hearts on any posts that seem appealing. Feel free to hit the icon that looks like one arrow going up and one arrow going down to retweet any tweet you really like.

DAY 4 – TWITTER

Today, let's find people in your area on Twitter using the advanced search page.

1. Go to your browser and enter <https://twitter.com/search-advanced>
2. You can experiment with any of the available fields. Some suggestions are to use phrases people considering moving would use. Like "new job" or "moving to" and put those phrases in "This exact phrase".
3. Move down to Places and enter the name of your city.
4. Be sure to put in the date parameters so you don't get tweets and accounts from years ago.
5. Choose "latest" from the top menu and go through the tweets to either respond or follow the person (or both).
6. Go back to the search page and remove any phrases or words you were using and use only the name of your city.
7. Hit Search and go to People in the top menu. Follow 50 people and like or reply to their tweets.

DAY 5 – HASHTAGS

Let's talk a little about [#hashtags](#) because [#hashtagsmatter](#).

Just like Einstein's equation $E = mc^2$ looks so simple yet is incredibly complex, hashtags are really powerful. I won't go into a lot of detail here, but research some hashtags that you think your target audience would be using and head over to tagboard.com. Enter the hashtag you think will be a good one to use to find your tribe and you will be amazed at all the posts and tweets that appear on your screen. You'll see every time that hashtag has been used on Instagram, Facebook, Twitter, Google+ and it'll be very easy to see if you've chosen wisely. If you find page after page of photos that seems to be exactly what you're looking for, then start following the people that posted. Again, like the posts and follow the accounts. It's important to comment too, so they take notice of you.

Want to learn more about how powerful the little # is? How it gets you more leads, friends and super sleuth? Head over to [Social Media Courses for Real Estate Agents](#).

DAY 6 - HABITS TO MAKE

Today I want you to start two habits. One on Instagram and one on Twitter.

Instagram

1. Open up your Instagram account.
2. Click on the little heart icon.
3. Scroll through and see who has followed you and click on their profile to see if they're someone you want to follow back.
4. Also, watch for people that have commented on any of your posts. If you see those, then be sure to acknowledge their comment by clicking on the little heart to the right of their comment. Decide if you want to reply (a good idea to start a conversation).

Twitter

1. Open up your Twitter account
2. Click on the icon that looks like a little bell. If anyone has mentioned you, which means they're sending you a public message in Twitter, that tweet will show up here. Be sure to respond.

DAY 7 – THE SECRET TO SOCIAL MARKETING

The #1 way to find more leads regardless of whether you're on Instagram, Facebook, Twitter or any other social media platform, is reaching out and talking to people.

Don't give any sales pitches, and be sincere when you comment or tweet. Give advice freely and if you see a question you can answer even if you don't know the person, jump in and answer. Even if that person doesn't end up doing business with you, there are thousands of other people that are in essence, eavesdropping. They see the question, they see you answered, and they may remember you next time they need a Realtor or tell a friend about

you.

THE KEY

I won't make you read 12 pages to figure this one out. You must be consistent to be effective. Just like you can't mail postcards one time and think, "Whew, I'm glad I'll never have to do that again." Set a social media schedule for yourself and stick to it.

Some Realtors are more comfortable with social and do fine learning and handling their own online marketing and others don't have the time or desire and want to hire a pro to handle their marketing. If you're one of the latter, please contact me! I would love to talk to you about what specific real estate social media services I offer that could help you.

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