

7 effective ideas every real estate agent should use on social media

Every business should be using social media to grow their brand and build a community online. But one of the most common roadblocks that they hit is wondering 'what do I even post about?'. Wonder no more.... Here is a list of 7 practical and effective social media ideas that any business can use to start generating a following.

1. Answer common questions you get asked.

This is my favourite because it's directly addressing the topics that your audience wants to know about. Plus if you learn how to do this, you'll never run out of content. Think about the 'hot topics' your audience is always wanting to know. Examples might include:

- Where do you source your products?
- How do you do retargeting?
- What's the best way to market my home?

Answering questions through your social media not only adds value to your audience, but it showcases you as an expert and an authority. Rather than shamelessly talking about your sales and your figures (which I see all too often), I guarantee you'll build a better, more loyal and more engaged following if you consistently add value and answer questions. Think about it...

An expert doesn't have to say they are an expert. They show they are an expert.

Instagram Stories are a great place for short little snippets, and you can use Facebook Live for longer videos, or even a live Q&A. (More on Facebook Lives coming up!)

2. Advice you give.

Answering questions is fantastic - but sometimes people don't know what they don't know!

A good example would be, a client we worked with who owns a gym. What sets their gym apart in the area? What makes them amazing? Why are they amazing? That's all great content! Share that with your audience. They want to know about it!

Remember... word of mouth is powerful. Once people see how great the Gym is, they would post it on social media and people would be curious and flock to that place. Aim to pique peoples interest!

3. Share stories, not testimonials.

People love stories. People don't love bragging. Rather than talking about how fantastic you are, take a photo with your client outside the sold sign, and tell a story about the transformation of their situation. Here's an example:

- **Name** - What is the name of the client?
- **Before** - Where were they before they started the process?
- **Goal** - What end result did they want to achieve?
- **Obstacles** - What obstacles did they run into?
- **Help** - Why did they come to you?
- **Turnaround** - What did you do? (Add real value here).
- **Result** - What was the end result? How did it impact their life?

That's 10x better than '**SOLD FOR \$1 MILLION. CALL ME!**'

The person reading your story on social media is likely in a similar position as the client you just helped, so discuss the situation and show how you were able to help this person achieve their goals. Inspire others and show that you care, don't just blow your own trumpet.

4. Design/Fashion ideas.

Use Pinterest, Instagram or even Google to find great design ideas that people can use as inspiration, and add a comment about why it's great, or how they can do it.

This is especially powerful if your business has something to do with interior design, beauty & fashion or designing in general.

5. Create a weekly segment.

If you want to stay ahead of the pack when it comes to marketing, you need to adapt to the online environment. Right now video is absolutely the most popular medium, and the best way to drive engagement is with live streaming.

To stay consistent and also to generate a following, do it at the same time each week. One of our clients Ben Wakely did a live stream at 5:30pm every Sunday, and people would tune in each week to see what he has to say. This simple strategy landed him in Elite Agent's Top 50 Real Estate Influencers in Australia!

If you're a bit nervous about video, have a few attempts of a regular video that isn't live. Shoot a few takes on your phone until you're happy, and then upload that. Once you've done a few you'll get the hang of it and you'll be live streaming in no time!

6. Interviews

I love interviews, because they allow you to share stories, add value to your fans, cross promote to another audience and support local businesses all in one.

You can interview other professionals (with Ben Wakely we interviewed successful builders, auctioneers, mortgage brokers and more), or you can interview local business owners in the area. Interviewing local business owners creates a great sense of community, and this is also a great strategy for businesses who are new to the game.

They don't have the years of experience yet, so rather than pretending that you do, simply get out there and start meeting some new faces in the neighbourhood!

7. Competitions.

Competitions are a great way to build your page and generate a lot of buzz with a small budget. A simple like and share competition or 'name that suburb' for a \$50 - \$100 prize can go a long way! The key to making these work is having an attractive prize, make it fun, and make the entry conditions easy.

I've seen people who put up like a \$20 Myer Voucher and to win it, they have to like, share, fill out a survey.... jump through all these hoops that made it too hard. To make it easy just stick to like and share, or leave a comment to enter the draw.

If you want to be super entrepreneurial, approach a local business and get them to give you the prize for free, in exchange for you promoting it. We did this on Australia with Ben Wakely, and the butcher was giving away \$150 of free meat for Australia Day. All you had to do was leave a comment with your favourite thing about Australia Day, and the winner was picked at random.

Key takeaways:

- Rather than shamelessly talking about yourself, you'll build a more engaged following if you add value and answer questions.
- Educate your audience and you'll become the go-to source.
- "Nobody has 30 seconds for a brand. Everyone has 30 seconds for a good story."
- Use Pinterest & Instagram to find interior design ideas that homeowners can use as inspiration.
- Stay consistent by doing a segment at the same time each week.
- Interviews allow you to share stories, add value to your fans, access another audience & support local businesses all in one.
- The key to making these work is having an attractive prize, make it fun, and make the entry conditions easy.