

# MARKETING MEETING

APRIL 15TH

# REMAX SOCIAL MEDIA MASTERMIND TAKEAWAYS

# STRATEGY

- Staying consistent, coming across authentic to viewers on socials, showing them you're a real person (posting personal content and work content)
- People don't want to just see "just sold" "just listed" content every day - diversify what you're posting
- Behind the scenes, "a day in the life", make clients feel like they already know you
- Your phone is like a "fly on the wall"
- Feeling overwhelmed by social media? Start small by posting about your personal/work life, share successes, challenges, etc.

# BUILDING COMMUNITY AND CREATING MEANINGFUL CONVERSATIONS

- Sending clients happy birthday/happy holidays/life events etc. can start a new convo about buying/selling
- Social media isn't going anywhere
- Posting locally, sharing pictures/videos about going to restaurants/stores etc.
- Letting people know that you're seeing what they're up to, ENGAGE with them by leaving a comment, meaningful comments, not just "love this!" etc.

# PAID ADS VS. ORGANIC GROWTH

- Paid ads on the back end for new listings, for two weeks (example)
- Helpful to see analytics/insights from ads
- \*Social media is already a free ad!\*

# PLATFORMS

- Older clientele mostly on Facebook
- Instagram is easier for interacting, contacting/working with local companies
- Your audience isn't on one or the other, make your content high quality for all platforms
- You're allowed to have fun doing social media, just because one post doesn't go viral doesn't mean it wasn't successful - consistency is key

# MEASURING SUCCESS

- Being intentional, by being the “person who knows everybody” in your circle (and beyond!)
- “You don’t expect to go to the gym to get a 6-pack without doing the workout, so don’t expect to go viral on socials without following the basics”
- Do something different, do something that other realtors aren’t doing
- Example: Ask clients their three reasons why they purchased their home, make that into a video/reel

# CONTENT CREATION TIPS

- Coffee & Contracts - endless templates and resources
- Cameos for closing - (budget/client depending) purchase one from a celebrity and have the message go to your client
- Sharing content is CRUCIAL. You never know what post/interaction can be your next business opportunity or conversation starter



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