



Tapping into Facebook with Market Leader

The facts

As of September 2011, Facebook has more than 800 million active users. Of those active users, over 50 percent log in to Facebook on any given day. When you consider that the average Facebook user is connected to 80 community pages, groups, and events, and that same user creates an average of 90 pieces of content each month, it's clear that Facebook is one of the most influential and viral communication platforms of our time. In fact, Facebook is the preferred way to share information—it's used more frequently than emailing, blogging, or tweeting.

In the real estate industry, targeted and consistent communication is the difference between market leaders and those who work too hard, yet achieve less-than-desirable results.

Creating a great Facebook page

Just like your website, you want your Facebook page to be visually appealing, easy to navigate, and full of information so that visitors want to stay a while and look around. Consider these tips:

- **Use your entire profile picture space.** Did you know that your profile picture can be up to 700 pixels tall? Use that space to brand your business, showcase current offers, and advertise. It's also a great place to highlight loyal fans and customers. Don't forget to update it regularly—keep it fresh.



- **Take control of the top row of photos.** On the top of every Facebook page is a strip of the five most recent images that have been tagged for your page. Curate these images and be picky about which photos show up. Use this space to further your brand and the look and feel of your page. If you'd like to create a more uniform look, there's an app called Profile Banner. It allows you to take one image, and make it stretch all the way across your top row of photos. To try it out, just type "Profile Banner" into the search window on the top of your Facebook page, and follow the instructions for using the app.



- **Create customized tabs.** You're not limited to the default pages that show up when you build a Facebook page. Utilize sites like PageModo, IFrameApps, TabSite, and Shortstack to create custom pages for special events, contests, video, lead generation, and more.
- **Be conversational and engaging.** Visitors will keep coming back to your page if you create a dialogue and provide useful information. Create a conversation with past clients, current clients, and prospects.
- **Mix up your posting.** If your page is too "salesy," you'll lose followers. For every marketing or branding-type post, there should be three or four unbranded posts, meant to create conversation and position you as an expert. Don't forget to tag other brands, experts, and pages when you post. Linking your posts to other pages increases visibility.
- **Ask for "Likes".** It's crucial that visitors to your page click the "Like" button so that your content has a chance of showing up in their news feed. Don't be shy about pointing them in the right direction.

The more someone interacts with your page, the more likely it will be that your content will show up on their news feed.

- **Advertise to your fans.** The way that Facebook decides what shows up on a user's news feed is complex. Take things into your own hands. Facebook offers easy and affordable advertising options. Advertise to your fans and ensure that they see your content and are reminded to visit your page, regardless of if it shows up on their news feed.
- **Update, update, update.** If you want your website to appear in search results, updating content regularly is crucial. The same is true of your Facebook page. Post listings, photos, industry trends, and other important information frequently. With the new real time ticker function, a person who "liked" your page will see activity in the upper right hand corner of their page if they are online as you post.

Optimize your Facebook profile

Most agents understandably focus on driving traffic to their website. But what about driving traffic to your Facebook page? Sure, Facebook does a pretty good job of that on its own by giving users the ability to post just about anything, any time. Your friends can repost, friends of friends can view it—the possibilities are endless. But how can you maximize Google to drive traffic to your Facebook page?

Can your agent or brokerage Facebook fan page be indexed in Google? Sure! Over 3.5 trillion Facebook pages are currently indexed on Google simply by unlocking all privacy controls. That's the easy part. Getting your fan page to rank in Google? That's trickier. The same basic search engine optimization (SEO) principles apply, but the question to ask is this: how does Google weigh user experience on Facebook pages?

Let's look at the SEO elements for a Facebook page:

- **What is the name of your Facebook profile?** Be sure to pick a hyperlocal focus to your Facebook name and page. You might cover an entire city, but choosing one hyperlocal area you know really well is a better bet to getting organic search traffic. Competition for hyperlocal main phrases and tail phrases (very specific searches) is much lower than city, state, or metro real estate keyword phrases. For example, www.facebook.com/SeattleQueenAnneHill is an example of a hyperlocal real estate Facebook page that would likely rank well in Google.
- **What is the URL of your Facebook page?** Be sure that your URL is succinct and contains the hyperlocal area you are targeting. Covering a bunch of different cities, suburbs, or neighborhoods will dilute the focus of the page and likelihood of your Facebook page to show up in search engine result pages.

- **Number of overall Facebook "Shares."** One of SEO's most important metrics is the raw number of "Shares" that any given posting on your page garners. Ensure that your Facebook friends are re-posting or "Sharing" your posts by making sure they are interesting, timely, and relevant.
- **Include photo albums on your Facebook page.** Not only do clients engage with great photos, but Facebook ranks engaging with photos higher than engaging with text. The more engagement your page has, the more your posts become visible to Facebook users who liked your page. Make sure to include descriptive captions that contain your hyperlocal keyword phrases and update regularly. Posting or even just sharing very unique photos is a great way to increase engagement on your Facebook page.
- **Don't forget the "About" section.** Be sure to completely fill out each section of your profile. Once again, use your hyperlocal keyword phrases. This area is also your chance to tell about the full area your cover, in addition to being the local expert in the hyperlocal area you chose for your Facebook page. Tell visitors exactly what they can do on your Facebook page, and why they should "like" your page and engage with your page.

Increasing your website traffic and sales can be even easier when you use the right tools

Facebook makes it easy for agents and brokers to share real estate information with buyers and sellers. They, in turn, pass this on to their friends via Facebook. This is free marketing for you—but only if you set yourself up—and your website—to be easily found. Be sure that your website can easily share listings and other content with Facebook.

For example, agent teams and brokerages using RealtyGenerator by Market Leader follow a quick, three-step process that enables site visitors to post the agent or broker's listing on the visitor's Facebook page:

First, open the ADMIN section of the RealtyGenerator system. Second, under the WEBSITE tab, click the PROFILE INFO section. Finally, enter the social media link (ex. Facebook page URL) in the BIO field and click ENTER.

Use the power of Facebook to market your listings, as an agent or broker:

- Locate the listing of the house listed on your agent or brokerage website and click "Share on Facebook."
- If you are already signed into Facebook, a dialogue box is displayed where you can scroll through thumbnails and select the picture you want posted on Facebook.

- Next, add a comment such as “Open House Sunday 1–4. If you are in town, come and see this super home with a view and two kitchens, plus recording studio.”
- Click “Post” and your photo and comment will be sent out to your entire network of Facebook friends.
- When someone clicks on the link on the FB page, they are taken directly back to the listing on your website.

Get additional leads for your agents and brokerage:

- After clicking on the property link in your Facebook post (as described above), your new lead will find themselves on your website.
- After looking at the listing that brought them to that specific page, they have the option to search for additional properties.
- In trying to view the next property, they will be asked to register.
- The registration is captured by Market Leader and added to the CRM system for follow-up by the agent to qualify the potential buyer or seller. In the meantime, the lead will enjoy having access to the full MLS.

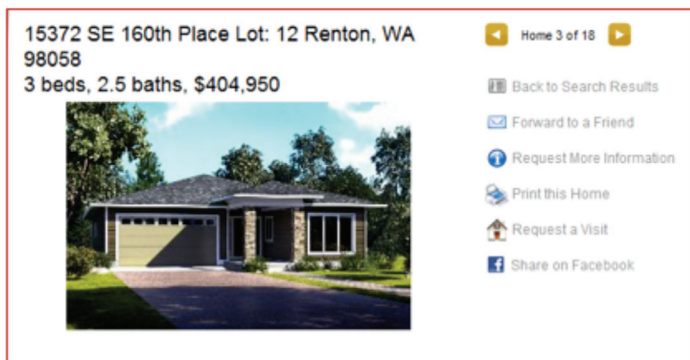
Make your network work for you

In many cases, your buyers and sellers will do the work for you! Consider the following common scenarios:

Scenario 1: A potential buyer is interested in a house and wants the opinion of their friends. The buyer indirectly acts as YOUR promotional agent, garnering additional leads with no investment of time or money on your part, as the potential buyer posts the link out to their Facebook friends.

- A potential buyer finds a house listed on the agent’s website and clicks “Share on Facebook”
- If the potential buyer is already signed into Facebook, a Facebook dialogue box is displayed where he/she can scroll through thumbnails and select the desired picture to post on their Facebook page

Agent’s View:



- Next, the potential buyer adds a comment for their social network, such as “Check out this house I am thinking about buying. What do you think about it and the neighborhood?”

Facebook Posting:



Once the question and listing are posted on the potential buyer’s Facebook page, it is accessible to the buyer’s friends—and for the friends to post it themselves or pass it on to others. Those who click to view the listing details are taken straight to the listing—as posted on the agent’s website. As the link is distributed to networks of friends, the number of potential leads on your website grows exponentially.

Scenario 2: Home sellers can utilize their social network to their—and your—best advantage. The seller’s friends will help find buyers, who will view the listing on YOUR site. It’s like having a fleet of buyer agents working for you—for FREE!

- The seller locates their home’s listing on your website and clicks “Share on Facebook”
- If they are already signed into Facebook, a Facebook dialogue box is displayed where they can scroll through thumbnails and select the desired picture to post on their Facebook page
- Next, the seller adds a comment for their social network, such as “My house is now on the market! Help me get the word out.”
- Once this is posted to Facebook and a friend clicks on the link, they are taken to the listing, as featured on your page.

Whether you are currently using Market Leader’s sales tools, or you are a broker or agent exploring social media marketing on your own, Facebook is a powerful, convenient, and economical choice for generating leads, expanding your brand, and ensuring success.

Find out more about Market Leader’s products; call us to receive a complimentary business consultation.

If you are an individual agent, call 1-877-732-3414

If you are a managing broker or lead your own team, contact us at 1-877-732-4317.

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