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# Social Media Boot Camp

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# Course Overview



## **PURPOSE:**

To teach proven strategies for effectively utilizing social media to grow your business.

## **EXPECTATION:**

After this class you should feel comfortable and confident to implement social media best practices and strategies in your real estate business.

## **RESULT:**

Increased exposure via building your brand and providing value, thus, generating additional leads.

# Plan



# THE IMPORTANCE OF SOCIAL MEDIA

We don't have a choice on whether we DO social media, the question is how well we DO it." – Erik Qualman

Utilizing social media to grow your real estate business is a fundamental component for many reasons:

1. Increased Outreach
2. Quick Engagement
3. Advertising
4. Opportunity to Build, Grow and Reinforce Your Brand
5. Enhanced Networking Opportunities
6. Elevated Lead Generation

# THOUGHTS MATTER



You must train your mind to think in unlimited terms!

Limited beliefs show up in the forms of excuses. At times, an agent won't progress with their social media because they place limits on themselves.

You may think:

1. Social media isn't worth the investment
2. Social media is a fad
3. Social media isn't where my audience is

# THOUGHTS MATTER

You must train your mind to think in unlimited terms!

## WRITE 5 LIMITED BELIEFS YOU POSSESS

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## REWRITE YOUR LIMITED BELIEFS AS UNLIMITED BELIEFS

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_





# SOCIAL MEDIA BASICS

## WHY POST

You need lead generation “systems” working in your business even when you are not.



## WHERE TO POST

Social Media in an ever-evolving world consisting of a multitude of platforms for you to engage with clients on. You must identify where your clients and potential customers are in order to develop your strategy.

# SOCIAL MEDIA BASICS

## HOW TO POST

The determination of how to post will be guided by what you are posting and where you have decided to engage with your target audience.

## WHAT TO POST

Post content that...

1. Enhances your personal brand
2. Provides value to your target audience
3. Builds your reputation as a trusted local real estate expert

## WHEN TO POST

Content should be posted on a consistent cadence, aligned to the platforms where your individual audience is most engaged.

# IDENTIFYING YOUR TARGET AUDIENCE

A social media target audience is created by identifying specific people you want to appeal to with the content you post and share. A target audience can be created based off of demographics such as age, income level, location, education, behavior, etc.

## NOTE:

Be careful not to incorporate impermissible traits such as race, sex, religion, familial status or disability.

# IDENTIFYING YOUR TARGET AUDIENCE

## IMPORTANCE OF TARGET AUDIENCE

Identifying your target audience enables you to:

1. Create content that is relevant
2. Understand how to create content
3. Connect with your target audience via the correct social platform

*truth*

Your target audience can and will change over time!

# KEY QUESTIONS TO ASK:

## TARGET AUDIENCE

What is my specialty (First-time home-buyers, Downsizing, Commercial, Luxury, etc.)?

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What are the demographics of my ideal client? (Review Reminder)

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What qualities characterize my ideal client?

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What is my ideal client looking for when finding a real estate agent?

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What platforms and avenues does my ideal client use?

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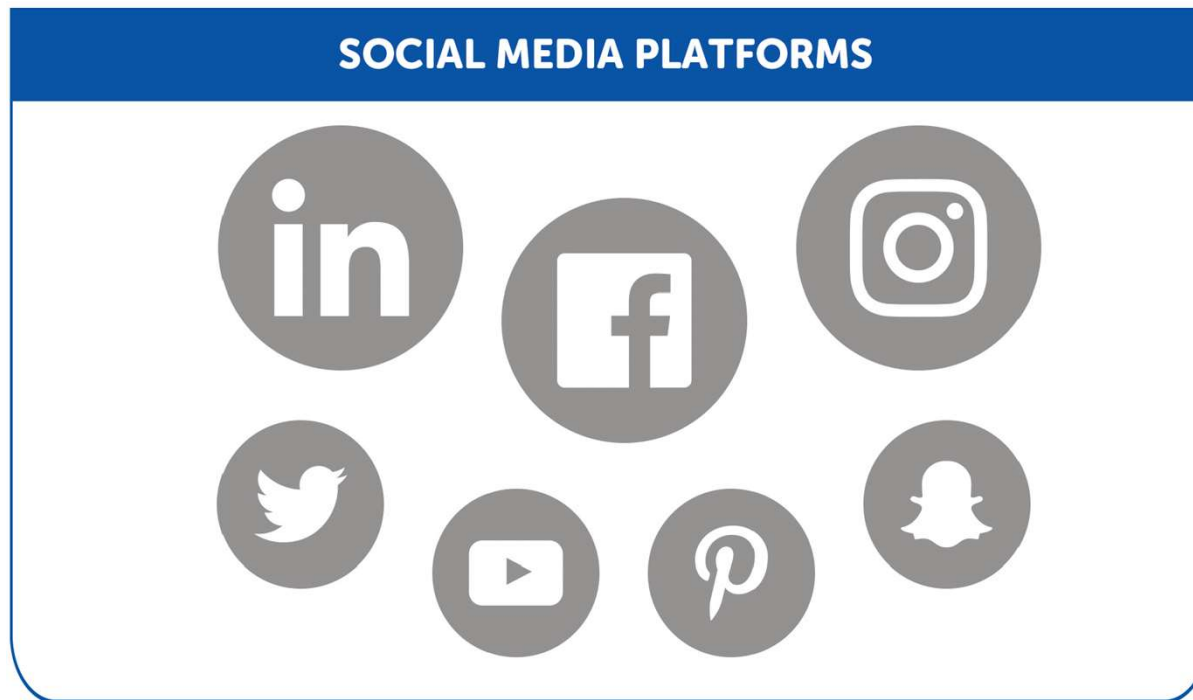
## REMINDER:

Be careful not to incorporate impermissible traits such as race, sex, religion, familial status or disability.

# UNDERSTANDING SOCIAL MEDIA PLATFORMS

Focus your efforts where your target audience is!

There are many modes and platforms to reach your audience via social media. Determining which platforms to focus on may take a bit of trial and error.



# UNDERSTANDING SOCIAL MEDIA PLATFORMS



The three most effective and highly used platforms by real estates agents are:

1. Facebook
2. Instagram
3. LinkedIn

Social Media is an ever-evolving world and best uses and practices for each social media platform should be reviewed frequently.

# UNDERSTANDING SOCIAL MEDIA PLATFORMS

## FACEBOOK

Facebook is a fundamental social media platform to focus on. Facebook is considered the go-to social media platform and network for billions of people around the world. Facebook is an essential component of a social media marketing campaign because it enables agents to cultivate relationships, procure leads and market their business. Facebook can also provide a snapshot into an agent's personal life which can help build a stronger connection with a target audience.

## INSTAGRAM

Instagram is a platform that enables you to provide your audience with unique visual content, while also encouraging community engagement. Instagram allows you to leverage the selling power of quality images and videos of properties and specific features of homes. Photos and videos you share on Instagram can easily be shared to other platforms, such as Facebook.

## LINKEDIN

LinkedIn serves as a platform where people can go to learn more about your brand, your business experience and to see who you are connected with. LinkedIn allows you to display yourself as professional and polished. It also provides you with the opportunity to engage and network with other agents and settlement service providers in your community and outside of your community, as well as potential clients.

### RESOURCES:

View the RE/MAX Social Media Best Practice Guide on [remax.net](http://remax.net) for more information on each platform.

# UNDERSTANDING SOCIAL MEDIA PLATFORMS



## YOUTUBE

YouTube is the second-most popular search engine on the internet. The site has almost a billion users, almost one-third of total internet users. Highlighting videos on YouTube is a very impactful and informative way to showcase your brand, value and listings, as well as your real estate expertise.

## TWITTER

Twitter is a site that enables you to grow leads, promote listings and build credibility as a real estate expert. It also allows you to stay highly informed with other events and notable things occurring in the real estate industry.

## PINTEREST

Pinterest is an ideal and easy to use platform for the real estate industry. Real estate is a highly visual and photo-driven industry and Pinterest allows you to post your own visuals and images or to like and follow others.

## SNAPCHAT

Snapchat is a mobile application that allows you to share photos or videos with friends, family and the public. Photos disappear 24 hours after being added to your story. Snapchat is a fun and interactive way to connect with clients, colleagues, friends or a mix of audiences.

## RESOURCES:

View the RE/MAX Social Media Best Practice Guide on [remax.net](http://remax.net) for more information on each platform.

# UNDERSTANDING SOCIAL MEDIA PLATFORMS



## REMINDER:

There are many social media platforms available. You must identify which platforms are most relevant to you and your audience.

## KEY QUESTIONS:

1. Where is my target audience?
2. Which of these social media platforms will return the largest investment of my time and money?

# BUILDING YOUR BRAND



Real estate is a very unique industry in the fact that:  
**YOU** are the brand.

## THE "MUST-HAVES" OF CREATING A PERSONAL BRAND:

1. Must be an authentic manifestation of who you are
2. Must be a reflection of what you do (services you provide, examples of your expertise and knowledge)
3. Must amplify what you believe
4. Must be a thoughtful display of your ideals (personality, values and beliefs)

# BUILDING YOUR BRAND

Your personal brand is a combination of how you perceive yourself and how others perceive you.

## YOUR PERSONAL BRAND

### HOW YOU SEE YOURSELF

- Your vision, values and value
- What you do and say
- Your knowledge and expertise

### HOW OTHERS SEE YOU

- Opinions, reputation
- Perceived value
- How people feel when they interact with you

# CONTENT CREATION



“Lean thinking defines value as providing benefit to the customer; anything else is a waste.” – Eric Ries

**The kind of content you create and post to social media platforms can:**

- 1. Increase awareness**
- 2. Increase engagement**
- 3. Drive traffic to your website**
- 4. Create and find client advocates**

# CONTENT CREATION



“Lean thinking defines value as providing benefit to the customer; anything else is a waste.” – Eric Ries

**You must:**

- 1. Identify your target audience**
- 2. Identify what your audience needs**

**KEY QUESTION:**

**How will you be VALUABLE?**

# CONTENT CREATION

## DELIVER VALUE-DRIVEN CONTENT

### Posted content should be Relevant, Irresistible and Irreplaceable

- Relevant:
- Something the audience needs
  - Meaningful and appropriate
- Irresistible:
- Something the audience wants
  - Enticing and appealing
- Irreplaceable:
- Something the audience can't get anywhere else
  - Rare and unparalleled, unique

# CONTENT CREATION



## Examples of Value-Driven Content

- Listings
- Home Buyer's Guide
- Home Seller's Guide
- Relocation Guide
- Neighborhood Marketing Report
- Virtual Open House
- Property Comparative Market Analysis (CMA)
- 'How To' eBooks or Videos - Example: How to Stage Your Home, How to Increase Curb Appeal, etc.
- General Reports - Neighborhood, Schools, etc.
- Real Estate Related eBooks or Videos - Example: Landscaping, Remodeling, Investment Opportunities, Flipping Houses, etc.

## Other Content Examples

- Success Stories
- Client Testimonials
- Company/Individual Milestones
- Community Involvement
- Interaction with Other Local Businesses

# CONTENT CREATION

## REASONS TO USE VIDEO

1. Humanize yourself
2. Create relatability with your audience
3. Establish credibility as the subject matter expert
4. First-hand display of your character, expertise and knowledge!
5. Deliver an experience that stands out above the crowd
6. Strengthen relationships and build new ones

### NOTE:

Consider using video when you are posting content. Video is an extremely important tool to incorporate into your social media strategy.

# WHEN TO POST

Utilize these suggested days and times to post to frequently used platforms:

## WHEN TO POST

### THE MOST EFFECTIVE DAYS/TIMES TO POST

Utilize these suggested times as a starting point to determine when to post to each social media platform you incorporate into your strategy. It's important to track, evaluate and improve your tactics on a regular basis.

#### FACEBOOK:

- Any day at 11:00

#### INSTAGRAM:

- Monday, Tuesday and Friday at 11:00 AM, Tuesday at 2:00 PM

#### LINKEDIN:

- Wednesday at 3:00 PM, Thursday 9:00 AM - 10:00 AM and Friday 11:00 AM - 12:00 PM

## NOTE:

These recommendations change frequently and you must determine your own strategy by tracking your engagement and results.

# POSTING CADENCE

Utilize these recommendations for posting cadence and frequency on highly used platforms:

## POSTING CADENCE

### THE MOST EFFECTIVE POSTING CADENCE:

Utilize these suggested cadences as a starting point to determine how often to post to each social media platform you incorporate into your strategy. It's important to track, evaluate and improve your tactics on a regular basis.

#### FACEBOOK:

- At least three times a week, once a day is optimal.

#### INSTAGRAM:

- At least once a day, no more than three times per day.

#### LINKEDIN:

- At least twice a week, no more than once per business day.

## NOTE:

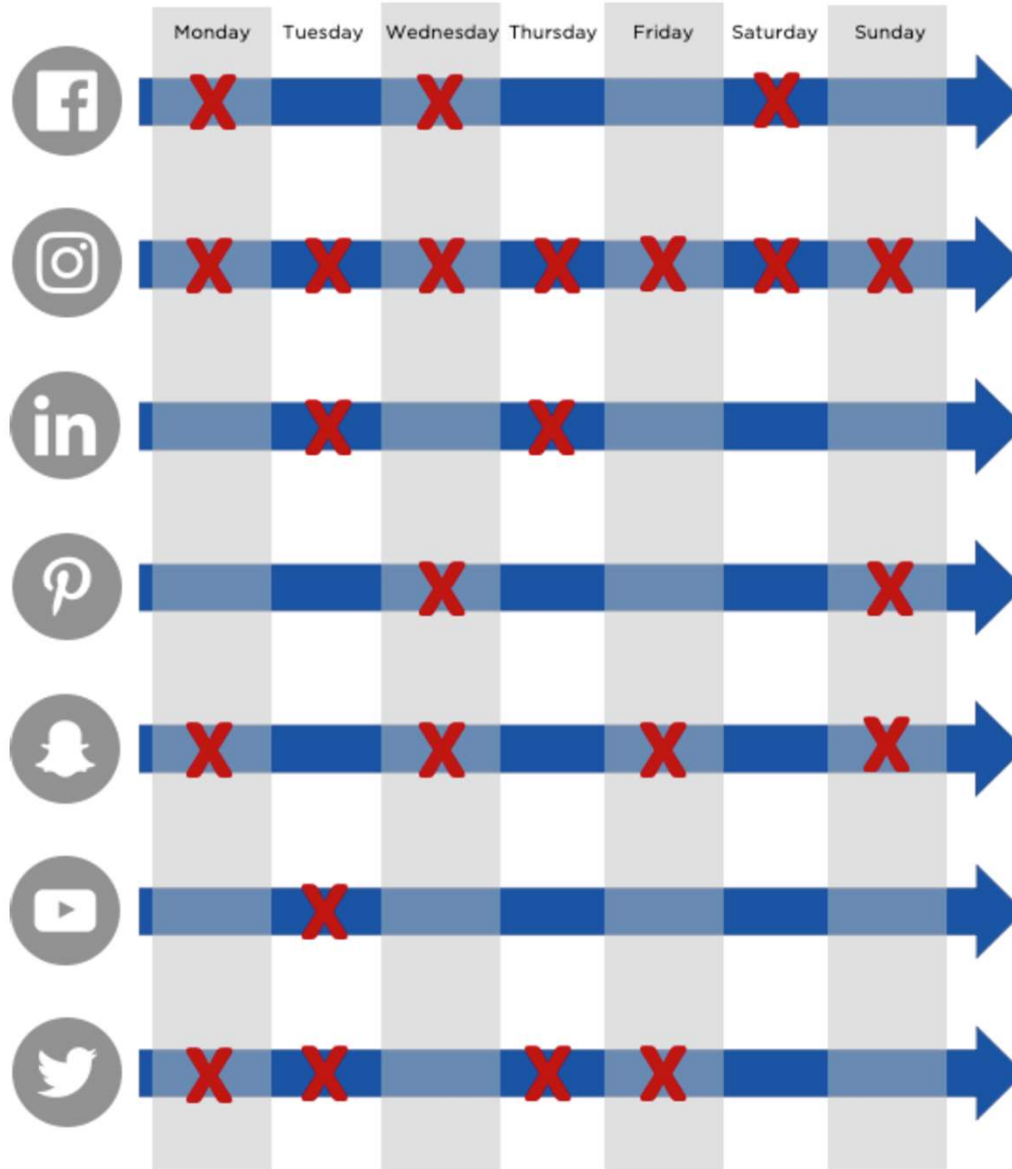
These recommendations change frequently and you must determine your own strategy by tracking your engagement and results.

# POSTING CADENCE



**One way to get into a consistent posting cadence is to create a content calendar showing both weekly and monthly goals to ensure you are posting to the social platforms that are relevant to where your target audience is present. The key is to post at a high-enough frequency to consistently provide value, stay top of mind for your target audience, strengthen your brand and grow your business.**

**HINT:  
Set it and forget it!**



# RESULTS ARE KEY



**“What gets measured gets done!” – Peter Drucker**

**Continuously tracking and evaluating the results you achieve via your social media posts must be a priority. Tracking and evaluating results will ensure you are able to eliminate wasted time, effort and budget and instead, focus your time, effort and budget on effective social media strategies.**

## **Simple metrics to measure:**

1. Likes and Shares
2. Audience Growth/Rate of Followers
3. Followers vs. Following Ratio
4. Active Advocates/Fans
5. Organic vs. Paid Results
6. Clicks Per Post
7. Lead Generation/Website Visits
8. Audience Mentions
9. Return on Investment

# RESULTS ARE KEY

For simple tracking, use the following sheet to track social media posts and their effectiveness.

DAY	PLATFORM	EXPENSE	ENGAGEMENT RATE	CLIENT CONNECTIONS	LEADS GENERATED
Monday					
Tuesday					
Wednesday					
Thursday					
Friday					
Saturday					
Sunday					
TOTAL					

# SOCIAL MEDIA BOOT CAMP REVIEW



The goal of training is action!

## ACTION ITEMS

### The Importance and Value of Social Media

- Understand the value of having a consistent and effective social media strategy.

### Thoughts Matter

- Identify any limited beliefs you have about implementing an effective social media strategy in your business. Rewrite these as unlimited beliefs so they do not limit your success!

### Identifying Your Target Audience

- Identify your target audience so you are able to connect effectively. Your target audience can and will change over time.

### Understanding Social Media Platforms

- Determine the most relevant platform(s) to engage with your target audience on.

# SOCIAL MEDIA BOOT CAMP REVIEW



The goal of training is action!

## Building and Growing Your Brand

- Create awareness and recognition so people in your community become familiar with your brand, as well as the services and value you provide

## Content Creation

- Create content that is relevant, irresistible and irreplaceable to your target audience

## When to Post and Posting Cadence

- Determine a posting cadence that is appropriate for the chosen social media platform(s) and create a weekly or monthly content calendar

## Results are Key

- Track, evaluate and improve efforts on a weekly basis to stay consistent to grow your social media presence

# THANK YOU!

