



**THE USE OF SOCIAL MEDIA AS A MARKETING TOOL
IN A REAL ESTATE COMPANY**

FINAL PROJECT

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MASTER OF BUSINESS ADMINISTRATION

2020

ABSTRACT

Businesses turn to social media to increase market share and profits. Many social media platforms provide a unique customer experience between the company and social media. The analysis discusses how businesses especially the real estate sector use social media platforms as one of the marketing strategies. When using social media, a company needs to be aware of the safety concerns of its customers, to the best of their ability, that they are protected. Two examples of Facebook “Like” button and YouTube recommendation system show the information exchange between social media platforms and businesses. With the comparison between Facebook APIs and Twitter APIs, businesses can know how to send advertising to the target customers and get more new customers by using the social media platforms.

ACKNOWLEDGEMENT

My gratitude goes to the Almighty God for giving me this privilege and grace to go through the entire process of writing this thesis.

My sincere thanks go to my family for the support, patience and words of encouragement they have given me during my entire learning period.

I would also like to thank my father Mr. Francisco ASUMU OBAMA for sponsoring my education throughout this years and been a reference to me ensuring that I never stop learning, because education is a key to a man success in life thank you. The entire PIIMT team that helps me through this program, my mother for her guidance and support throughout the entire process of the research work. Not forgetting all my lecturers for their devoted time during my learning period. Last but not the least; I want to appreciate all my friends for their support and words of encouragement.

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Chapter 1 INTRODUCTION

1.1 *Definition of Social Media*

Forms of electronic communication (such as websites for social networking and micro blogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos).

(Merriam-Webster, 2020)

Social media refers to websites and applications that are designed to allow people to share content quickly, efficiently, and in real-time. Many people define social media as apps on their smartphone or tablet, but the truth is, this communication tool started with computers. This misconception stems from the fact that most social media users access their tools via apps.

The ability to share photos, opinions, events, etc. in real-time has transformed the way we live and, also, the way we do business. Retailers who use social media as an integral part of their marketing strategy usually see measurable results. But the key to successful social media is to not treat it as an extra appendage but to treat it with the same care, respect, and attention you do all of your marketing efforts.

1.1.1 **Social Media Marketing Is Fleeting**

In the early days of social marketing, there was little competition for the dollar—not so today. For example, you can spend thousands of dollars on a Facebook ad campaign and, sometimes, get no return on your investment. By its very nature, social media is a short attention span media—it is much harder to get someone's attention with a Tweet than it was to get someone's attention with a newspaper ad. That's because ad headlines and copy are harder to write on Twitter or Instagram.

1.1.2 **You Must Be Active on Social Media**

One of the biggest mistakes retailers make is to open up accounts on every social media platform they think is relevant and then leave them alone with no activity. Having an account with any of the social media platforms does not mean your business is *into* social media any more than owning golf clubs makes you ready for the PGA. In fact, social media

users are turned off by the retailer who opens accounts and does not engage with clients and the public and consequently become labeled a pretender.

The reality is, it is better to not have a social media icon on your website if you are not going to actively engage with it—and actively means on a daily basis.

1.1.3 Don't Make It All about You

The other big mistake retailers make is to use social media to talk about what is important to them rather than talking about what is important to the customer. As a retailer, you may think it is great to shout that you have a sale going on; and in some regards, this would be true. But, if that's the only reason you are getting involved in social media it won't be beneficial. Your goal should be to provide content that is relevant to your customer and engage with them to the point that they want to share your post with others.

If you use social media you need to engage with your customers, involve them in a dialogue, and ask them for their opinions. Post a picture of two items you are considering carrying in your store and ask customers which one they like best. This creates a dialogue which leads to shared posts which leads to engaged followers. Plus, if you follow this example, it will also lead to enhanced margins because you're back and forth conversation will prevent you from buying the item that won't sell as well.

1.1.4 Images Are Key

Another thing to consider is that the most commonly-shared content on social media is an image. So, always include an image with your posts. This will dramatically increase your chances that one of your followers will share the post with their network. While building up a large network of followers is great, ultimately what you want is to have your followers—no matter how many you have—share what you're posting with their network, and those people will share your post with their followers, and so on.

This is the new form of "word of mouth" and it's what people mean when they say a post went "viral."

(<https://www.thebalancesmb.com/what-is-social-media-2890301>)

1.2 Advantages of social media

Instant notices can be transmitted with the help of social sites. Your friends may be provided with or receiving information about the upcoming festivals, celebrations and forthcoming parties.

If a user of the same sites is your friend online and can also make messages, videos, or audio calls in real time. In this system, whenever a user opens their profile. So they can quickly obtain information about what status is uploaded to their friends online or when they were online.



Figure 1

(<https://sachinahirwar.blogspot.com/>, 2019)

- Photos, videos, information, documents, etc. can be easily shared
- Provides news easily
- No one in any way owns any content.
- For all classes, such as educated class or illiterate class
- It collects information in one place
- It is the medium of communication at a very fast pace.

(<https://sachinahirwar.blogspot.com/>, 2019)

1.3 Disadvantages of Social Media

- Ignorance of problems that may arise

The problem is that thanks to social media's relative infancy, we're still deciding as a culture how to deal with all sorts of new issues, from privacy arguments to what happens to our profiles after we die.

- Negative Impact on Children

Meanwhile, a new study has found that children would be happy if social media didn't exist, with over half of them experiencing abuse or having their confidence knocked by websites. In fact, two thirds of schoolchildren said they'd feel happy if it had never been invented and 71% of them had followed in the footsteps of celebrities like Ed Sheeran and the Kardashians by taking a break from social networking altogether. Several studies have also found a link between increased social networking use and a higher incidence of anxiety and depression.

- No life without a phone

This might come as a surprise to some people, because the popular perception is that youngsters are glued to their phones and obsessed with taking selfies. But it's that very perception – and the very real reality of the pressure they face to fit in – that's pushing kids to change the way they approach technology.

(<https://miappi.com/about-us/>, 2017)

1.4 Conclusion

Social media was created to help people maintain connections, network, and obtain information. Recently, almost everybody has at least one account on a social networking website. Even people that have little desire to see the thoughts and opinions of hundreds of "friends" find themselves creating accounts. This is because nobody wants to be left behind in our fast-paced, advancing world of technology. If people's friends and peers have a social media account, they are bound to create one as well. Supporters of social media claim that it improves the social connections of people. "People communicate and maneuver in these networks rather than being bound up in one solitary community" (Boase). Social media

allows you to interact with your community no matter where you are or who you are with. According to social media supporters, connecting with your community via the internet makes you less lonely. In actuality, social media has isolated people. Studies have shown that outgoing people become lonely and depressed due to social media use (Staples.) Frequently, new relationships are sparked because of networking and mutual friends through social media. Unfortunately, these relationships are often low quality. Virtual communication is much less sincere than face-to-face interaction. Engaging with strangers over the internet can be unsafe and leave users with a lack of social skills. Social media can be a great tool if used correctly, but more often than not, people misuse and abuse it. Not only is social media often abused and misused, but it has gained a blind following. Many social media users today cannot prove why social media is helpful or beneficial. Instead, those who support social media want an explanation as to why social media is bad, shifting the burden of proof to the opposers of the incessant use of social media. The negative effects of social media outweigh the positive.

In conclusion, social media is, and will continue to be, harmful, unless something is done about it. The power it has over people is dangerous and often goes unnoticed. People should care because if not addressed, or taken care of, social media could cause national and international problems. Social media stunts interpersonal growth and increases narcissism in many internet users. Even if the user is not psychologically affected by social media, they are still in danger. Nobody is immune to the harmful side effects social media including identity theft, stalkers, or hackers. Social networking allows hoaxes and false information to cause widespread chaos. “The dark side of social media is that, within seconds, anything can be blown out of proportion and taken out of context. And it is very difficult not to get swept up in it all” (Formichetti.) If there are no regulations or limitations on social media, the repercussions will accumulate. People need to change the destructive patterns of social media use before it destroys society. The fast, easy access to information that is supposed to be beneficial to society is actually detrimental to society.

Chapter 2 what are Social Media?

2.1 *What are social media?*

They are interactive computer-mediated technologies that facilitate the creation or sharing of information, ideas, career interests and other forms of expression via virtual communities and networks. The variety of stand-alone and built-in social media services currently available introduces challenges of definition; however, there are some common features:

1. Social media are interactive Web 2.0 Internet-based applications.
2. User-generated content such as text posts or comments, digital photos or videos, and data generated through all online interactions, is the lifeblood of social media.
3. Users create service-specific profiles and identities for the website or app that are designed and maintained by the social media organization.
4. Social media facilitate the development of online social networks by connecting a user's profile with those of other individuals or groups.

Users usually access social media services via web-based apps on desktops and laptops, or download services that offer social media functionality to their mobile devices (e.g., smartphones and tablets). As users engage with these electronic services, they create highly interactive platforms through which individuals, communities, and organizations can share, co-create, discuss, participate and modify user-generated content or self-curated content posted online.

Networks formed through social media change the way groups of people interact and communicate or stand with the votes. They "introduce substantial and pervasive changes to communication between organizations, communities, and individuals. These changes are the focus of the emerging fields of self-studies. Social media differ from paper-based media (e.g., magazines and newspapers) and traditional electronic media such as TV broadcasting, Radio broadcasting in many ways, including quality,[5] reach, frequency, interactivity, usability, immediacy, and performance. Social media outlets operate in a dialogic transmission system (many sources too many receivers). This is in contrast to traditional media which operates under a mono-logic transmission model (one source too many receivers), such as a newspaper which is delivered to many subscribers, or a radio station

which broadcasts the same programs to an entire city. Some of the most popular social media websites, with over 100 million registered users, include Facebook (and its associated Facebook

Messenger), YouTube, WeChat, Instagram, QQ, QZone, Weibo, Twitter, Tumblr, Telegram, Baidu

Tieba, LinkedIn, WhatsApp, LINE, Snapchat, Pinterest, Viber, VK, Reddit, Discord and more.

Observers have noted a wide range of positive and negative impacts of social media use. Social media can help to improve an individual's sense of connectedness with real or online communities and can be an effective communication (or marketing) tool for corporations, entrepreneurs, non-profit organizations, advocacy groups, political parties, and governments.

2.2 Background of social media

According to Pop Culture Universe, "Social media is an umbrella term that refers to all online communities or publications that foster and encourage conversation between users and allow them to develop critique, publish, and interact with a vast array of online content." Use the following sources to learn more about social networking and the issues surrounding it.

CQ Researcher:

It gives an overview of major topic areas. That includes articles, lists of other resources, and Pro and Con arguments for most topics.

Emerging Practices in Cyber culture and Social Networking

This eBook features emerging research on cyber culture, including a section on Social Networking and Web 2.0.

Pop Culture Universe

Information on American and world popular culture, past and present - new technology (iPods, gaming, gadgets), Internet memes and chat speak, and much more.

The Social Media Revolution: Economic Encyclopedia of Friending, Following, Texting, and Connecting

An eBook encyclopedia with in depth entries that includes: bibliographies. This resource includes a timeline of digital communication up to the year, 2015.

(Urbana, 2020)

2.3 History of social Media

Interacting with friends and family across long distances has been a concern of humans for centuries. As social animals, people have always relied on communication to strengthen their relationships. When face-to-face discussions are impossible or inconvenient, humans have dreamed up plenty of creative solutions. Avalaunch Media recently unveiled their Interactive Info graphic entitled, “The Complete History of Social Media.

2.3.1 History of Social Media: Then and Now

The roots of social media stretch far deeper than you might imagine. Although it seems like a new trend, sites like Facebook are the natural outcome of many centuries of social media development.

2.3.2 Social Media Before 1900

The earliest methods of communicating across great distances used written correspondence delivered by hand from one person to another. In other words, letters. The earliest form of postal service dates back to 550 B.C., and this primitive delivery system would become more widespread and streamlined in future centuries.

In 1792, the telegraph was invented. This allowed messages to be delivered over a long distance far faster than a horse and rider could carry them. Although telegraph messages were short, they were a revolutionary way to convey news and information.

Although no longer popular outside of drive-through banking, the pneumatic post, developed in 1865, created another way for letters to be delivered quickly between recipients. A pneumatic post utilizes underground pressurized air tubes to carry capsules from one area to another.

Two important discoveries happened in the last decade of the 1800s: The telephone in 1890 and the radio in 1891.

Both technologies are still in use today, although the modern versions are much more sophisticated than their predecessors. Telephone lines and radio signals enabled people to communicate across great distances instantaneously, something that mankind had never experienced before.

2.3.3 Social Media in the 20th Century

Technology began to change very rapidly in the 20th Century. After the first super computers were created in the 1940s, scientists and engineers began to develop ways to

create networks between those computers, and this would later lead to the birth of the Internet.

The earliest forms of the Internet, such as CompuServe, were developed in the 1960s. Primitive forms of email were also developed during this time. By the 70s, networking technology had improved, and 1979's UseNet allowed users to communicate through a virtual newsletter.

By the 1980s, home computers were becoming more common and social media was becoming more sophisticated. Internet relay chats, or IRCs, were first used in 1988 and continued to be popular well into the 1990's.

The first recognizable social media site, Six Degrees, was created in 1997. It enabled users to upload a profile and make friends with other users. In 1999, the first blogging sites became popular, creating a social media sensation that's still popular today.

2.3.4 Social Media Today

After the invention of blogging, social media began to explode in popularity. Sites like MySpace and LinkedIn gained prominence in the early 2000s, and sites like Photobucket and Flickr facilitated online photo sharing. YouTube came out in 2005, creating an entirely new way for people to communicate and share with each other across great distances.

By 2006, Facebook and Twitter both became available to users throughout the world. These sites remain some of the most popular social networks on the Internet. Other sites like Tumblr, Spotify, Foursquare and Pinterest began popping up to fill specific social networking niches.

Today, there is a tremendous variety of social networking sites, and many of them can be linked to allow cross-posting. This creates an environment where users can reach the maximum number of people without sacrificing the intimacy of person-to-person communication. We can only speculate about what the future of social networking may look in the next decade or even 100 years from now, but it seems clear that it will exist in some form for as long as humans are alive.

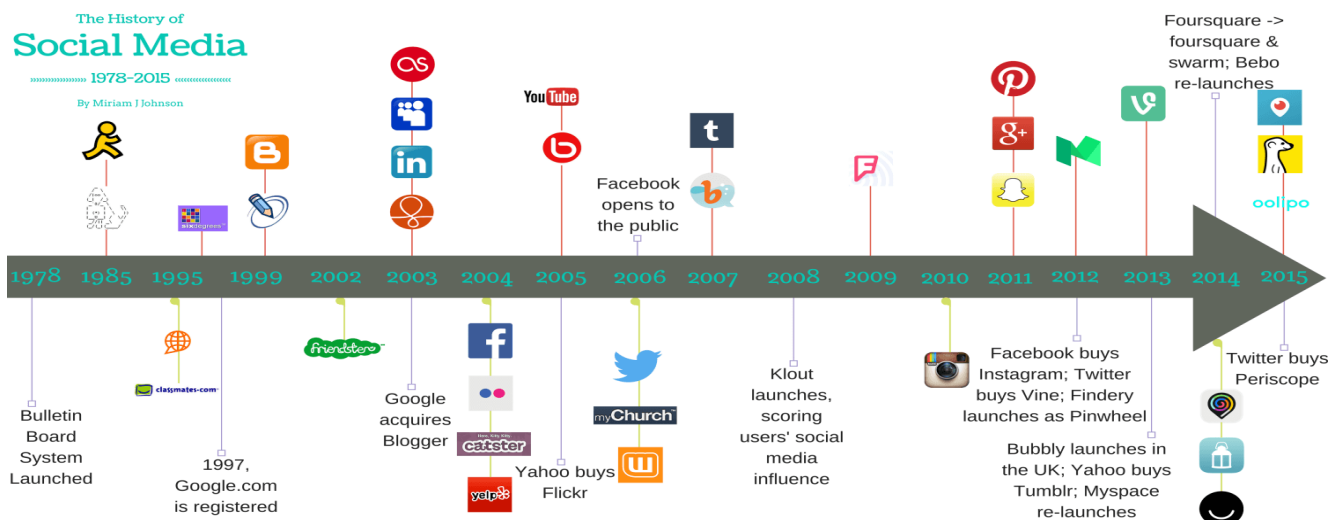


Figure 2

(Trends, 2003).

Twitter, Facebook, and Instagram are just a few of the most famous social media platforms that exist this century, with Facebook leading the list. Billions of people have been using social media since it boomed. As long as there are cell phones, tablets, computers and an internet connection, people can easily connect with other people from anywhere through social media. Some may even have multiple accounts registered on one social media platform.

But have you ever wondered how it all started? Who the founder was? How it has evolved? Let's take a quick trip down memory lane.

20th Century and the Precursors of Social Media Usenet and its History Tom Truscott and Jim Ellis first mentioned Usenet in 1979. Usenet allowed posting news post or articles to newsgroups. Usenet systems were the one responsible for the evolution of newsreader clients. They are also the precursor of RSS feed readers.

Bulletin Board Systems (BBS)

Bulletin board systems are one of the first forms of the social media in the late 1970's. They are hosted on personal computers and are accessible to one person at a time. BBS was the first kind of website that allows users to log on and connect with each other. It remained famous until the end of 1990's.

Internet Relay Chat (IRC) was first introduced in 1988 and is used for link and file sharing as well as keeping in touch. It came from BBS roots. It was also the real predecessor of modern instant messaging. ICQ, on the other hand, was known as the first program for instant messaging for PCs.

Six degrees is the first of social media platforms launched in 1997. It had about a million members when it peaked. Unfortunately, Six Degrees was shut down in the year 2001. From 1997 to 2001, other sites followed like Asianavane, Migente and Black planet. Users could create profiles, either personal or professional, and also add friends. In terms of modern social media, Friendster was the very first proper social network. It was founded in 2002 and has over hundred million registered users, mostly from Asia. Through Friendster, users can discover friends and expand their growing networks.

Its idea was to safely meet more new people than in the real world. **LinkedIn**, founded in 2003, first used mainstream networks for business. It allows posting and interacting through private messaging. LinkedIn has now added new options like



groups; new profile features, forums, video, an ads platform etc. for easier use and greater scale.

Another social media network published in 2003 was Hi5. It has over a million active users as of now. Users have an option to decide if they prefer to be seen within their network or by other users in general. It is mostly popular in Central Africa, Asia and Latin America.

Figure 3

Facebook started its history when it was first launched in Harvard in 2004. It quickly spread to other schools and by 2008; it had become the most famous social media platform and it still continues to grow rapidly. It allows its users to post content and personalize their profiles. Over the years, it has added many fresh features that made it even more popular. People could also use private messaging as well as add various posts to their walls. It is even easier for them to change the settings of their account based on their own discretion. The ads platform has now made it available for marketer to reach their audiences like never before.



Figure 4

MySpace

played a very important role in social media life since its launch in 2004. By 2006, it had grown to become the most famous social media platform in the world. With MySpace, users

could customize their profiles completely, embed videos and post music. It also has MySpace IM allowing people to chat with each other.

YouTube

YouTube launched its website in 2005 and is the one first major sharing sites and video hosting platforms. Users can upload videos and even embed them to other sites or blogs.



Figure 5

Twitter came in 2006. It was originally designed as mobile SMS-platform. It has upgraded since then and now has over 300 million active users monthly.

Instagram uses visual communication and social interaction to connect people around the world. It allows users to upload and share photos and video stories. It has many filters that could transform a boring picture into an Instagram-worthy masterpiece.

Many of us will have started out in business before any of these platforms really took off. How have you embraced the rapidly evolving landscape of the social media world? Or maybe it's all too much to take on, on top of the day to day running of your business. If that's the case, have you ever looked at social media management? We can help your company enter the social media world to reach out to clients otherwise missed through traditional marketing methods. If you'd like to know more please read more here:

www.future-marketing.co.uk/social-media-management/



Figure 6

(Marketing, <https://www.future-marketing.co.uk/the-history-of-social-media/>, 2018)

Chapter 3: why do Real Estate companies use social media as a marketing tool?

Real estate social media marketing is an essential process for realtors to reach out to their target audience. In this chapter, we discuss what real estate social media marketing is, advantages of using social media, and six best practices for realtors to follow while using social media to promote their brand and products.

3.1 What Is Real Estate Social Media Marketing?

Real estate social media marketing is the process of using social media channels by realtors to promote and advertise their brands as well as properties. It is an essential marketing strategy that helps realtors connect with their audience where they spend an adequate amount of time.

Social media marketing has become an integral part of marketing strategies for all businesses, and the real estate sector is no exception to this. A report by the National Association of Realtors suggests that 77% of realtors actively use social media for real estate in some form.

The use of social media channels has increased dramatically over the past few years to include users from every age group, gender, geography, and other demographics. This is why the existence of real estate brands on social media is a no brainer. But what makes social media an ideal platform for realtors, is the ability to connect, engage, and promote to their target audience based on their interests, location, and behavior.

There are multiple channels that realtors can explore to market their services to the right prospects. And while doing so, it is important to follow some best practices to stay ahead of your competition.

Realtors use social media applications such as Facebook, LinkedIn, Instagram, YouTube, Twitter, and Snapchat to engage and connect with their customers and prospects. These platforms allow them to publish content that includes stories, images, videos, and also send messages, respond to comments, and advertise to segmented audiences.

3.2 Advantages of Using Social Media for Real Estate Marketing

There is enough evidence available to justify the benefits of using social media marketing for businesses. But let us take a look at some of the advantages of social media marketing, particularly in the real estate sector.

1. Increased outreach

Real estate is a competitive market, and getting the word out is of primary importance to thrive in this industry. Realtors need a platform to reach out to the target audience to showcase their products and services. Social media is just the right tool that guarantees maximum outreach for realtors. It is also a cost-effective platform as compared to most traditional marketing channels.

2. Opportunity for Brand Building

Brand building is an important marketing exercise for realtors that allow them to build a reputation for their properties and services. Social media is a modern platform that allows realtors to build their brand right where their audience is. It enables them to share more information on their brands directly with their customers. This helps realtors build an effective and impactful branding strategy.

3. Enhanced Networking

Networking is said to be fundamental to the success of real estate businesses. Realtors need a strong network not just among customers and prospects but also with industry peers. Social media offers incredible networking opportunities for realtors to connect with prospects and customers. Social media features such as comments and tagging help realtors leverage the network of their own connections for promotions.

4. Lead Generation

While social media is a platform for mass engagement, it is also an excellent source for direct lead generation. The report by the National Association of Realtors, says that 47% of real estate businesses note that social media results in the highest quality leads compared to other sources. This is one of the greatest advantages of social media marketing for realtors.

3.3 6 Best Practices for Real Estate Social Media Marketing in 2020

While social media is a powerful marketing tool for realtors, it is important to follow certain best practices to get the best out of this tool. Try these six best practices in your real estate social media marketing to stay ahead of the game in 2020.

1. Use the Right Social Channels

There are multiple social media networks that can be used by businesses based on their product, service, and audience. You need to identify the right social network based on your audience demographics. Make sure that the demographics and persona of target prospects are represented in the social network demographics. This includes the age group, education, profession, location, and so on.

Another best practice is to explore unconventional social networks for real estate. LinkedIn is a business network platform, but also has millions of users with multiple demographics. Make sure to leverage platforms such as LinkedIn to target your audience where they spend their time.

Pinterest is another social channel that can be explored when it comes to the real estate industry. Showcase beautiful pictures of your portfolio properties to engage users, and make sure to share your contact information for direct conversations. Sharing valuable interior design tips can be a bonus to get more users to follow and engage with you.

2. Consistency Is Key

There are millions of subscribers on social network channels that also include brands and businesses. These brands have established their foothold on these networks, making it challenging for new joiners to build their communities. One of the key solutions to this challenge is to consistently publish relevant and relatable content on your social pages.

Whether it is Facebook, Twitter, Instagram, or Snapchat, consistency is a key practice to win followers and create engagement. Every channel has its ideal number of posts per day. For example, Facebook experts suggest 8 – 10 posts per day to garner enough likes, shares, comments, and followers to your channel. Instagram demands even more consistency when it comes to posting content.

As we mentioned earlier, 77% of realtors are already making the best out of social networks.

Hence, consistently publishing 4 – 5 content posts every day will help you build a strong social community and stay ahead of the competition. To make sure you are consistent in

posting on social media, plan your content ahead of time with a social calendar. Use tools such as HootSuite and Buffer to schedule your posts for the future.

3. Go beyond Just Posting Real Estate Pictures

Posting pictures of properties is a mandate for real estate social media marketing. But realtors need to be more creative while publishing content on social media. For example, sharing success stories and customer testimonials is a good way to emotionally engage with your audience.

A good example of creative content for realtors is to not just share pictures of the property but also some content around the neighborhood and locality surrounding it.



Figure 7

Some other creative ideas include company accomplishments, event highlights, industry and market trends, as well as home décor ideas. Use Snapchat, Facebook, and Instagram stories to share engaging videos of the properties on sale/rent

IGTV is the video application on Instagram that allows you to share longer videos as compared to regular posts on Instagram. You can use tools such as Story Slicer to create engaging videos of your client interviews, sneak peek into properties, neighborhood walkthroughs, event coverage's, and much more.

Content from other social media influencers can also be shared with due credit given to the owner.

4. Constantly Engage with Your Followers

Social networks are an ideal platform to build a community around your brand. And to keep this community engaged, you need to constantly engage with your followers and connections.

Ensure you reply to every comment on your social pages. Also, make sure you respond to all the tags where your page is mentioned. Facebook messenger is another place where your followers would want to connect, which is why you need to be active on this channel. Use your Instagram and Facebook story features to ask your followers questions to understand how to serve them better.

Another way to engage with your followers is to go live. The live feature is available on social networks like Facebook, Instagram, Twitter, and YouTube. Take your audience on a live tour of your next real estate event to garner maximum real-time engagement.

5. Budget Accordingly

The fact that social media is an effective channel to promote real estate business is no secret. Leveraging marketing technologies and solutions through the channels best tailored to key audiences has become essential for real estate marketers to cut through the noise. Social media networks offer a dynamic solution to reach out to the right audience – social media ads.

Social media ads are algorithmically formatted and give insights to real estate professionals into who, what, and where their advertising should be targeted. This ensures the elimination of wasted time, effort, and budget spent on broader, unfocused demographics for real estate professionals. The data collected from advertising modules then determines which advertising initiatives are generating the most interest, where the interest originates from and what demographics have the highest levels of engagement. This offers intellectual, result-driven insights that can be used to optimize future marketing campaigns into smarter, more cost-effective advertising efforts.

6. Monitor the Results

Continuously monitoring data and analyzing results is a priority for those in the ever-evolving real estate industry. Social media analytics helps brands keep track of their content performance. Measuring this performance helps realtors analyze which content type performs better, what are the best timings to post and when do you receive maximum audience engagement, and which channel adds the most value.

Using analytics, real estate marketers should look for answers to the following – what is the 360-degree sentiment surrounding their brand on social; which platforms and advertising

initiatives are delivering maximum ROI; and how can it be used to improve both organic and paid social strategies as well as tailor future content and messaging.

Another useful practice is to automate your social media efforts. This includes scheduling your posts in bulk, custom report creations, and finding relevant content and brand mentions using social listening tools like Sprout Social.

There are many other automation tools available online to automate most of your social media tasks. Make the ultimate use of these tools to increase the ROI on your social efforts.

In conclusion as a realtor, your ultimate goal is to generate quality leads from your marketing strategies. Social media is a premium channel to generate leads and build a long-term community where you can connect, engage, and network with the right target audience. Follow these best practices to optimize your real estate marketing with social media in 2020.

(Advisor, 2020)

3.4 5 Ways to Use Real Estate Marketing Software on Social Media

Real estate companies constantly try to improve their social media pages. They purchase multiple kinds of real estate marketing software to boost their following and engagement rates. However, many realtors do not know how to properly use their software systems for social media purposes. Because potential home buyers browse social media platforms when looking for their dream homes, utilizing the top tools effectively can generate you more leads and close you more deals. Read this post to learn the best ways to use real estate marketing software on social media.



Figure 8

Make Social Sharing Easy

One of the most advantageous ways to use real estate marketing software on social media is to make sharing easy. When consumers see that they can share your listings with the touch

of a button, they are more likely to follow the prompt. If enough consumers share listings from your website on popular social media channels like Instagram and Facebook, you can increase your following and your leads. If you do not know what a sales lead is, learn about them first in order to fully take advantage of your real estate opportunities. It is in your best interest to use your real estate marketing software to optimize your social sharing features.

Use Location-Based Tactics

Moreover, use your real estate marketing software to implement location-based tactics into your strategy. Then, you can reach potential home buyers looking to purchase properties in your area. Consider establishing a geo-targeted campaign on social media platforms. Facebook in particular provides real estate agents with geo-targeting tools. You can use the platform's features to promote posts to consumers when they enter the digital barrier created around your area. If prospective home buyers are driving by properties that you are trying to sell and they see the listings on Facebook, they will likely make the effort to check them out. Hence, this way to use real estate marketing software can increase your sales.

Save Effective Hashtags

Consider using real estate marketing software that is specifically for your social media campaigns to save effective hashtags. When real estate agents do not have time to look for relevant hashtags, they resort to using generic ones. While generic hashtags can drive consumers to your profile, posts that use more specific ones perform better. You can ensure that you always use the most relevant hashtags without wasting your valuable time by using real estate marketing tools to save hashtags for frequent use. If you want to increase your productivity levels even more, consider investing in process management software for your real estate operations as well.

Create High-Quality Videos

Another way to use real estate marketing software on social media is to create high-quality videos. Real estate agents who purchase software systems for video creation increase their ROIs when they post their videos on social media channels. The amount of potential home buyers who watch videos on platforms like YouTube, Facebook and Instagram is constantly growing. If you have the time to generate quality videos or have the capital to pay a professional to create them, purchase the software. In doing so, you will effectively market

to visual buyers and close more deals. Combine this software with lead generation tools for optimal results.

Automate Posts

Furthermore, realtors who automate their social media posts through real estate marketing software boost their profits. To succeed with this tactic, you need to purchase software with tools that show you the most popular times to post. Then, you can schedule your listings to post on different platforms at the best times possible. If you use a reliable system, you can schedule posts on multiple social media channels at one time. In turn, you save yourself time later down the road and do not have to worry about posting to gain new leads. With this being said, automating posts on social media with real estate marketing software advances real estate agents.

To improve your social media marketing campaigns, utilize real estate marketing software systems. Make social sharing as easy as possible by using software to embed sharing buttons on your website. Use geo-targeting strategies to reach out to local prospects on social media platforms. Save specific hashtags to avoid wasting time on a daily basis. Purchase video software to reach out to visual buyers. Lastly, use tools to automate your posts on every social media channel. These are the best ways to use real estate marketing software on social media. (*Family, 2019*)

3.5 How to effectively use social media for real estate

While businesses of all shapes and sizes can benefit from a smart social presence, the importance of social media for real estate really can't be overstated.

According to a recent study from the National Association of Realtors, social has become integral to scoring clients and closing deals across the industry. Here's a brief snapshot of the report's findings:

- 77% of realtors actively use social media for real estate in some way, shape or form
- 47% of real estate businesses note that social media results in the highest quality leads versus other sources
- 99% of millennial's (and 90% of baby boomers) begin their home search online (as opposed to in-person referrals)

Translation? Social media is an absolute goldmine for real estate businesses.

Of course, that's assuming you have a concrete social strategy and aren't just winging it.

Whether you're starting from scratch or want to figure out how to win more leads from social media, we've got you covered with our guide to social media for real estate.

Real estate marketing tools

If you're working in real estate, you're *crazy* busy. You need to prioritize your time and focus on the social media marketing platforms that make sense.

Based on the previously noted NAR study, Facebook (97%), LinkedIn (59%) and Instagram (39%) are most realtors' top picks.

Facebook for realtors

Facebook is a no-brainer and remains a staple of marketing for real estate agents. A big reason for this is that Facebook's user demographics represent the target audience for any given real estate business age and income-wise.

Beyond being where your audience is likely hanging out, the business features built into Facebook are perfect for real estate businesses.

For example, Facebook allows businesses to publish listing-related updates and content, book appointments, communicate with customers *and* curate reviews in a single platform.



Figure 9

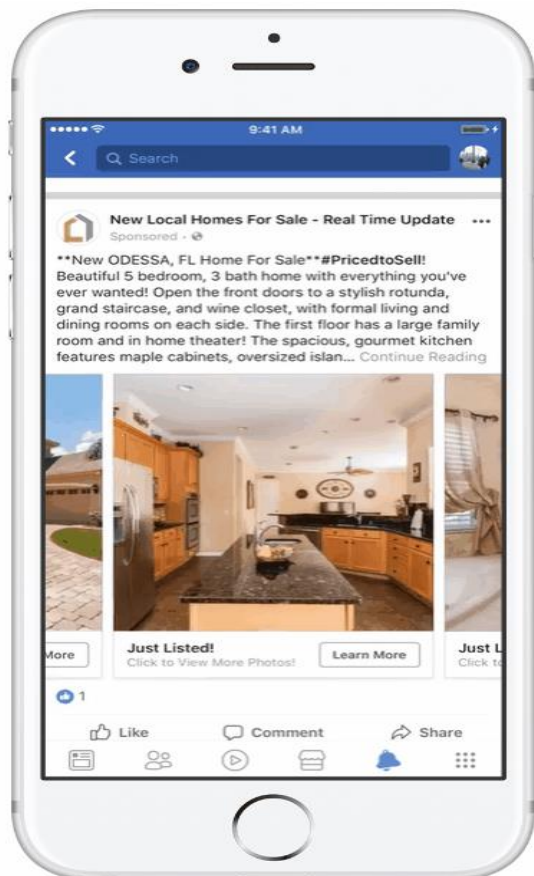


Figure 10

Oh, and don't forget about Facebook ads which allow you to directly target demographics and users who have shown specific interest in buying property in your area.

LinkedIn for realtors

As a primarily B2B network, LinkedIn isn't necessarily somewhere to spot real estate clients.

However, it is a fantastic place to network with fellow realtors and show off your industry experience.

In addition to being a digital resume for individual realtors, many realty businesses likewise have specific company pages where employees can share opportunities or go back-and-forth.

While you might not be spending a ton of time on LinkedIn, setting up a profile or company page is a great way to supplement your online presence.

3.6 What types of real estate content are right for social media?

Now that we know which networks represent our top priorities, let's talk about types of real estate social media posts.

Unlike most industries, social media for real estate doesn't require you to be shy about what you're selling.

In terms of real estate marketing ideas, it's important to have a diverse (and not totally sales-y) content calendar. Rather than beat your followers over the head with sales pitches, here's a snapshot of what you can post to grow and engage your followers.

Property photos

Here's some good news: social media for real estate is highly visual in terms of content.

That’s why stunning, high-res property photos are central to so many real estate businesses’ social strategies.

Not only do eye-popping photos encourage “likes” and shares, but also compel your followers to get in touch with you. Take note that almost all photo-based real estate content is coupled with copy that “sells” the property and likewise contains details and contact information.

How do you make your photos stand out, though? Get creative! Premium Instagram filters or interactive photos (think: 360 photos on Facebook) are both solid starting points for making your visuals stand out from the crowd.

New listings and properties

Perhaps the most obvious type of post to publish, make a point to stylize and elaborate on your latest listings via photos and captions.

Companies like @properties do a brilliant job by incorporating multiple photos of each listing and using contact information as a sort of call-to-action.

In short, don’t just drop a link to a listing and walk away.

Note that managing the many moving pieces of your social presence means keeping track of your marketing assets and photos in particular. Tools such as Sprout’s Asset Library can help you organize your social content and keep everything confined in a single platform. Doing so keeps you from having to scramble for a specific photo or lose track of a listing

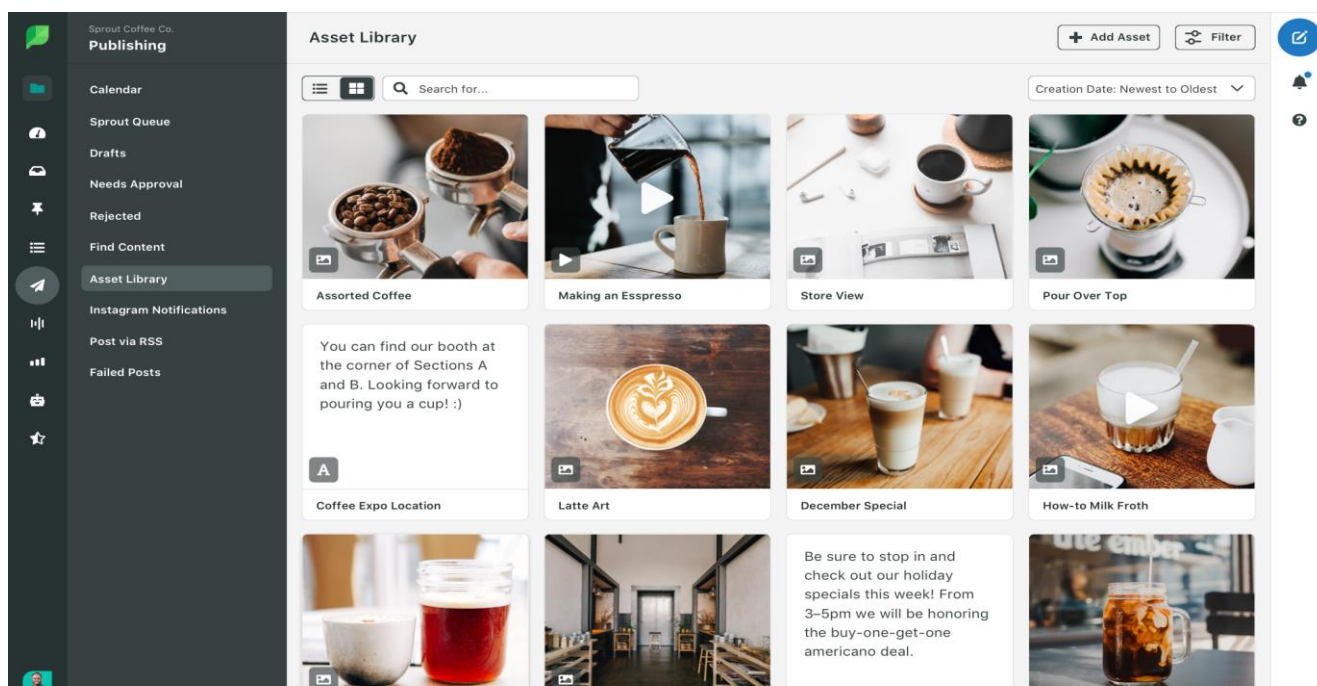


Figure 11

description.

How to win more real estate clients from social media

With an understanding of what to post, let's talk about what it takes to turn your social traffic into clients.

Below are some crucial elements of your social strategy that can have a direct impact on your bottom line.

Put your contact info front-and-center

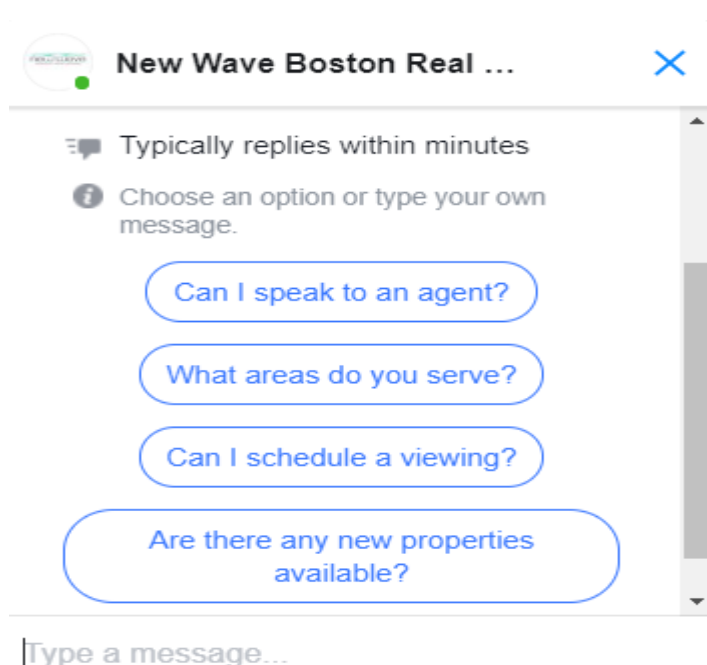
This might seem glaringly obvious but it's definitely worth mentioning.

If you're working in real estate, your end-goal is to get clients on the phone.

But doing so doesn't happen by accident. You need to put your essential contact information on display to the point where getting in touch is just a tap away.

For example, make sure that your information and "About" sections on any given social channel are 100% complete with the following:

- Location
- Email address
- Phone number
- Website and/or landing pages to capture leads



On Facebook specifically, enable Facebook Messenger as a means of connecting with potential clients who are more than likely on-the-go. Also, consider adding a call-to-action button on Facebook as yet another avenue for your social visitors to reach you.

Figure 12

For Instagram, optimize your bio to include your contact information. If you haven't already, convert your Instagram to a business profile which allows you to automatically include contact buttons beyond your bio link.

And as highlighted in some of the examples above, don't hesitate to add your email or phone number to individual posts. This helps stress that you're available to clients and are willing to communicate around-the-clock.

Streamline your client communication

Bear in mind that making yourself opens to clients means that you're responsible for responding to them.

Seems simple enough, right?

However, many real estate businesses have a communication problem on social media. According to our own research, a paltry 11% of real estate businesses respond to their incoming social messages.

We totally understand the struggle, though. If you're juggling between multiple platforms, keeping track of your communication can be difficult.

That's why we recommend tools such as Sprout's Smart Inbox to consolidate your communication. Simply put, your messages, DMs and mentions are kept in one place which means less stress bouncing between social platforms.

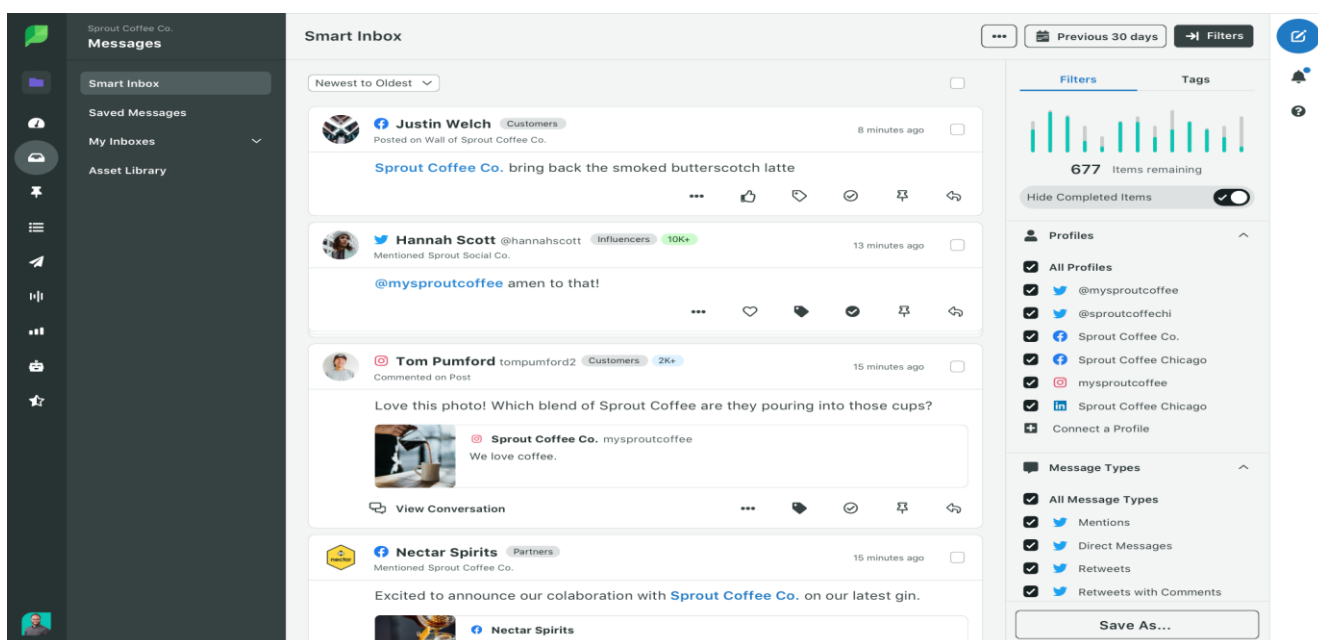


Figure 13

In addition, activating push notifications and emails on each given social channel is also a smart move to ensure that you don't miss your clients' messages.

Discover new clients and relevant real estate conversations

Social media for real estate isn't all about attracting clients: it's also about being proactive and seeking them out yourself.

For example, there are tons of dedicated Facebook Groups where real estate professionals network and provide referrals to each other. You can find these simply by searching your target market and "real estate" on Facebook.



Figure 14

Additionally, Sprout's social listening can help you hone in on conversations across social media for folks who might be looking to buy, rent or sell. Keywords such as your city, zip code or "agent" are a solid starting point for finding people who might be interested in your services.

Step up your social landing pages to snag more leads

Lead generation is a crucial skill for real estate marketers.

And when it comes to generating real estate leads online, your landing pages could mean the difference between a new lead or missed opportunity.

The first thing you need to know is you should have multiple landing pages. All too often, real estate agents make the mistake of using a single landing page for all their lead generation efforts. However, there are several ways to generate leads, so you'll likely need different landing pages for each.

For instance, you might create a gated piece of content such as "Top 10 Tips on Setting Your Home's Price," where people have to enter their email address to view it. But then on your homepage, you might include a lead generation form similar to what Blue Sky does for people to schedule a consultation.

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IT'S ALL AT YOUR FINGERTIPS
We employ the latest technology when we manage, list or help you buy property. Access your account online anytime, anywhere.

GET YOUR NO-COST CONSULTATION
Find out what your property should rent for. Maximize your investment property's potential. Save time and gain peace of mind.

Contact Us For Your Free Consultation

Name

Email

Phone

Rental Property Address *

Send me...
 Rent Value Analysis
 Property Management Proposal
 Home Valuation
 ALL THREE!

I need professional help...
 Immediately

SUBMIT

Figure 15

Creating landing pages that convert is both an art and a science. It takes a lot of testing to get right. But here are a couple of resources to help you out. In this helpful post, Instapage talks about the various ways to create real estate landing pages while Unbounce provides some easy templates for you to use.

How to grow your social following as a real estate business

To wrap things up, let's talk about growth. Assuming you have content to publish and understand how to win leads, there's still the issue of attracting more followers.

If you want to grow and sustain your following, here are some key tips to consider.

Promote your social accounts anywhere and everywhere you can

No secrets here. If you're active on social media, you need to be loud and clear about it to your clients and prospects alike. Here are some low-hanging fruit ideas for promoting your social presence:

Feature your social accounts on your homepage via icons (see below)

Include your social accounts in your email signature (Wisestamp has some awesome templates for this)

Add social icons to your business card for networking events

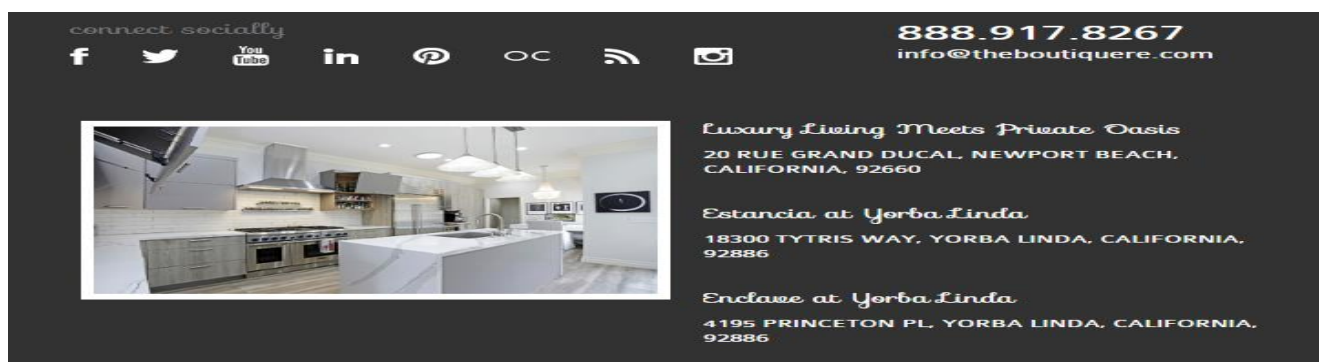


Figure 16

Don't let your social accounts gather cobwebs

Consistency counts when it comes to scoring engagement and ensuring that your posts are viewed as valuable by social algorithms.

Posting daily might seem daunting, but doing so is much easier with social scheduling through tools like Sprout. For example, you can easily cross-post to multiple profiles at once without having to log-in to them one-by-one. You can also tweak your posts and publish based on optimal engagement from platform to platform.

What matters is that you don't let your accounts look like a ghost town. When prospects see that you're posting regularly, they see that your business is thriving.

(Sprout Social, 2019)

3.7 Why Should I Have a Real Estate Social Media Strategy?

Real estate has seen a unique shift in the industry with the advent of the internet. Now, the first step in the home buying process for nearly all prospective buyers is a quick Google search.

People are flocking to Zillow, Redfin, Trulia, and your competitor's website to do their own research before ever consulting a real estate agent.

Getting the customer's attention now requires more care and creativity than ever.



Figure 17

And, perhaps another thing that makes real estate a unique industry is this simple fact:

You are the brand.

While this is true of other industries, it is especially important when your business operates in your local community. Competition is your middle name and getting your face in front of your city is your goal.

What better way to find your clients than to be on the platforms them frequent most? Social media is no longer an option for nearly every industry.

It provides an outlet for:

- Quick engagement
- Content publishing
- Advertising
- Brand Reinforcement
- Social Messaging
- Customer Relations Management CRM

Now moving forward it is important to define your goals. A great well-defined goal is both specific and measurable. While exposure is great, your end goal is probably a conversion funnel. An effective real estate social media strategy can set business's up with a pipeline to bring in new leads, nurture prospective ones, and follow up with past clients.

You are nurturing a platform of people in varying stages of the sales funnel, so it is crucial to be aware of the segmentation in your audience.

Get ahead of your competitors with an unbelievable real estate social media strategy. Dominating social media will have long lasting effects to your bottom line. Gain the edge in the market by employing the winning tactics we will discuss further.

What Platforms Should I Use?

All of them? Maybe.

It really depends on what kind of real estate you conduct. For example, Snapchat and Instagram cater to a much younger audience than does Facebook and LinkedIn. However, Instagram and Facebook tend to be leading converters.

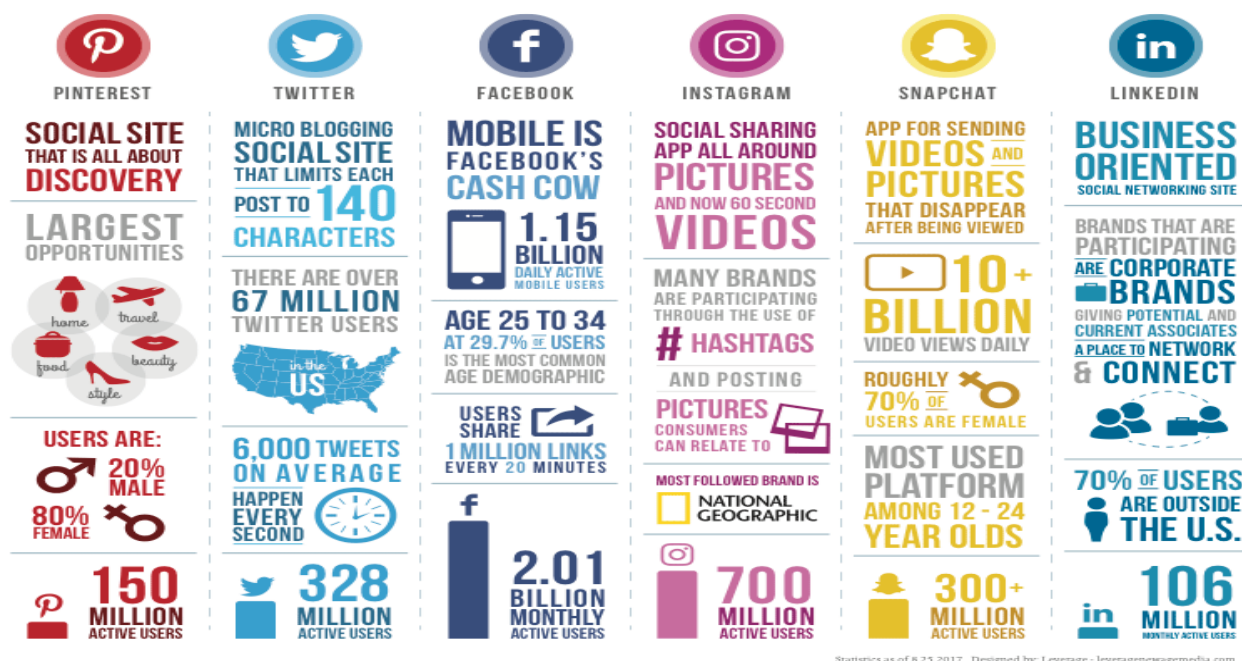


Figure 18

Of course there are always exceptions. So you should try everything until you find what works. However, for your real estate social media strategy, Facebook and Instagram will be your go to. LinkedIn is also very helpful, especially if you are in commercial real estate or in any other B2B setting.

No matter what platforms you use, remember these tips:

- Include your address, hours of operation & area of service on all account bios.
- Have plenty of calls to action on your page. Call Now, Schedule a Meeting, Website Link. You are trying to drive conversions over just traffic.
- Keep it professional. You are representing yourself with a personal account, so be aware of how you will be pictured by prospective clients when you post/share.

Focus on Quality Content

Black hat tactics and gimmicks have little room in an effective real estate digital marketing strategy. Especially on standardized platforms like social media, they fall even more flat. People have an eye for quality and so do most social media search engine algorithms.

High quality, useful content will always rise to the top. Content is king. It brings in visibility, gets people talking, and sells people on your brand.

Traditional marketing focuses on attention grabbing while modern digital marketing focuses on providing the most value in a competitive market.

As a real estate agent, you offer a service to your community and grow by becoming a figurehead in your town. Establishing yourself as someone who is vested in the community and engages in events will fare well in a public forum like social media.

You are an expert in a process a ton of people will have to go through in their lifetime. Most people can benefit from the knowledge you have to share.

Think about these content ideas you can use to promote yourself:

- Posting helpful articles regarding home buying and personal finance.
- Talking about the market in a thought piece on LinkedIn.
- Posting pictures/videos to promote community events.
- Doing live videos to give people an inside look on the business.
- Surveys and interactive content.
- Contests

You can even use social media to post listings with tons of high quality photography. Facebook supports panoramic & 3D views, which are especially beneficial to the real estate industry.

Uploading photography of your past properties is also a great way to show off your catalog of work.

While this might not secure the sale, it also might, with the right audience. At worst it provides quality content that builds your profile.

Proving your value to clients and peers through blogging will establish yourself as a thought leader of your industry.

Regular blogging can do wonders for your real estate digital marketing strategy by helping capture more leads. Not only this, but consistent blogging on a plethora of topics

sets up a pipeline to catch people in various stages of the sales funnel, from awareness to interested to decisive.

What better place to promote your valuable blogs than social media?

You can make posts about them or include links to them in your captions. But either way they serve as CTA's to direct people to your website. You can even use social media to find the next topic to write on – whether it is through engagement or social listening tools.

Another way to source material for your posts is posting user-generated content. This strategy is used across many industries to drive engagement and gain loyal followers. Oftentimes people will post on social media after the purchase or sale of a home. Repost their content!

Reposting other people's pictures/videos/posts (with permission of course) encourages others to do the same. And it shows that you're more than a salesman.

A spin on this would be to repost testimonials from past clients. This is a practice you should be using on your website. But like user-generated content, you will have to encourage your clients to engage with you. After a home buying process, it shouldn't be too much to ask, and it will do wonders for your credibility.

Be Consistent

Staying consistent is also a key when posting content to social media. People find that inconsistent or far in between posts tend to lead in a drop in followers. You want to stay in your audience's head if they are in the home buying process.

Think about crafting a regular release schedule by testing what days and time most people are active on social media. If you get good at this, you can even look into automating the process with scheduled posts and content.

If you think that staying on top of content release is a pain point for your real estate social media marketing strategy, you may want to look into hiring professionals. Our real estate specialists at LYFE Marketing have a wealth of experience building audiences for clients through regularly posted industry-specific content.

Advertisements

While advertising doesn't come with the same ROI as does quality content marketing, it can find its place as a supplement to an effective real estate social media strategy.

Ads are a shorter term, higher cost approach to lead generation. All platforms operate similarly under a few principles.

Facebook and Instagram use a Cost-Per-1,000 Impressions (CPM) while LinkedIn uses a CPM as well as a Cost-Per-Click (CPC) model. In both models you can set parameters on the target audience like age, location, etc.

- CPM – You are charged per 1000 people that will see your posts in the ad sections of Facebook and Instagram.
- CPC – Is a bit more cost effective because you only pay if someone clicks on your ad. It's a good way to be budget friendly while still being effective.

It is worth noting that after 2018 when many major companies, including Facebook, were scrutinized for privacy concerns, changes were to their advertisement system.

Most behavioral targeting for ads has since been removed such as 'likely to move', 'homeowners', and 'home renters.' The changes have affected the real estate industry substantially, but it is not out of the question.

Measure Your Reach

Remember how I said a good goal is both specific and measurable. It's hard to gauge if a post is doing well if there is no metric to go by.



Figure 19

Thankfully Facebook provides analytics on posts, so you can see if you are hitting the nail on the head with customers.

You can analyze:

- Impressions
- Click through rates
- Engagement
- Demographics
- Location
- Reach
- Relevancy

With a fine tooth comb, you can sort through your content to see what is resonating with whom. You can see if reach is coming from organic searches, vitality, or paid.

With this information, it would be hard not to capitalize by fine tuning your posts moving forward.

To Sum Up

The best time to plant a tree was yesterday. The second best time is today. Social media, like most digital marketing, takes time to build a quality foundation. However, once established, social media will be your greatest after hours sales funnel that works for you.

Now that you've read this, if you think your real estate social media strategy is due for a tune up or you simply would like industry-specialists to manage your social media accounts.

(<https://www.lyfemarketing.com/blog/real-estate-social-media-strategy/>, 2018)

Chapter 4 Case Studies:

Case Study One: How a real estate company grew via digital marketing

For every real estate developer, selling their property is the only focus. From offline to online advertising, brands are willing to try anything to generate leads and reach out to the potential buyers. In our experience, for most real estate developers, the digital medium works extremely well. We have seen that for some developers, over 1/3rd of their sales come from the digital medium.

The Challenge

Most developers, until recently have been using the offline medium for marketing. Developing from a large offline presence to online lead generation has its implications. Most real estate Developers does not know where to start the digital journey. Transitioning from generating sales via the traditional methods of cold calling to intensive integrated marketing campaigns, The Biggest Challenge Real Estate Developers' Face in Mumbai is determining what Digital Business Strategy guarantees a boost in high ROI?

Another key challenge faced by many property developers is the fact that amid the fast-paced digital shift, how does one choose the right digital channels or Online Advertising Strategy to drive toward the best quality lead that contributes to increasing their sales?

The real estate industry is forming a shift in the space and like every other competitor most real estate players do not clearly define the boundaries of what makes a good marketing strategy.

The Solution

In digital marketing, Real Estate in Digital Marketing terms means lead generation and this means implementing The Latest Digital Marketing Trends to capture that valuable lead that matters to your business. Effectively understanding which platform works to drive those very valuable leads is a strategic process which requires deep in-depth knowledge of gaining higher conversion rates that in turn Add Higher ROI to Your Business. This can vary right from understanding the campaigns to the various targeting options to driving the right audiences through a filtered lens to quantify which lead will ultimately have a higher impact to convertibility.

This is exactly what we do for our real estate clients:

The Results

What did we do that was different?

Optimized Landing Pages

Yes, you heard that right! In real estate, having an effective landing page is the key that opens the door to a variety of potential leads.

Having a static landing page that captures the basic information like name, number and Email isn't enough. Driving the leads to a call to action ensures that you grab their attention and ensure that the purpose of running all your ad campaigns is put to maximum use by getting them onto your landing page.

The landing page has to be highly optimized to ensure:

The landing page visitor is kept captivated by only key product information

The landing page specifies the project details and invokes curiosity to find out more details

There is no escape other than filling out the form so the chances of the lead bouncing off your page is minimal.

After all, optimizing the landing page is the only way to determine how those higher but better quality leads are driven!

What's new?

Lighter Landing Pages

Less is indeed more! Having key information yet with a minimalistic approach works better. This version of landing pages downloads faster doesn't have too many distractions and is to the point. In short, if you are trying to weave a story about your real estate project, then this landing page version is the moral of the story and that's it!

Optimized Ad Campaigns

With the rising growth of hundreds of various ad platforms, the digital marketing mix becomes even more complex with what metrics actually matter and how the importance of Tracking Your Advertising Campaign can drastically make or break the deal!

Tracking everything is an entire process which not only requires the metric objectives but becomes a game changer when you align those very metrics with the objectives of the brand strategy through the campaign.

So, one arises to the rock bottom question? What ads drive better conversions?

The infographic below summarizes every aspect of what one can expect from paid advertising including the pros and the cons:

What's new?

Vernacular Ads

If the probability is that everyone is Clicking on the Ads, why not make the content appeal in all languages that reaches a wider mass market to catch the attention on a native level. According to research, regional content does better online than English.

Using vernacular content in your advertising strategy makes perfect sense to target a broader Pan- India audience, especially those in tier II and tier III cities.

The key takeaway is to resonate with the local market with a message or call-to-action that urges them to your landing page (which can be curated to the local language as well) to drive them from consideration to conversion!

The Philosophy of Lead Generation

Yes, everyone is doing many things across the known platforms such as Facebook, Google, Yahoo and Columbia but what next?

Investing in other unknown territories and trying out various tools only help drive conversions up to a certain point.

Instead of looking outward, why not focus on driving the main tool (The Landing Page) into a multi-channeled function that serves many purposes with a multi-project landing page!

It's simple, cost-effective and solves the problem of repetition and monotony across landing pages.

The ROI for Real Estate Developers

Having emerged from a generating leads for a stand-alone project to delivering results across multiple projects both on the domestic market and international market, we have successfully driven hundreds of sales spending vast amounts of money to churn around 10 times the growth revenue than any other digital agency can deliver attributing to only 1% of the sale value, the cost per leads has been crucially optimized to deliver better results than ever before!

Our Approach

Our approach to driving an Integrated Lead Generation Strategy is to constantly re-evaluate the 'go-to-market' strategy rebuilding the value proposition each time.

Why optimize for the sake of getting more leads if the qualitative factors aren't scrutinized?

Why attribute ROI only the basics of digital advertising and its limitations?

Why drive a multi-channeled advertising strategy if it doesn't deliver higher ROI?

If you are looking for the best strategies for digital marketing, read our blog on the complete guide for digital marketing for real estate.

(<https://www.socialbeat.in/blog/case-study-real-estate-company-grew-via-digital-marketing/>, 2017)

Case Study Two: Providing real social media for luxury real estate brokerage

The challenge

A boutique luxury real estate brokerage was using a social media service for its Facebook, Twitter and LinkedIn accounts which automatically populated content, often posting similar pieces of content back-to-back over a short period of time. Unfortunately, company leaders came to find many of those seeing this automated content weren't their target audience – or in many cases even in the same hemisphere. The company approached Kimball Hughes Public Relations and tasked us with developing a strategy to increase engagement in appropriate local communities and raise the brand's social media visibility among existing and prospective clients.

The solution

Kimball Hughes Public Relations developed a strategy based on a qualitative analysis of the brand's audiences and turned the brokerage's social media channels into a voice for real estate news and practical advice that spoke to that audience. We also included professional staging and decorating tips, luxury lifestyle features, and home and garden how-tos – focusing on national, regional and local media and content providers read by those in the market interested in buying and selling high-end homes. This strategy resulted in substantially improved engagement, follows and interaction from leaders in the real estate industry, internationally renowned design experts, Realtors, the media, and current and potential clients within the brand's target markets.

In just the first 30 days, Kimball Hughes Public Relations delivered the following results:

- Facebook engagement increase of more than 93%
- Twitter engagement increase of more than 248%
- Twitter followers increase of more than 47%
- LinkedIn visibility increase of more than 1,521%

Case Study Three: Creating a recipe for success

The challenge

With nearly one dozen full-service restaurants and exclusive event spaces in New York, New Jersey and Pennsylvania, a successful hospitality company's CEO reached out to Kimball Hughes Public Relations after witnessing first-hand how the agency successfully promoted a deal that happened to involve one of the hospitality company's new properties. We were asked to create a six-month campaign that would increase awareness of the parent company's then-little recognized brand, as well as its many establishments, executives and chefs as it pursued an aggressive growth strategy.

The solution

Using the tourism and hospitality public relations experience of its staff, Kimball Hughes Public Relations set the table for an aggressive, and successful, media relations strategy. In consultation with the organization's leadership team and venue managers, we were able to quickly secure a dizzying round of media opportunities, including a two-page feature in New Jersey's leading business publication about the company's president, followed by articles in a series of mainstream business and hospitality publications featuring the company's chefs. Our team also secured invitations for the company's chefs on regional morning news television programs, and coverage of select restaurant and event venues with nationally renowned lifestyle and culinary magazines on online outlets.

(<https://www.kimballpr.com/case-studies/creating-a-recipe-for-success>, 2020)

CONCLUSION

Social media channels set off on the wrong foot when it gained popularity a few years ago. Critics have made light of why users strive to join the bandwagon. In fact, businesses have also turned a blind eye on social media, especially the real estate industry. But lo and behold, the tables have turned. Social media networking sites have become one of the primary targets of real estate companies for their marketing needs.

With over 2.82 billion users tallied in 2019, it's no surprise why social media marketing is effective in boosting brand awareness. In fact, experts are saying that users will soar up to over 3.09 billion in 2021.

That said, now is the time to use social media for the real estate business. Before you start crafting a marketing strategy, learn the benefits of social media marketing. Plus, know why it has a seismic impact on the real estate industry.

Benefits of Social Media Marketing for Businesses

Before we discuss the ways on how social media impacts the real estate sector, here are the top benefits of using it for advertising.

Whether you're boosting brand awareness, expanding your social media base, or gathering leads, these top benefits will help you reach your goal.

- Bolsters online presence in today's digitally-oriented era
- Versatile in giving audiences various marketing mediums and collaterals
- Efficient in providing complete information to potential customers
- Excellent platform for communicating with your existing and target customers
- Makes your brand an industry leader
- Enhances credibility and branding

While these benefits will drive marketers to go down this path, these business social media marketing statistics should encourage marketers even more:

- 44 per cent of businesses use social media to boost brand awareness
- 41 per cent of businesses leverage social media to increase their bottom line

If a homeowner is wondering how to sell a house fast, the information superhighway should be the best avenue to look into. By consulting search engines, it should be easy to find real estate companies, agents, and whatnot.

However, most businesses now rely on social media for online presence. That said, people will likely see a myriad of real estate business accounts on Facebook, Instagram, Twitter, and more.

As a marketer, this fact shouldn't be overlooked. While the users' viewing and searching trends evolve, you also need to keep up with the trends so as not to get left behind. Social media now allows businesses to reach potential markets even in the remotest parts of the world.

Of course, it doesn't work like magic. An excellent and unyielding marketing effort is necessary to achieve this.

Business Scalability

Scalability is one of the primary goals of real estate business, or any business, in general. The rising number of social media users should be enough to make businesses look for their target audience on social media channels.

But wait; let's not forget social media ads that are selling like hotcakes nowadays. For instance, Facebook Ads have great features that can segment your campaign and set your objectives according to your plan. And did I mention it's fairly easy to use?

First, you can go to the Facebook Ads Manager and start setting up your campaign objective. Then you can go through the different settings to further narrow down your target audience.

Let me give you an example of filtering how your ads are displayed. On the Ads Manager, you go to "Ad Set" and click on the "Audience" option. Here, you can set the settings according to:

- Location
- Age
- Gender

- Detailed Targeting

Another excellent benefit of using Facebook Ads is that it allows you to control your ad budget through Campaign Budget Optimization. Read this link on how Campaign Budget Optimization maximizes your marketing budget.

These are just some of the features of Facebook Ads. You can use these in other social media channels and you'll be surprised how quickly your real estate business will scale.

While Facebook and Instagram are also used for recreation, LinkedIn is a different social media networking site. It gives focus on a more business-to-business level of connection.

That said, realtors and agents have more opportunities to find and connect with like-minded individuals on this site. And with an industry that sometimes relies on referrals and word of mouth, this could be a useful platform.

Better Communication

It's no surprise how people use messaging applications more than the conventional way of texting or communicating with someone. Why? Well, it's faster with real-time benefits, interactive, and it's free!

Marketers can even use social media messaging apps when cascading a marketing campaign. Not only are you guaranteed to reach the targeted audiences, but you can also personalize the message for higher engagement and success.

Digital marketers should be looking into social media marketing for real estate businesses. Whatever the goal is, social media's impact includes, but not limited to, more leads, targeted audiences, higher conversions, and lastly, revenue increase.

(<https://www.adlibweb.com/the-impact-of-social-media-on-real-estate-business/>, 2020)

Recommendation on how to sale or rent a house fast in slow market

Selling your real estate property is a big deal. It takes time and effort. However, if the real estate market is experiencing some downtime, the whole process may take so much longer than usual. It is something you can't control. But, it doesn't necessarily mean that you'll just let it affect your goal of selling the real estate property.

We will teach you how to sell your house fast in a slow market. We will round up everything that you need to do if you don't know what to do to sell your house fast and some tips to sell your home in a slow market.

What are the signs of a slow market?

When selling a real estate property, dealing with a slow market can drastically affect the process. The slow market usually occurs when there are too many real estate properties for sale and the number of possible buyers is low in number. Even though a slow market is normal from time to time, but it may have a negative impact if you want to sell your property fast. Here is some of the surefire ways proving that the real estate market is slow –

- Increasing real estate properties for sale,
- The price reduction of the real estate is continuously increasing,
- The real estate property stays on the market longer,
- The investor activity is slower than usual,

If you're wondering what to do when selling a house or real estate property because of the turtle-like movements in the market, let us help you find a way to sell it. We round up the seven tips for selling your house fast in a slow market so you don't have to deal with any issues along the way. Plus, these tips will tell you how to sell your house quickly too.

1. Stage your property

Home staging is an effective way to present your house to potential buyers. In order to sell your house fast, you need to try home staging as it can draw the attention of potential buyers. Here are some of the effective ways to make the most out of your home staging efforts:

- Effectively de-personalize the property and remove items such as family pictures, self-portraits, and other memoirs you ought to keep for yourself.
- Focus your staging efforts in the parts of the property where it counts the most like the living room, kitchen or dining area, and master's bedroom.

- Get rid of all the clutter. A potential buyer will not be attracted to a real estate property filled with clutter and trash. Make sure to remove any sort of clutter that may distract or push away potential buyers' interest in getting what you're selling.
- Clean the whole property inside and out. This one's interconnected with removing the clutter but focuses on the nitty-gritty dirt that may turn off potential buyers.
- Ask for the help of a professional repair service team to do the patching or fixing. Keep in mind that a potential buyer may not be ready to deal with unnecessary patching or fixing that your house has to offer. In addition to that, a potential buyer may prefer a house that is free from such a hassle. Thus, make sure that your house is ready for its new owner by checking or fixing everything that needs such.
- Neutralize the property and make the potential buyers imagine themselves or their family in the property. Make them feel that it's their property already.
- Add more light as it brightens the house making it look fresh. As part of the home staging process, it helps to highlight the good features of the house. So, make sure that you have enough lighting fixtures around the property.
- Highlight the good stuff and focus on the features of the house that's worth the talk.

Without a doubt, home staging is a great way to sell your house fast. By doing so, you can easily attract a potential buyer for your once beloved property. It will also help to effectively combat the burden brought by the slow market.

2. Understand the mechanics of selling a real estate property clearly

Selling a real estate property doesn't just rely on your needs. There are other factors that need to be considered to make the house selling process work for your favor. Understanding the process of effectively selling your house will give you a great insight on *how to sell your house*.

3. Find the best real estate agent in the area

Selling a real estate property when the market is slow is challenging. At times, you'll need a professional agent to assist and help you out. When searching for an agent, invest with someone who is knowledgeable enough to help you make the most out of your property.

Choose a qualified real estate agent who has proven experience in selling properties who can help sell home fast.

4. Determine if you can possibly consider a short sale

A short sale is a process of selling real estate property for less than the amount owed on the mortgage. Let's put it this way, the seller needs the cash to fully repay the mortgage lender. It usually happens when the lender or bank agrees to a short sale in order to repossess a portion of the mortgage loan owed by the lender.

A short sale usually happens when the economy is not in good shape. For instance, the United States experienced a lot of short sales for real estate properties when it experienced the Great Recession.

If in case you have to sell your property when the market slows, check the possibility of doing a short sale. It is the best way to sell your house in a slow market.

If you think resorting to a short sale is disadvantageous on your part, here are the things you may not be aware of.

Doing a short sale for a real estate property will help improve your credit score. It will also help carry the emotional burden brought by home mortgages. Lastly, a short sale can help you break free from home sale fees which may take around 3-15% of the total selling price.

5. Sell your real estate property to a wholesaler

If a short sale is not a great idea for you, why not try to sell your house to a wholesaler?

Is this the first time you encounter this process? Real estate wholesaling is the process where you can sell your house fast and it's not the same as the wholesaling you're familiar with. In fact, real estate wholesaling has nothing to do with bulk selling for the purpose of resale.

Primarily, the concept and purpose of real estate wholesaling are to help the homeowner how to sell a house fast to the interested buyer before the original contract closes. By doing so, both parties can avoid exorbitant real estate fees.

6. Utilize the World Wide Web in selling your real estate property

Marketing is a vital part of selling any product, may it be clothes or real estate properties. In this digital age, it's easier to make the most of the wonders of the World Wide Web in order to sell your house fast.

There are hundreds, if not thousands of websites where you can sell your real estate property. What's good about using the World Wide Web is the fact that you can score a great listing website for free.

Yes, you read it right. Marketing your real estate property online doesn't have to be expensive. As a matter of fact, you can start selling your house online as soon as you want to. Aside from that, since the number of Internet users has already tripled, giving you a wider reach just by using the Internet.

7. Identify when to sell your house

When it comes to real estate property selling, timing can make or break the whole process. This, you should check whether it is a buyer's market or a seller's market.

What's the difference between a buyer's market and a seller's market?

In a buyer's market, the number of buyers is higher than the number of sellers or real estate properties for sale. In other words, the seller can control whether he or she wants to increase the value of the property as the demand is higher than the supply. On the other hand, a seller's market refers to the phenomenon when there are more sellers and properties for sale than interested buyers.

Final Thoughts of Slow Market House Selling:

In conclusion, selling your house at the right time is an important factor. If you can avoid selling a real estate property when the market is slow, it will be good. However, if doing so is totally impossible, try the tips we mentioned above and you can definitely sell your house faster than anyone else.

If you're still wondering how to sell a home quickly, we got your back. We specialize in buying houses fast that give homeowners the best home value. Our team of professionals is ready to assist you to make selling houses fun and easy.

Real estate selling doesn't have to be a tedious and painstaking process no matter how slow the market is. If you know the proper steps and strategies, selling your real estate property can still be done in a breeze.

If you're looking for ways how to sell your house fast in a slow market, make sure to follow the tricks we shared and you're good to go. In no time, you'll find the perfect buyer and be able to sell your real estate property.

(Houses, 2020)

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