



Your Guide to

**SOCIAL MEDIA MARKETING:
EVERYTHING YOU NEED TO KNOW!**

SOCIAL MEDIA MARKETING: EVERYTHING YOU NEED TO KNOW!

- Intro
- How to guide to get your clients to download your app in the App Store with 1-click from any images or posts
- Marketing Ideas & Examples - Connecting with your audience
- Call to Action ideas for your status updates
- How to make your app easily accessible on all of your social media profiles
- Conclusion & Resources
- Q&A

A TECHNOLOGY ERA

We live in an era of technology and social media.

If you're not already, it's time to get socially smart for your business! You've already taken the first step in having your own mobile app to share with your clients. We're here to help with the rest!

SOCIAL MEDIA & YOUR APP can work together to compliment your business and help you connect with your clients.

72% of all online adults are active on Facebook

91% of realtors use social media to some extent

9% of realtors use social media to market their listings!

83% of all home buyers want to see pictures of properties online

52% of all home buyers used an iPhone in their home search

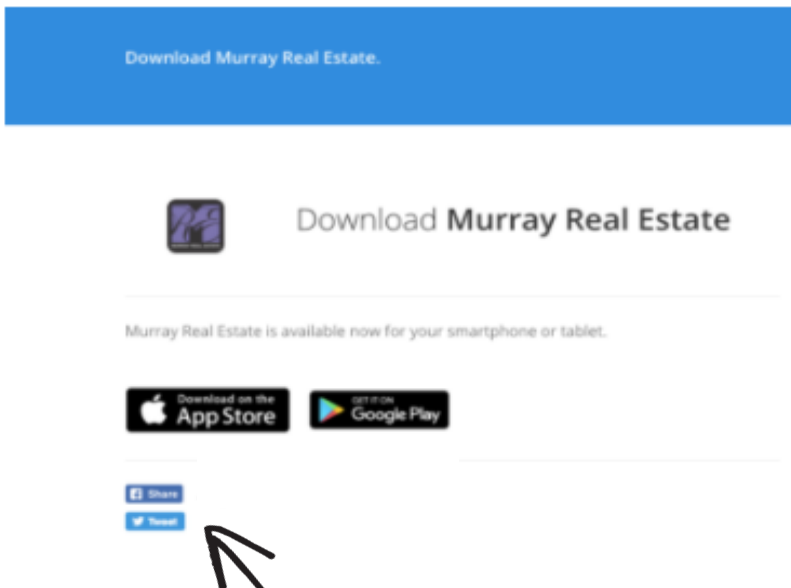
49% of leads will come from referrals in 2017

WHAT'S A MAGIC LINK?

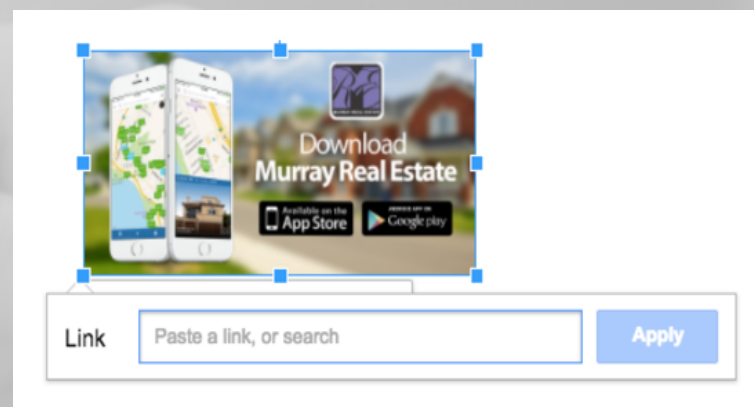
How to guide to get your clients to the app store with 1-click from any images or posts:

Each HomeStack App has a unique download link/landing page that we recommend you use on all marketing pieces. This will direct everyone who clicks to download your app directly from the link!

Each link looks like this: homestack.com/a/YOURAPPNAME



or hyperlink an image...



directly share your app to Facebook/Twitter



Tip: If you aren't sharing from the above landing page or hyperlinking an image, simply include your magic link at the bottom of your post. Ex: Download my app here: (insert magic link)

MARKETING EXAMPLES & IDEAS

If you'd like to have some fun with your posts or change it up you can use ANY photo to create variety in your posts - just make sure to include your Magic Link in your post.

THREE THINGS YOU MUST INCLUDE:

Los Angeles
Homes

APP NAME



APP ICON



APPLE & GOOGLE
STORE GRAPHICS



EXAMPLES:



North of Montana
HOMES

FREE APP



Get accurate information on every
listing & Open House in SoCal!

Download **Stacy Draper Real Estate**



Fast, easy,
and accurate
home search!



MARKETING EXAMPLES & IDEAS

Introducing The Smith Group APP

The Smith Group, Coldwell Banker Residential Brokerage
March 31 · 🌐

"Forget your troubles, come on get app-y
You better chase all your cares away
Shout Hallelujah, come on get... Continue Reading



24 6 Comments


10:16 PM 42%

The Smith Group, Coldwell Ban...

Home About Photos Videos Reviews Pi

The Smith Group, Coldwell Banker Residential Brokerage
April 7 · 🌐

Have you seen our new APP?
Put the power of the MLS at your finger tips.
Free Download:
bit.ly/SmithGroupRealEstateANDROID
bit.ly/SmithGroupRealEstateIOS



3

Like Comment Share

gregoryrealestategroup 8:00 AM




1 6 Sha

40.4K 1.5K Comments 30.9K Shares 2.2M Views

Like Comment Share

Essex Mortgage Dream Team - Momi Pointer and Alex Risko
Yesterday at 12:00 PM · 🌐

Looking for a new home or thinking of selling one?
Check out our mobile app to see property values in Orange County <http://ow.ly/B1K030a9CY4>



What's your home worth?
We want to make homebuying as easy, effective and fun...
us10.campaign-archive1.com

Like Comment Share

GET CREATIVE

Creating a promo is a great way to encourage more downloads of your app! For example, post an photo of a cup of coffee from Starbucks with the caption:

"Happy Monday! Your next cup of coffee is on me! Simply:

- 1) *Share this post*
- 2) *Download my FREE real estate app "ABC REALTY". Download here: Insert Magic Link*
- 3) *First 10 users earn a \$5 gift card.*

This will encourage shares, likes and interaction!



Tip:



There are FREE tools like CANVA that you can use to create images for special posts or promos. They provide many stock images for free like the one above. No fancy photoshop skills needed, just a little bit of time to navigate the site. Visit www.canva.com to learn more!

ENGAGING WITH VIDEO

In 2016 social media saw a huge boost in video engagement. 2017 will be more of the same with a special focus on Facebook Live.

People spend 3x longer watching live videos than recorded videos.

Talking about your app is always the most effective way to have your prospects & clients not only download but also use your app. This is why Open Houses remain to be one of the more successful adoption rates that our clients see with their app!

A few ways to incorporate videos:

- Whether it's a recorded video or a live video, bring in your audience by talking about how awesome your app is through a video post!
- Showcase your app in open house video tours
- Announce app in market updates also!
- Use free video services like Ripl to create engaging videos about your apps or listings. Especially great for Instagram! Download Ripl in the App Store.

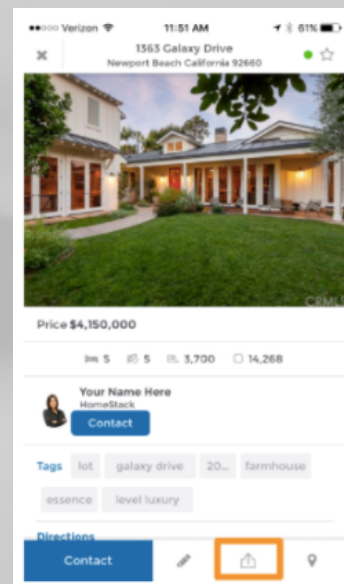


Tip:



Want to send your clients straight to one of your listings on your app? Include the unique URL link for your listing at the end of any posts that you are plugging about your listing on social media in place of your Magic Link!

Access that link from the share button on the bottom of your listing, see here:



CALL TO ACTION VERBIAGE

We've already seen a few CTA's in the previous slides but let's take a closer look into what is in a CTA and why they're important.

First off, with social media or any marketing channels, we know that we have a small window of time to say what we need to say to communicate next steps.

Whether your post is informative or fun, you want the call to action to download your app to be SPECIFIC + COMPELLING. Tell them why they need your app and how to get it, as clearly as possible. This can easily be accomplished within 1-2 sentences.

Above is a cheat sheet that we put together for you with a few CTA's that you can build upon. Remember your app updates every 30 seconds with live info from the MLS and is way more accurate than Zillow and Trulia. It's also a direct connection to get a hold of YOU. These are all great points to bring up in your CTA.



Tip:

Want to learn more about CTA's for marketing your app? Check out our blog post. This cheat sheet is also available for a direct download there! Visit <http://blog.homestack.com/whowhatwhen/>

HomeStack

APP MARKETING: CALL TO ACTION VERBIAGE

Looking for the perfect tagline or phrase for your postcard, mailer, twitter post? Here's a great place to get started. Make sure you personalize these with your app name and farm area (if applicable) to make them your own!

- MLS at your fingertips! Download my app _____ today!
- Thousands of homes in the palm of your hand! Search _____ in the App Store!
- Finding your next home is just a tap away. Download my new app _____ today!
- Check out our MOBILE APP! Download _____ and search ALL listings in your area!
- For UP TO SECOND listings in _____ download my FREE app _____!
- Looking for (Newport Beach) OPEN HOMES? Search on my app! Download _____ today!
- Now all of your real estate needs are just one touch away! Download my app _____ today in your App Store.
- Curious what the house next door is selling for? My app is a quick, easy way to keep track of what's going on in your neighborhood!
- Looking for a fun, easy way to look for a home in the area? Download my free app _____ for accurate information that you can save and share with anyone!
- Frustrated with the home buying or selling process? See how we're helping our clients find their dream homes quickly and efficiently. Download my app _____ and make home-buying a breeze!
- Buy your next home for less than the cost of paying rent. Find it easily on my app _____

Again, these are just a springboard for you - make sure to make it your own! If you have questions, or need additional help, drop us a line, we'd love to help!

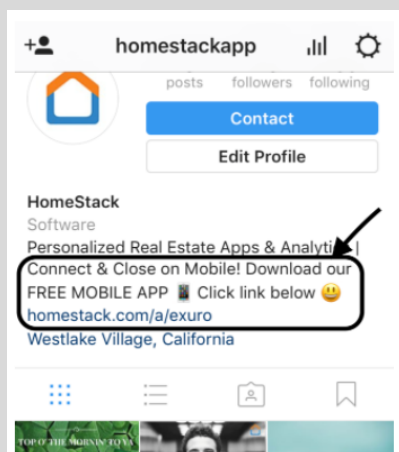
1-TOUCH AWAY

How to make your app easily accessible on every social media profile:

Aside from “posting” updates on all of your social media channels, you also have the opportunity to add it on every profile. Below are a few suggestions to help your app be more visible while visiting any of your pages.

Each social media platform can be different so we’re here are best practices for each:

INSTAGRAM

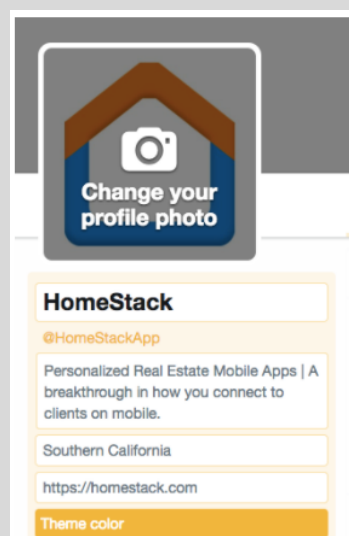


With Instagram you can't include links in your posts. Most businesses include their website link in their bio. We already know if your clients are scrolling through IG then they're on their mobile device. It's best for them to be guided to your app over website.

Settings > Edit Profile > Website field [Insert Magic Link] > Description [Insert Call to Action]

Tip:
When posting about your app on Instagram post a photo of your app icon and add "Click Link in Bio" at the end of your post.

TWITTER



Here's how to add your app in Twitter: Profile page > Edit Profile (top right hand corner) > Website field [Insert Magic Link] > Description [Insert Call to Action]

Tip: Create a post about your app on Twitter, then "PIN IT" to the top of your profile so it's the first thing seen when visiting your page!

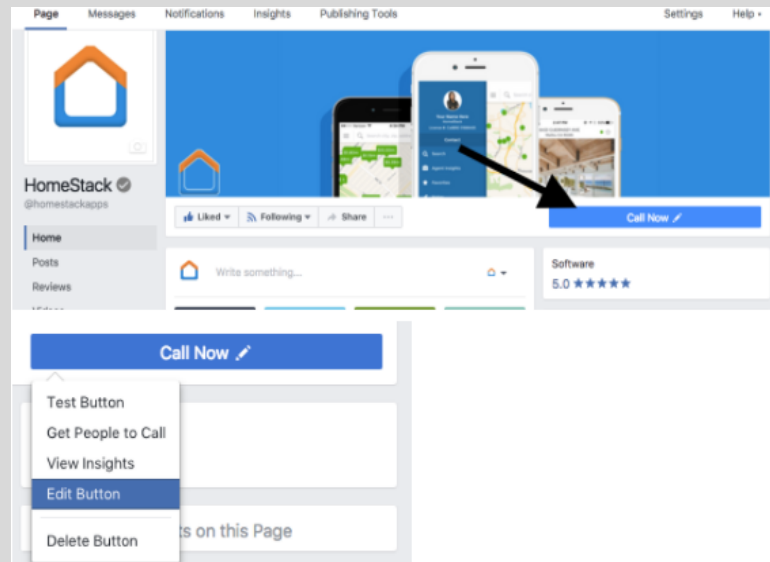
1-TOUCH AWAY

FACEBOOK

First, do you have a personal or business page? Need help setting up a business page? First go to <https://www.facebook.com/business/learn/set-up-facebook-page> and you'll get the steps from there!

Once you have your FB business page set up, you're ready for the next step! Facebook has made it very convenient to add your app to your business page as a Call to Action button.

We highly suggest you take advantage of using the "USE APP" call to action button on your Facebook business page. Here are the steps to set this up:

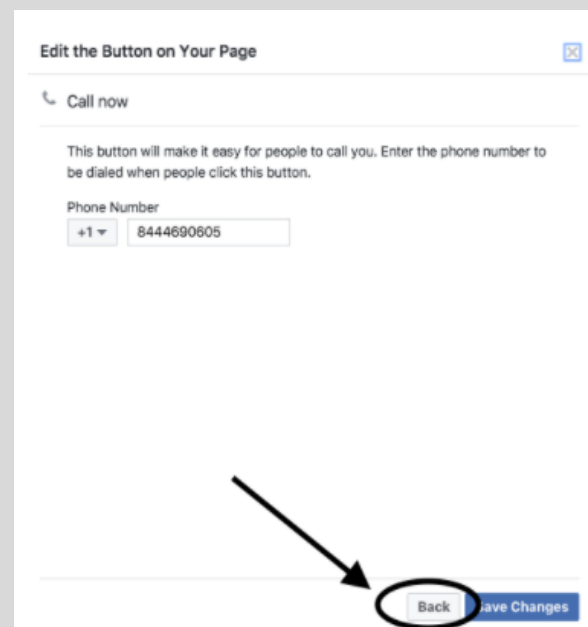


1. Go to your business FB page.

2. Click the CTA button on the top right of your page. Your CTA may currently read 'Call Now' or 'Contact'. (You'll see a pen in the button indicating it's ready to edit.)

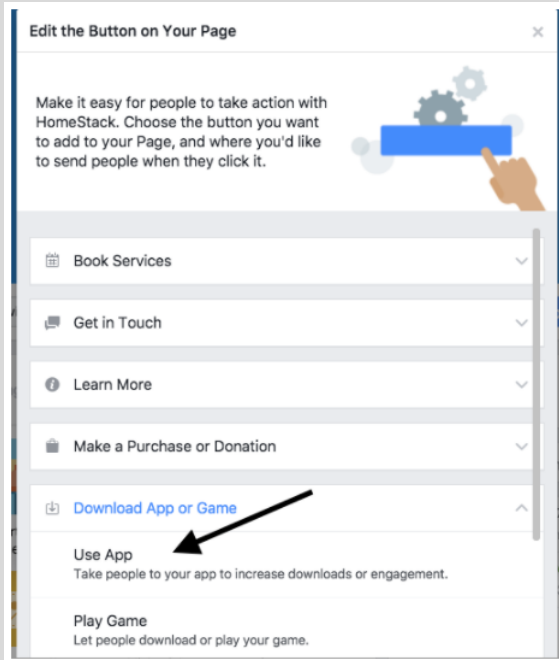
3. Click 'Edit Button'.

4. From the popup window you may see a screen with 'Back' or 'Save Changes' as options on the bottom right. If so, click 'Back' to get to the screen with multiple options.

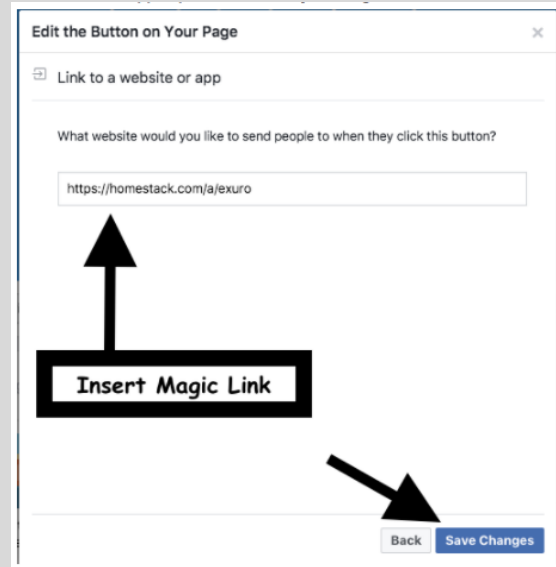


1-TOUCH AWAY

FACEBOOK



5. Click the "Use App" option, insert your Magic Link into the field & save!

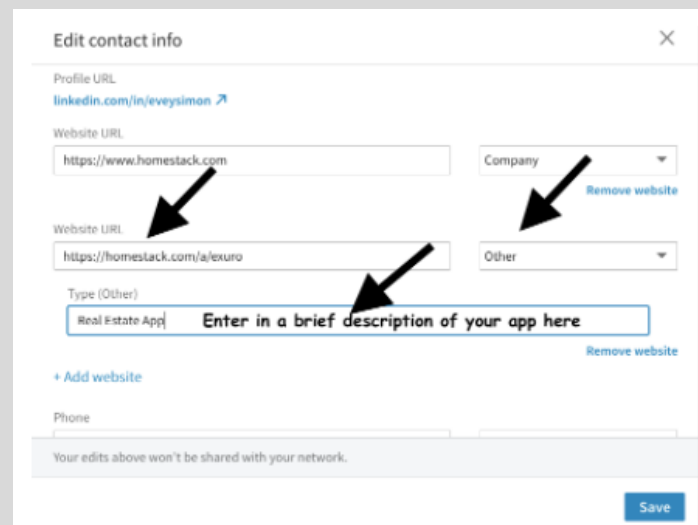
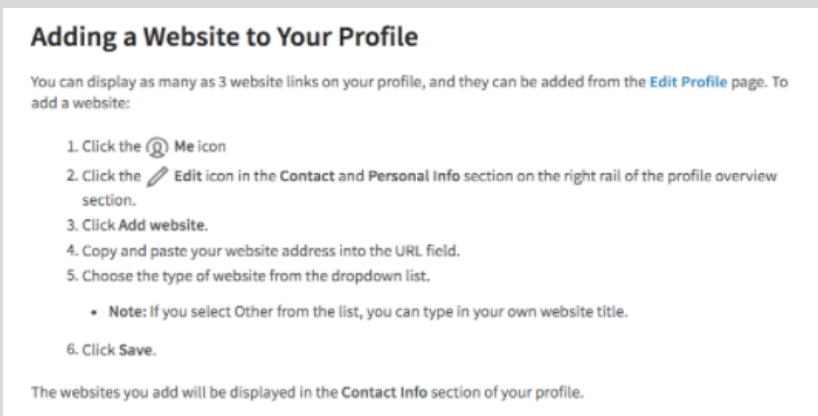


6. Test your button from a desktop and mobile device ensuring that it's working properly. The button will bring them to a download page or the App Store itself depending on which device they're using.

LINKEDIN

If you'd like to add your app to your LinkedIn profile, use a marketing image to promote your app or your app icon image. This can be added as "media" to the summary section of your LinkedIn profile.

The second place you can add it would be in your "personal info" section. Add it as a secondary website, see below.



CONCLUSION

You should now have the basics covered and be able to use social media to maximize downloads and user engagement of your app! The easier you make it for prospects and clients to find your app, the better your results will be.

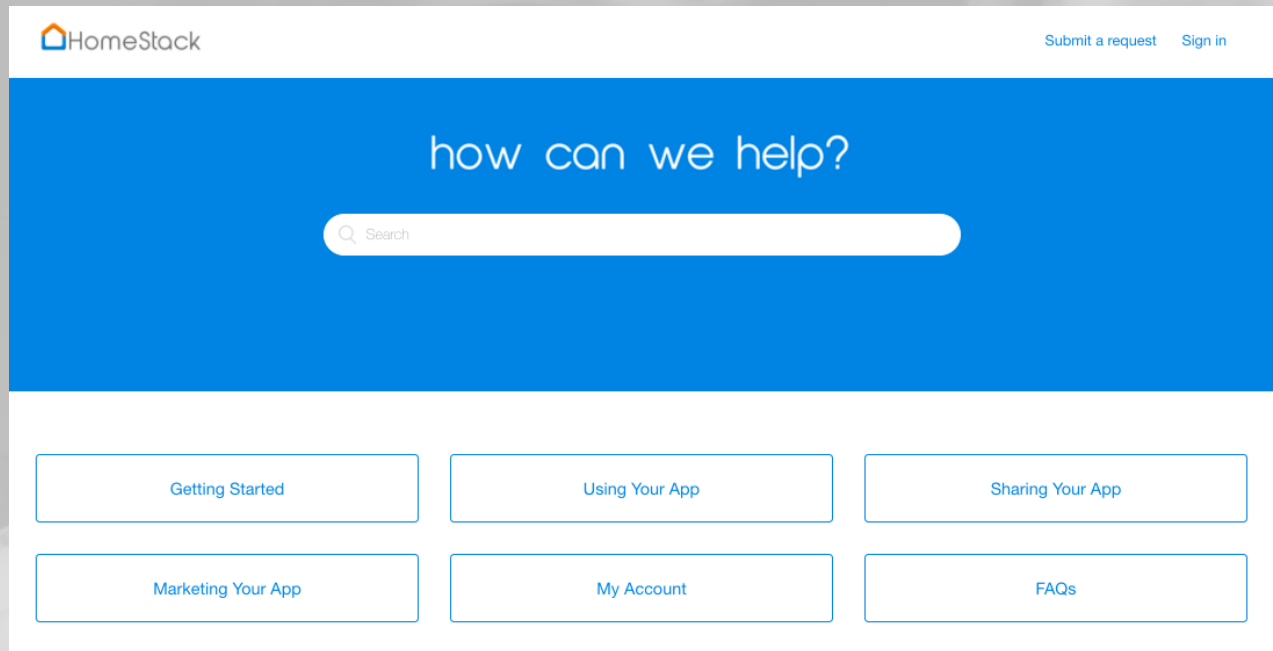
Short on time? Spend an afternoon creating drafts of your posts on Facebook and schedule them to post at later dates, planning ahead for the month or quarter means it doesn't get overlooked. This can be done from the "Publishing Tools" section of your Facebook Page. It also doesn't hurt to recycle some of the same posts. Many CTA's that are put out in your marketing are not acted upon until seen 6+ times, consistency is key.

WHAT'S NEXT?

In Part 2 of this webinar we will dive a little more in depth with reaching outside your own network on Facebook & Twitter by target marketing to your farm through paid ads.

We will cover:

- **Boosting Posts**
- **Running Paid Ads**
- **Strategies**
- **Estimated Costs**



HomeStack Help Center: support.homestack.com

Interested in become a **Facebook & Instagram marketing expert**? Check out Facebook's education center (Facebook Blueprint) for advanced training modules. <https://www.facebook.com/blueprint>

If you'd like **more in depth strategies** in general to connect with your social media audience as a real estate agent I highly recommend checking out Katie Lance's #GetSocialSmart Academy. She covers a wide array of valuable info whether you're brand new to social media or looking to take it to the next level!
<https://getsocialsmart.com/>