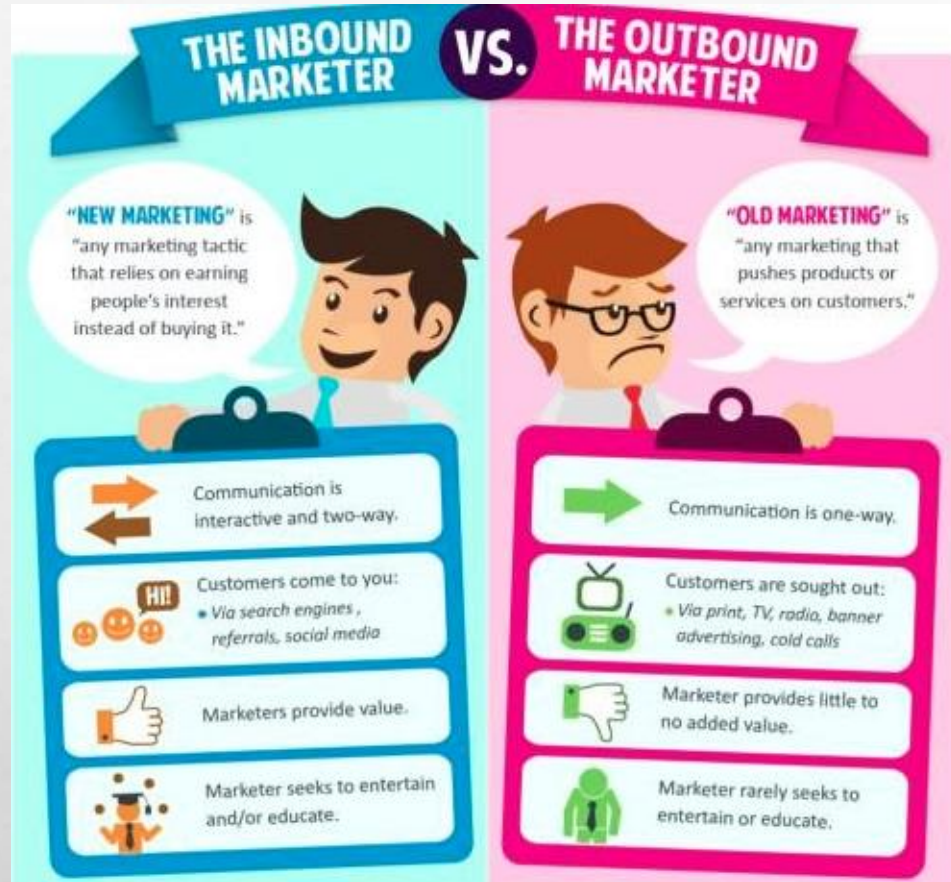


RX PRO REALTOR SOCIAL MEDIA

GREATER MIDWEST REALTY



SHOULD YOU BE USING SOCIAL MEDIA?



Inbound marketing costs
62% LESS
per lead than outbound marketing

Outbound:
\$373 Average Cost per Lead

Inbound:
\$143 Average Cost per Lead

•78% of companies now say they have dedicated social media teams, up from 67% in 2012

SHOULD YOU BE USING SOCIAL MEDIA?



- The real estate industry is second overall in terms of inbound engagement relative to audience size

FACEBOOK STATS

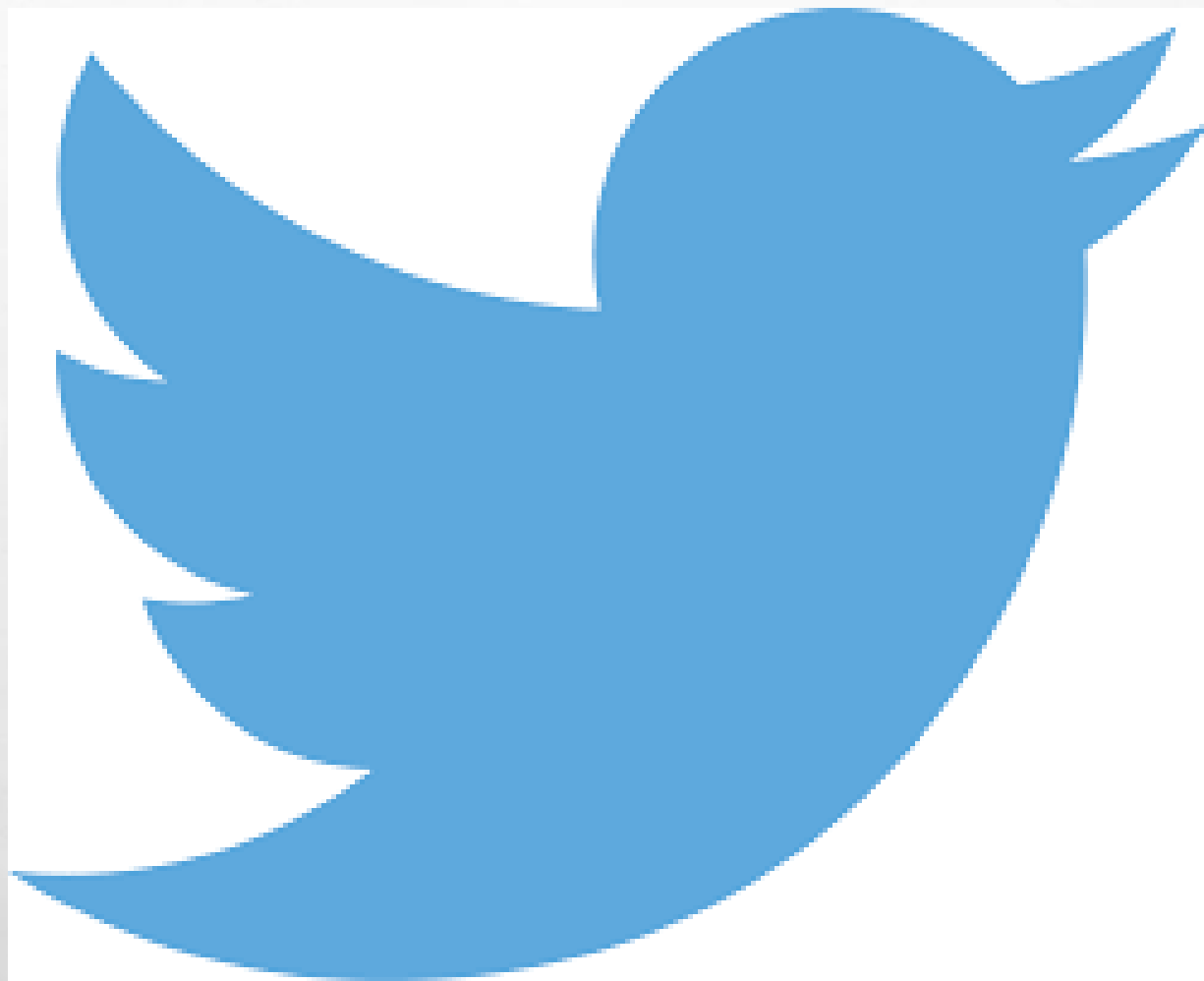


- **1.393 BILLION MONTHLY ACTIVE USERS**
- **72% OF ONLINE ADULTS USE FACEBOOK AT LEAST ONCE A MONTH**
- **HIGHEST TRAFFIC OCCURS MID-WEEK BETWEEN 1-3**
- **USERS SPEND AN AVERAGE TIME OF 21 MIN. PER DAY ON FACEBOOK**
- **31% OF ALL US SENIOR CITIZENS USE FACEBOOK**

YOUR FACEBOOK PAGE – QUICK TIPS



- **POST ALL OF YOUR LISTINGS**
- **POST ALL OF YOUR OPEN HOUSES AND BROKERS OPENS**
- **LIKE THE GMR FACEBOOK PAGE AND RE-POST OUR POSTS!**
- **JOIN THE GMR AGENT ONLY GROUP**
- **POST RELEVANT ARTICLES ON REAL ESTATE**
- **POST AT MINIMUM 2-3 TIMES PER WEEK.**
- **DO NOT POST MORE THAN ONCE A DAY.**
- **80 PERCENT OF YOUR POST SHOULD INCLUDE PICTURES**

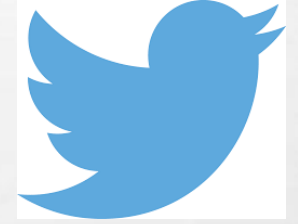


TWITTER STATS



- **284 MILLION MONTHLY ACTIVE USERS**
- **29% OF MILLENNIALS USE TWITTER (AGE 15-34)**
- **52.7 AMERICANS USE TWITTER**
- **23% OF US ADULTS USE TWITTER**
- **NOON-6PM TWEETS GET THE BEST CLICK THROUGH RATES**

YOUR TWITTER PAGE – QUICK TIPS



- **TWEET ALL OF YOUR LISTINGS**
 - **INCLUDE PICTURES & LINK**
- **TWEET ALL OF YOUR OPEN HOUSES AND BROKERS OPENS**
 - **INCLUDE PICTURES & LINK**
- **TWEET RELEVANT ARTICLES ON REAL ESTATE**
- **TWEET EVERY DAY!**
- **YOU CAN TWEET MULTIPLE TIMES PER DAY.**
- **HALF OF YOUR TWEETS SHOULD INCLUDE PICTURES**
- **USE HASHTAGS (#)**



INSTAGRAM STATS



- **75 MILLION INSTAGRAM USERS (60.3 MILLION ARE IN THE US)**
- **20% OF US ONLINE FEMALES HAVE INSTAGRAM**
- **15% OF US ONLINE MALES HAVE INSTAGRAM**
- **26% OF ONLINE US ADULTS USE INSTAGRAM**
- **49% OF US INSTAGRAM USERS USE IT DAILY**
- *FACEBOOK PAID 715 MILLION FOR INSTAGRAM**

YOUR INSTAGRAM— QUICK TIPS



- **TAKE PICTURES OF YOUR LISTINGS AND POST THEM**
- **POST TIMES AND ADDRESS YOUR OPEN HOUSES WITH A PICTURE OF THE HOUSE**
- **POST CAN BE 1 A WEEK TO EVERY DAY**
- **USE HASHTAGS (#)**
- **100 PERCENT OF POST SHOULD INCLUDE A UNIQUE PICTURE**



LINKEDIN STATS



- **347 MILLION USERS (107 MILLION IN THE US)**
- **11X MORE LIKELY TO BE VIEWED IF YOU INCLUDE A PIC**
- **90% OF LINKEDIN USERS MAKE HOUSEHOLD DECISIONS**
- **28% OF ONLINE US ADULTS USE LINKEDIN**

YOUR LINKEDIN– QUICK TIPS



- **MAKE SURE TO HAVE A PROFESSIONAL PICTURE**
- **CONNECT WITH OTHER GMR AGENTS**
- **POST RELEVANT REAL ESTATE ARTICLES**
- **POST ONCE WEEK OR LESS. NO MORE!**
- **ENDORSE OTHER GMR AGENTS YOU HAVE WORKED WITH AND ASK FOR ENDORSEMENTS**
- **ASK YOUR CLIENTS TO ENDORSE YOU**
- **REMEMBER TO KEEP YOUR PROFILE UPDATED!!**



**SETTING UP
YOUR AGENT
FACEBOOK PAGE...**

SETTING UP YOUR AGENT FACEBOOK PAGE...

The image shows a screenshot of a Facebook profile page for Justine Knutson. The top navigation bar includes the Facebook logo, a search bar, and the user's name 'Justine' with links to 'Home' and 'Find Friends'. The left sidebar shows the user's profile picture, name, and 'Edit Profile' link, followed by navigation links: 'Ads Manager', 'News Feed', 'Messages' (with 2 notifications), 'Events', 'Find Friends', and a list of pages including 'Greater Midwest Realty' and 'Justine Knutson - ...'. The main content area shows the 'Update Status' section with the prompt 'What's on your mind?' and a post from 'Traci Clemens Mindiola' about a 'Maple Grove-Plymouth Sale'. A dropdown menu is open on the right, titled 'Use Facebook as:', listing several pages: 'Greater Midwest Realty', 'Justine Knutson - Greater Midwest Realty', 'National Real Estate Experts', and 'Ryland Homes - Blaine, MN - Parkside and The Preserve of ...'. Below this list are options to 'Manage Business', 'Create Group', 'Manage Groups', 'Create Page' (which is highlighted), and 'Manage Pages'.

Find friends

Justine Knutson
Edit Profile

Ads Manager

News Feed

Messages 2

Events

Find Friends

Greater Midwest R...

Justine Knutson - ...

PAGES

Greater Midwest R...

Update Status

Add Photos/Video

Create Photo

What's on your mind?

Traci Clemens Mindiola ▶ Maple Grove-Plymouth Sale
Yesterday at 2:32pm · 📍

Some items to get rid of. All in boxes for easy transport. Items but in great condition.

Use Facebook as:

- Greater Midwest Realty
- Justine Knutson - Greater Midwest Realty
- National Real Estate Experts
- Ryland Homes - Blaine, MN - Parkside and The Preserve of ...

Manage Business

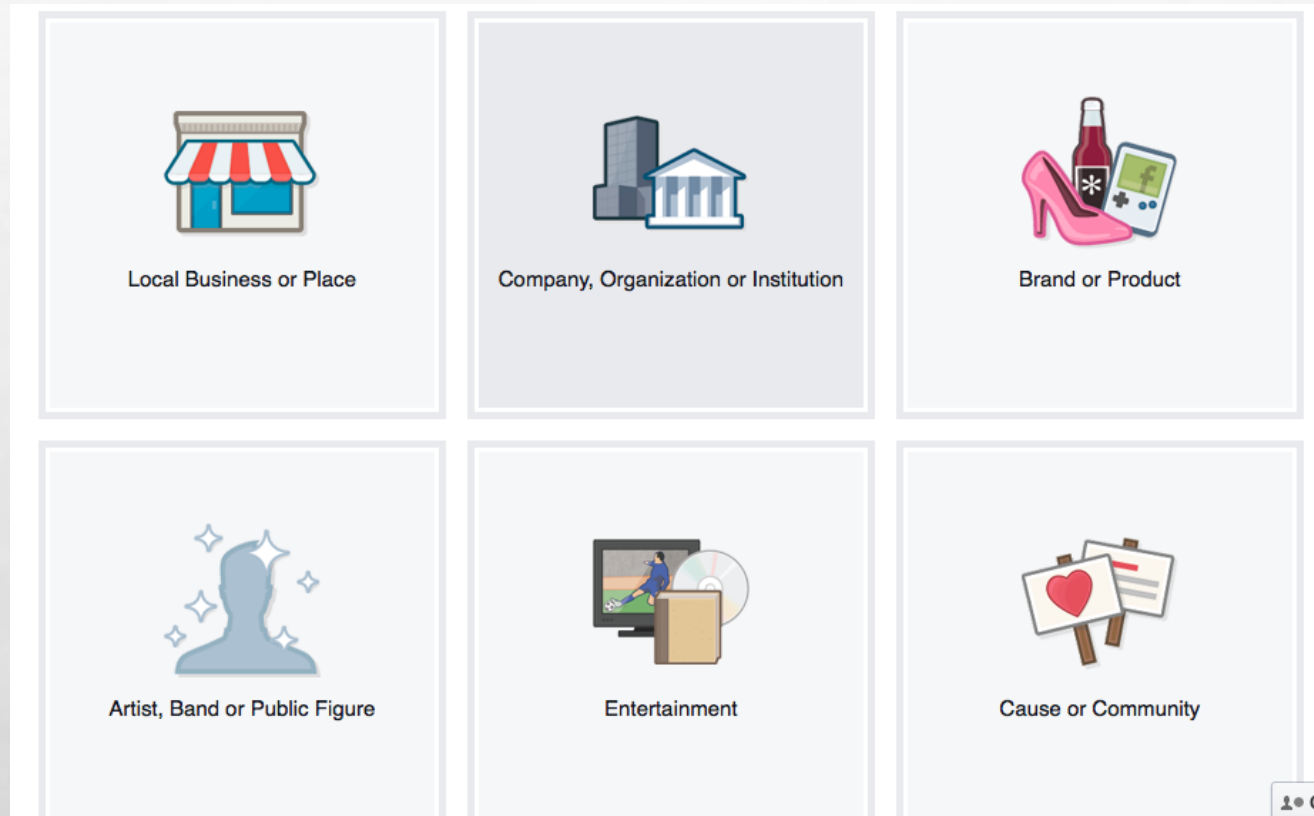
Create Group

Manage Groups

Create Page

Manage Pages

SETTING UP YOUR AGENT FACEBOOK PAGE...



SETTING UP YOUR AGENT FACEBOOK PAGE...

Local Business or Place

Real Estate

Justine Knutson - Greater Midwest Realty

12760 Aberdeen St NE


Blaine, Minnesota

55449


763-218-0112

By clicking Get Started, you agree to the Facebook Pages Terms.


Get Started




Company, Organization or Institution




Brand or Product



Artist, Band or Public Figure



Entertainment



Cause or Community

SETTING UP YOUR AGENT FACEBOOK PAGE...

Set Up Justine Knutson - Greater Midwest Realty

1 About

2 Profile Picture

3 Add to Favorites

4 Preferred Page Audience

Add categories, a description and a website to improve the ranking of your Page in search.
Fields marked by asterisks (*) are required.

Real Estate Agent ✕

Add a few sentences to tell people what your Page is about. This will help it show up in the right search results. You will be able to add more details later from your Page settings.

32

I am a realtor at Greater Midwest Realty. Like my page to see my listings. Feel free to contact me for your realtor needs!

Website (ex: your website, Twitter or Yelp links)

Is Justine Knutson - Greater Midwest Realty a real establishment, business or venue?
This will help people find this establishment, business or venue more easily on Facebook.

☒ Yes ☐ No

Will Justine Knutson - Greater Midwest Realty be the authorized and official representation of this establishment, business or venue on Facebook?
This is a legally binding statement regarding the authenticity and representation of this Page.

☒ Yes ☐ No

Need Help?

Skip

Save Info

SETTING UP YOUR AGENT FACEBOOK PAGE...

Set Up Justine Knutson - Greater Midwest Realty

1 About

2 Profile Picture

3 Add to Favorites

4 Preferred Page Audience



Upload From
Computer

Import From
Website

Next

SETTING UP YOUR AGENT FACEBOOK PAGE...

Set Up Justine Knutson - Greater Midwest Realty


1 About


2 Profile Picture

3 Add to Favorites


4 Preferred Page Audience

FAVORITES

 News Feed


 Messages

4

 Events

2

Add your Page to your favorites to easily access it anytime.

 Justine Knutson - Great...

Add to Favorites

Skip

SETTING UP YOUR AGENT FACEBOOK PAGE...

Set Up Justine Knutson - Greater Midwest Realty

1 About

2 Profile Picture

3 Add to Favorites

4 Preferred Page Audience

Tell us about the people you'd most like to connect with. Anyone can find your Page, but we'll do our best to put it in front of the people who matter to you most.

Locations ⓘ

United States

Minnesota

Add a country, state/province, city or ZIP

Skip

Save

SETTING UP YOUR AGENT FACEBOOK PAGE...

The image shows a Facebook profile for Justine Knutson, a Real Estate Agent at Greater Midwest Realty. The profile picture is a headshot of a blonde woman smiling. The cover photo is a dark blue banner with a repeating pattern of white icons related to real estate and business. The profile name is "Justine Knutson - Greater Midwest Realty" and the bio is "Real Estate Agent". There are buttons for "Create Call-to-Action", "Like", "Message", and a menu icon. The navigation tabs are "Timeline", "About", "Photos", "Reviews", and "More". The "Timeline" tab is selected, showing a post from "PEOPLE" with the text "Reach a new milestone 100 Likes" and a thumbs-up icon. Below this, there is a post creation area with options for "Status", "Photo / Video", and "Event, Milestone +". The "Status" option is selected, and the text "What have you been up to?" is entered.

Justine Knutson -
Greater Midwest Realty
Real Estate Agent

Create Call-to-Action Like Message

Timeline About Photos Reviews More

PEOPLE >

Reach a new milestone
100 Likes

Status Photo / Video 31 Event, Milestone +

What have you been up to?

SETTING UP YOUR AGENT FACEBOOK PAGE...

The image shows a screenshot of a Facebook profile page for Justine Knutson. The top navigation bar includes the Facebook logo, a search bar with the text "Find friends", and navigation links for "Justine", "Home", and "Find Friends". On the right side of the navigation bar, there are icons for notifications (8), messages, a globe, a lock, and a dropdown arrow. The left sidebar displays the profile picture of Justine Knutson, her name, and a link to "Edit Profile". Below this, there are links to "Ads Manager", "News Feed", "Messages" (with a notification badge of 2), "Events", "Find Friends", "Greater Midwest R...", and "Justine Knutson - ...". The main content area shows the "Update Status" section with options to "Add Photos/Video" and "Create Photo". Below this is a text input field with the placeholder "What's on your mind?". A post from Traci Clemens Mindiola is visible, titled "Maple Grove-Plymouth Sale" and dated "Yesterday at 2:32pm". The "Use Facebook as:" dropdown menu is open on the right, showing a list of accounts: "Greater Midwest Realty", "Justine Knutson - Greater Midwest Realty" (highlighted), "National Real Estate Experts", and "Ryland Homes - Blaine, MN - Parkside and The Preserve of ...". Below this list are sections for "Manage Business", "Create Group", "Manage Groups", and "Create Page".

Find friends

Justine Knutson
Edit Profile

Ads Manager

News Feed

Messages 2

Events

Find Friends

Greater Midwest R...

Justine Knutson - ...

Update Status

Add Photos/Video

Create Photo

What's on your mind?

Traci Clemens Mindiola ▶ Maple Grove-Plymouth Sale
Yesterday at 2:32pm · 🌐

Use Facebook as:

- Greater Midwest Realty
- Justine Knutson - Greater Midwest Realty
- National Real Estate Experts
- Ryland Homes - Blaine, MN - Parkside and The Preserve of ...

Manage Business

Create Group

Manage Groups

Create Page

FACEBOOK GUIDELINES FOR AGENTS

- **YOU MUST LIST YOUR NAME AND YOU REAL ESTATE COMPANY ON YOUR SOCIAL MEDIA PAGE!**



FACEBOOK GUIDELINES FOR AGENTS

YOU MAY HOLD CONTESTS AS LONG AS YOU ARE COLLECTING ENTRIES

- **ASKING USERS TO POST ON YOUR PAGE OR COMMENT/LIKE A POST**
- **HAVING USERS MESSAGE THE PAGE**

FACEBOOK GUIDELINES FOR AGENTS

- **IF YOU USE FACEBOOK TO COMMUNICATE OR ADMINISTER A PROMOTION YOU ARE RESPONSIBLE FOR THE LAWFUL OPERATION OF THAT PROMOTION, INCLUDING:**
 - A. THE OFFICIAL RULES;**
 - B. OFFER TERMS AND ELIGIBILITY REQUIREMENTS (EX: AGE AND RESIDENCY RESTRICTIONS); AND**
 - C. COMPLIANCE WITH APPLICABLE RULES AND REGULATIONS GOVERNING THE PROMOTION AND ALL PRIZES OFFERED (EX: REGISTRATION AND OBTAINING NECESSARY REGULATORY APPROVALS)**
- **PROMOTIONS ON FACEBOOK MUST INCLUDE THE FOLLOWING:**
 - A. A COMPLETE RELEASE OF FACEBOOK BY EACH ENTRANT OR PARTICIPANT.**
 - B. ACKNOWLEDGEMENT THAT THE PROMOTION IS IN NO WAY SPONSORED, ENDORSED OR ADMINISTERED BY, OR ASSOCIATED WITH, FACEBOOK**

SOCIAL MEDIA ADS

Suggested Page



Greater Midwest Realty

Sponsored

Thinking of buying, selling or renting? Like our page to see our listings and get tips!



Greater Midwest Realty

Real Estate Service

675 people like this.

 Like Page

SOCIAL MEDIA ADS

STATUS



DELIVERY

● **Not Delivering**
Ad Set Completed

OBJECTIVE

Page Likes

SCHEDULE

Apr 19, 2015 **Apr 29, 2015**
12:33pm - 12:00am

SPENT TODAY

\$0.00

LIFETIME SPENT

\$47.35 of \$47.35



PAGE LIKES ?

41

REACH ?

2,279

FREQUENCY ?

1.18

TOTAL SPENT ?

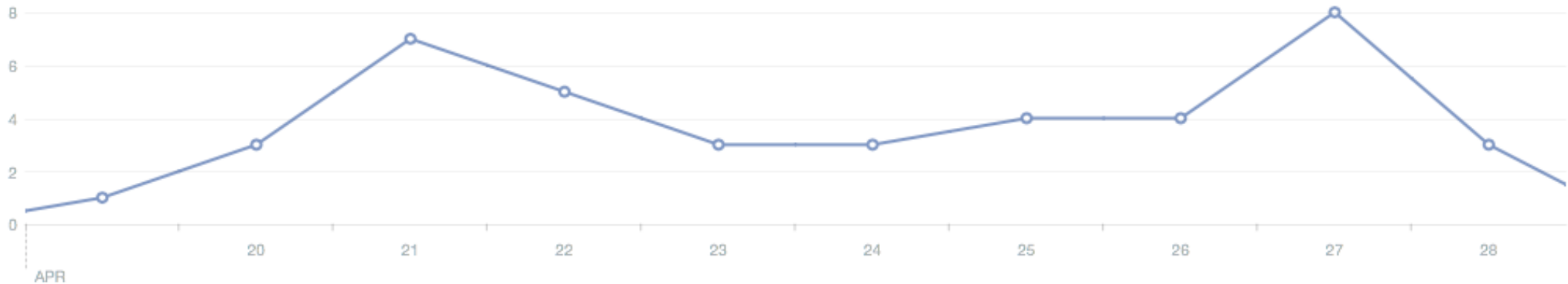
\$47.35

AVG. COST PER PAGE LIKE ?

\$1.15

April 19, 2015 - April 28, 2015 ▾

— Page Likes



THANK YOU!