Multi-Platform Marketing for Maximizing Content
2018 REALTORS® Conference and Expo

Content Marketing – a type of marketing that involves the creation and sharing of online material (such as videos, blogs, and social media posts) that does not explicitly promote a brand but is intended to stimulate interest in its products or services.

Panel Members and Contributors
List of their websites and social media channels are located at the end of the handout.

Moderator
Monica Neubauer – REALTOR®/Speaker/Podcaster - Host of the Center for REALTOR® Development Podcast with NAR. Monica lives and works in Franklin, TN.

Panelists
- Dave Caskey – REALTOR® and Team Leader of Caskey and Caskey and Associates with Strand Hill Properties - Christie’s International Real Estate in Manhattan Beach, CA. Contributing Team Member is Deanna Whipp, Director of Operations.
- TJ Pierce – REALTOR® and Team Leader of Mid Century Homes Team with Moniker Real Estate in Boise, ID.
- Mor Zucker and Jamie Slough – REALTORS® and Team Leaders for Team Denver Homes with Kentwood Real Estate in Denver, CO.
A listing is content. Start there. Take professional and casual photos and videos for varied uses.

TJ Pierce will be discussing some of the following items. He is sharing some of his favorite tools for making the marketing magic.

What is required to market your company across multiple outlets?

1. Building your digital library
   a. Self produced content
      – iPhone X, Canva, Instagram, Wordpress
   b. Professionally produced content
      – Video, homeowner features, magazine ads
   c. Other people’s content
      – Other agents listings with their seller’s permission, National blogs or influencers to your target audience like www.Atomic-Ranch.com for Mid-Century Homes.

2. Choosing the right content for the right channel
   a. Each channel has its own expectations
      – When and how often to distribute content
   b. Know which channel best helps you reach your ideal target audience.
      – First determine who your ideal audience/customer is
      – Demographics of channels and the people who may be most interested in your product.
      – Keep Fair Housing Laws in mind.
   c. Know how to best engage your target audience with each channel
      – Specific channels follow a certain rhythm. Know what that is and embrace it.

3. Utilizing live events to reinforce your content. This provides something to advertise and a way to connect with people face to face to improve relationships offline.
   a. Homeowner Features
      – Special tours and open houses
   b. Monthly Home Tours
      – 3 best homes for purchase – ours or other listings in town.
   c. Movie showings

In summary, marketing your company across multiple outlets requires a game plan. Know what you want to produce, where you want to share what you have produced, and understand how those channels work so that you are effectively sharing your content in a way that engages your audience.

List of Possible Channels to share your content
Choose the channels that best fit you and the client you want to connect with.

1. Email
2. Facebook
3. Instagram
4. LinkedIn
5. Snapchat
6. Pinterest
7. Website – Photos, Blogs and/or videos.
8. Podcasting
9. YouTube
10. Vimeo
11. TV
12. Newspapers
13. Magazines – Paper or online, real estate and niche oriented. Local or National
Mor and Jamie have two specific areas of focus they will be sharing with the attendees that you can apply.
1. Writing and participating with local and national news media and making that work for your business.
2. Having another channel that contributes to people’s interests while also connecting them to real estate. They will be showing the connection between TheDenverEar.com and TeamDenverHomes.com

Panel Members

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Dave Caskey is a luxury market leader with over $230M in sales volume annually. He has been actively selling real estate in the South Bay market of Los Angeles county since 1995. Ranked among the top performing agents in Los Angeles, he leads a team of 18, consisting of 2 lead agents, 11 team agents, and 5 administrative members. Together with his team, Dave has produced an award winning marketing platform. All content and design is created in-house. Strand Hill Properties is the top producing brokerage in L.A.’s South Bay luxury market. Caskey & Caskey and Associates are the #1 team at the #1 brokerage in their market. Dave earned a Master’s degree in Real Estate Finance from the University of Southern California and is appreciated by his clients and peers for his unique market insights.

Dave’s Helpful Hints:

**Presence** - It’s important to evaluate your current social media presence and make adjustments to reflect your business culture. Social media is where potential clients will be vetting you as someone they are considering to hire to represent them. Always be aware that your social presence acts as a visual business card. Be neutral, supportive and positive with your content choices; refrain from mixing religious, political and personal opinion into your online business presence.

**Business vs. Personal** - No one is suggesting to stop having fun on social media and cease to be your wine drinking, cat loving, moto-cross racing, politically passionate, my kid’s-winning-everything-at-school best self just because you are in real estate. It is recommended that you do develop your business profile separate from your personal profile. Set up your personal profile with much more private settings and control who you are sharing your “off time” with so that potential clients find your business profile first online.

**Authenticity** - The adage “You be You” couldn’t be more appropriate in social media. Believe it or not, your followers are following you because you are YOU. While it is tempting to use a scheduling “bot” system such as Hootsuite, Sprout, TweetDeck or BirdEye to load content to and quickly “shotgun” broadcast across your platforms of choice, my advice is to take just a moment longer to give each scheduled post a voice of its own rather than taking the same post and sending it to all of your channels. When your followers find you on your different channels and engage with your content, they 1) like to know its YOU they are engaging with and not a scheduler, 2) expect to hear you “speaking” to them from the style of each channel and 3) desire to see different content as they switch channels rather than the same posts everywhere, which can lead them to unfollow you from lack of diversity in your content and message. You can use the scheduling programs, just make adjustments for each platform to provide your authentic voice.

**Facebook** - longer posts, can use active links within each post to re-direct traffic to your website, property video, branding video, etc. Refrain from overuse of hashtags on Facebook posts.

**Instagram** - shorter posts, use eye-catching photos, change your link in your bio periodically to send visitors to various other sources of content (your website, a branding video, property site/video, etc.) Utilize user tagging, @ mentions, and hashtags to build clout, engage with other users, and index your posts for discovery.

**LinkedIn** - B2B platform where your voice should be less sales driven and more about sharing your expertise, a tip about off market inventory, market statistics, sharing relevant articles from other sources, posting articles of your own. It’s a virtual networking room and an excellent place to make valuable introductions within your sphere. Connect with alumni groups and professional networks to not only share your own expertise but learn from others.

**YouTube** - It’s important that your persona shows itself. If you are a fast paced, high energy person, be that voice and edit your videos to reflect your energetic style. If you are more prone to not like being on camera, just work on a short intro and then utilize voiceover editing and turn the camera towards your subject while you discuss it - your neighborhood niche markets, architectural styles, your new listing, your favorite places in your community, etc. It’s OK to never be on camera too, if that is outside your comfort zone: make the subject the star and make sure it’s your voice they are hearing deliver the content.
Focus - Most people will make the statement they do not know where to start with social media. It is true that with a myriad of options available, adding social content to one’s marketing plan can be overwhelming. Pick something you are already comfortable with and start there. Most everyone today is actively engaging daily on at least one social site in a personal manner. That’s your comfort zone. Begin there. Build a steady, active presence on that platform. Allow yourself 3-6 months to focus on mastering that first platform. Once you are confident working within that first platform, take a step and advance into a new platform that seems like it could be comfortable to you. Repeat. Continue to do so until you have up to three plates spinning and all you have to do is give them a touch to keep them going.

Quip.com - when operating a larger team, organization and communication are essential to providing a cohesive experience for clients, colleagues and affiliates alike. Quip is a program Dave and his team use daily. Quip is collaboration software that improves communication, reduces team email, integrates with live apps and much more. One of the many ways Caskey & Caskey utilizes Quip is to instantly share management-approved social media content and info-graphics created by our in-house multi-media manager. In just a few touches, our team agents can grab relevant content from Quip and post it throughout their individual social platforms in order to broadcast on an exponential level.

Google My Business - take control of your online business listing; update your listing and engage with potential clients by mobile or desktop. Utilize the dashboard tools to share posts and photos and increase engagements with your original content. There are many free options within Google My Business that can be applied to make your website and listings stand out among the crowd.

Social Ads - There is a benefit to applying your original content to the paid ads platforms offered by social media channels. No matter the size of your team or if you are an individual agent, setting aside part of your monthly budget for social media ads is highly recommended for obtaining a comprehensive impact using your original content. If you don’t have a listing, create an ad that talks about your mission statement for your clients, promote a blog post you may have written to drive traffic back to your blog, put together some market statistics and structure an ad around what buyers and sellers want to learn about the market. If you do have a listing, promote your listing to cities outside of your market area to attract buyers relocating into your market. Use the traffic reports to show your sellers you are thinking outside of the box and are promoting their listing in ways other agents are not. On some platforms you can spend as little as $50 to actively engage with over 2,000 people in your targeted audiences.
Dave’s Content Ideas - Remember: “What’s in it for Them?”

DIRECT REAL ESTATE

• New listings
• Pocket listings
• Open Houses*
• Notable sales (even if not your listing**)
• Market statistics
• Client testimonials about your service
• How you contribute to your community
• Your market share (validate that you are out there working every day)

* be cautious about sharing your actual location. For safety, always mention that followers can directly message you for the address of your open house.
** when posting other agent’s listings, ALWAYS tag, mention and/or give credit to the listing brokerage at minimum without exception. It’s not only polite, it’s an ethical practice and one your peers will appreciate.

INDIRECT REAL ESTATE

• Promote popular community events
• Celebrate local school accomplishments (school won an award, had high test scores, won a championship, etc.)
• Promote your favorite businesses (local restaurants, shops, service vendors). Share what you enjoy about them.
• Highlight the work of local volunteers and charity organizations in your community
• Video yourself enjoying the local dog park, hiking trail, bike path, garden club, etc. - show your followers that you are actively enjoying your community
• Thank local police and fire departments for keeping the community safe
• Provide insider tips about different neighborhoods

VIDEO CONTENT

• Live Facebook or IG posts
• IG stories
• YouTube
• Vimeo
• Snapchat

• Share what your day in real estate looks like
• Share tours of new inventory you are seeing on Broker’s caravan/Broker’s open
• Introduce your open house or new listing (again, for good personal safety practice, be cautious about publicly announcing the address - invite viewers to message you direct for the address)
• Create clips that show you driving or walking around different neighborhoods talking about what makes each unique
• Do you have historic homes in your market? A special architectural history? That’s another great way to create content using various applications of video.
• Home inspection tips
• Home décor tips
• Interview your colleagues - feature your escrow officer/lawyer, loan officer, title rep, etc.