

# ROWAOR Three Legged Stool Seminar

Get Found Using Blogs & Social Media



By Ricardo Bueno

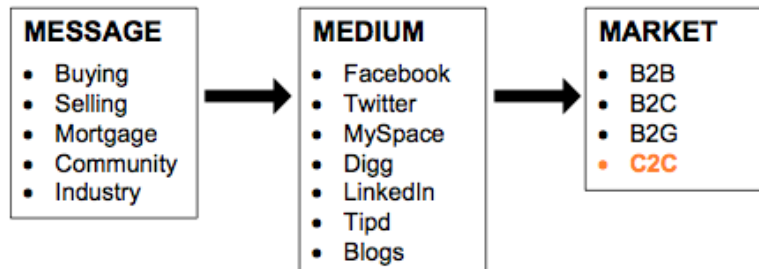
Ribeezie Media

<http://www.ribeezimedia.com>

## Four Tips to Get the Most Out of This Call

1. Print this sheet so you can write and take notes during the presentation.
2. Think of how to quickly implement the steps and secrets revealed during this presentation.
3. Make a deadline to complete at least 3 tips you'll learn during this presentation.
4. Start calculating how much business you'll draw from your social media efforts.

## Social Media Boosts “Market Intimacy”



### Questions to Ask Yourself:

- Who is my target audience? (Buyers, Sellers, Demographic, Geographic Area, etc.)
- What message am I trying to communicate? (Do I work with luxury homebuyers, etc.)
- What mediums am I comfortable using to communicate my message and connect with a local market audience? (You don't need ALL the tools, you just need the RIGHT ones).

### NOTES:

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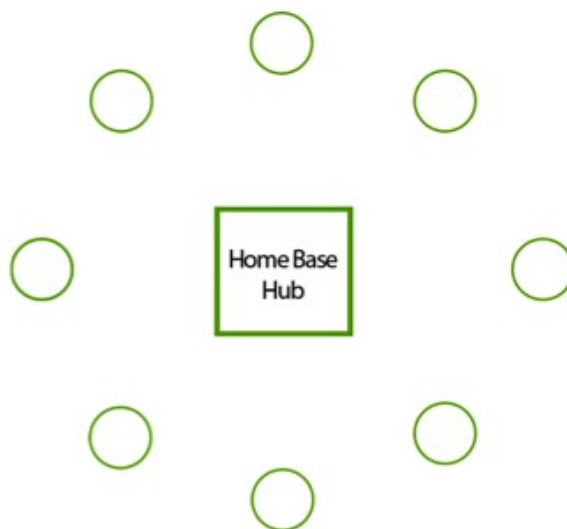


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## Social Media Hubs & Outposts



### B.L.O.G. = Better Listings On Google

Well ok, maybe not literally but the reason we recommend blogs as your homebase is because they rank **REALLY** well in search. See, here's how it works, the more pages you have on your site (each blog article = a new page), and the more pages Google has indexed for your site, the more likely it is for your site to show up in the SERPs (search engine results pages) for the keywords your trying to target.

Here are some great writing examples from other real estate bloggers for you to reference: <http://bit.ly/12writingtips>

### NOTES:

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## To Get Started On Building A Successful Marketing Campaign, You MUST First Identify Your 3 Core M's

**Market (“Who”) → Medium (“How”) → Message (“What”)**

“M” #1: \_\_\_\_\_ (“Who”)

“M” #2: \_\_\_\_\_ (“How”)

“M” #3: \_\_\_\_\_ (“What”)

In order to arrive at the perfect Market-to-Message match, focus first on “Who” and then “What”. This will help you determine “How” (then find the right tools to facilitate that process for you).

### NOTES:

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## Facebook Marketing Checklist: Putting the Pieces Together

### In Regards to Privacy...

Privacy in the digital space has not disappeared but rather has become easier to control. If you're uncomfortable speaking about a subject in the digital space, then don't post about it (ex. Your relationship status). What you want to keep private you can keep private by simply never posting about it. This doesn't just apply to Facebook, it applies to the web in general.

Here's a step-by-step checklist for getting your Profile & Facebook Page up to speed:

- Register and complete your profile
  - Updated Photo (people interact best with actual photos as opposed to logos)
  - Update your information (work, links, education, etc.)
  - Import contacts from your email database
- Organize your Friend's into Lists to manage your News Feed (you can create as many Lists as you'd like and you can edit privacy settings for those Lists)
- Import your social networking accounts (Stories) on your profile to update your wall
- Register your blog at Networked Blogs:  
<http://www.facebook.com/networkedblogs> (use this to promote your blog and update your posts on your wall)

In regards to Facebook Pages:

- Create your Facebook Page here:  
<http://www.facebook.com/advertising/?pages>
  - Remember, when you pick a name, that name remains permanent (you cannot edit it at a later date)
- Set your username at: <http://www.facebook.com/username>
  - You can only register your username once you've acquired a minimum of 25 fans (again, this username url [known as a vanity url] will remain permanent).
- You can use the Static FBML application to customize tabs on your Facebook Page:

<http://www.facebook.com/apps/application.php?id=4949752878&ref=ts>

- For a tutorial on this, visit:

<http://www.ribeeziemedia.com/adding-custom-tabs-to-your-facebook-page>

A good marketing strategy looks something like this:

## **Design → Create Content → Engage → Analyze & Revise**

Use the Static FBML Application to customize your Facebook Page (this requires knowledge of html). You can then create a landing Tab for your Facebook Page equipped with your newsletter sign-up.

Once you've determined your "Who" (target audience) and "What" (your message), you can identify "How" your going to reach that audience.

What type of content is relevant to them?

What links, photos, videos can you share with them to stay relevant?

When someone becomes a Fan of your Facebook Page, thank them by leaving a comment on their Facebook Wall and encourage them to visit often. Make it about them, not about you. If someone comments on a Wall Post, respond and acknowledge the fact that they took the time to comment at all.

Remember, nobody cares about your product or service. They DO care about themselves and finding solutions to their everyday problems. If you can identify with them along those lines and create content that they find valuable (or entertaining), they'll share your content frequently and often.

Read: <http://www.ricardobueno.com/nobody-cares>

**Facebook Insights**<sup>1</sup> is an analytics feature located in the sidebar of your Facebook Page (only Page Admins can see the analytics data on a Facebook Page). This data is great BUT, it's limited to interactions with your Fans. You'll receive weekly reporting emails detailing the interactions for the week (a 7-day period) with members of your Fan Page (things like comments, likes, number of new fans, etc.). Use this to set weekly goals for yourself and adjust the way you share content accordingly.

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<sup>1</sup> Facebook Insights: <http://www.facebook.com/help/?page=914>

## Twitter for Real Estate Twits

Your goal is to get people to KNOW, TRUST, and LIKE you. If you can get people to Trust you and either Know or Like you, the chances of you getting new business (or referral business) significantly improve.

Twitter is **GREAT** at driving new traffic (to your blog) and helping you build awareness for your name/brand.

### Things You Must Do:

- Register your account: <https://twitter.com/signup>
- Update your profile: (Who are you, what do you do?) Note: it's ok to be creative here.
- Find other people to follow using tools like:
  - <http://www.twitterlocal.net>
  - <http://www.wefollow.com>
  - Visit my profile, <http://www.twitter.com/ribeezie> and follow the people that I'm following
- Share links (Tweet) links to resources (articles) that you find useful and that you think your demographic would find useful
  - Resist the urge to hype your own product/service (seek to be helpful first and then promote your own content)
  - Promote 80% other people's content and then promote your own content
- Analyze your traffic
  - Register an account at <http://su.pr> (you'll need an account at <http://www.stumbleupon.com> first)
    - This will allow you to see stats on click-thru rates on the content that you're sharing



## LinkedIn Strategies that Work

A LinkedIn profile is like having a digital resume (one that's interactive) a digital rolodex. In the online world, garnering referrals and earning new business is based on Social Proof (otherwise known as informational social influence). It's one thing for you to say that you're good at what you do and quite another for other people to say that you're good at what you do.

### So What Do You Do:

*Status Update* – use this feature wisely. My recommendation is that you DO NOT link your Twitter stream to your Status update. Why? Because it's messy and unprofessional. People don't want to read things like: “@yourname LOL! That was #awesomesauce!”

You should get accustomed to posting updates and working within the context of the network. LinkedIn is a professional network so focus instead on posting business-related updates for the professionals in your network.

*Connecting Your Blog & Slideshare* – if you have a blog, link it to your profile (it's a great way to build your presence). If you have a Listing Presentation, consider uploading it to Slideshare and connecting it to your LinkedIn Profile. This way, potential clients know the benefits of listing your home with you (this is just another way to showcase your expertise).

*Groups* – Don't jump the gun and *create* a group from the start. Instead, focus on joining a few groups first. Poke around, read, engage. Get a sense for how people interact on groups (the kinds of questions folks are asking). Once you have a sense of how things work and how people tend to communicate in groups, you can consider forming your own. Otherwise, make it a habit to spend 30 minutes or so a once a week (or more) to answer questions and offer help where you see fit (and it's relevant).

*Questions & Answers* – Spend time answering a few questions related to your field every now and then. Again, this showcases your knowledge of the industry your in and your expertise.

*Connect* – Invite people to connect with you on your network often (especially after networking events, conferences, etc.) This is a great way

to build your network and awareness for who you are and what you do. You can connect with me at <http://www.linkedin.com/in/ricardobueno> (email ricardo (at) ricardobueno (dot) com).

*Testimonials* – These are a great way to hi-light your expertise in an area. Don't be afraid to ask for a testimonial either. When you do so, help people by asking them for a testimonial for the work that you performed during yada, yada, yada. In other words, guide them towards the testimonial that you're looking for.

**Things To Do:**

- Complete your profile (current photo, full bio, etc.). Make use of all of the white space provided
- Link to your Blog and your presentations on Slideshare (if you have any)
- Import your contacts from your email database
- Update your resume complete with descriptions of your work (who you are, what you do, and the type of client you service or like to work with)
- Ask for testimonial's from people you've worked with
- When you get a new inquiry from the web, share your LinkedIn Profile with them so they have a reference of who you are (full with testimonial's). This is great as social proof!



With a passion for presenting, Ricardo [has spoken](#) at several private and public real estate conferences and is Founder of REBarCamp Los Angeles (a one-day free social media event attended by 300+ individuals in the real estate industry). He works with conference organizers to deliver speeches and host break-out sessions bridging the gap between what is possible on the web with what is practical for real estate professionals and small business owners. He was a featured speaker at the nationally recognized 2009 Inman Real Estate Connect Conference in San Francisco and was also a part of the inaugural [Gravity Summit](#) event launch at UCLA in 2009.

He regularly speaks and consults with some of the most influential organizations in real estate about blogging, social networking, lead generation through social media and technology. In short, he helps small businesses outline and execute their social media strategy to attract clients, build better brands and create raving fans.

Company: <http://www.ribeeziemedia.com>  
Specializing in web design, social media education and execution

Blog: <http://www.ricardobueno.com>

Workbooks: <http://www.ricardobueno.com/workshops>