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Tip #1. Set up your Content Curation Tools

The tools you want to use to find interesting content that's worth sharing to your network include

- Zite (iPad, iPhone, Android)
- TheFancy(Website, iPhone, iPad, Android)
- Houzz (Website, iPhone, iPad, Android)
- Google Reader (Website)
- Facebook Interests List. (see http://youtu.be/gCg27H_oqwo)

The Key Takeaway. Set up your content tools in advance. This process can take some time but it will save you countless hours in your future marketing efforts.

2. The Keys to generating more Likes (Organically)

The first step in generating more likes for your business page is to do a Facebook Audit. Everywhere that you are getting exposure online and offline is an opportunity to promote your Facebook Page.

It is worth noting that this also applies to the Facebook personal profile since the introduction of the subscribe feature. (see <http://www.youtube.com/watch?v=xn-jHYTTa5Y>)

Take a Facebook Audit - Profile or Business Page.

1. Set up Vanity URL - <https://www.facebook.com/username>
2. Business Cards
3. Email Signature
4. Print Marketing Materials
5. Website
6. Email Campaigns

More Advanced

Integrating the Like Button into your site - <https://developers.facebook.com/docs/reference/plugins/like-box/>

Example - Mission Bicycle <https://www.missionbicycle.com/>

Using Facebook Applications to run promotion campaigns - see <http://www.thenorthblog.com/2011/06/north-social-case-study-small-biz-paint-the-moon/>)

Visit www.northsocial.com to learn more about how you use apps for your page

- The Key Takeaway - Start with the basics. Do a Facebook Audit. For more advanced marketing look into using North Social apps to run Facebook Giveaways.

Additional Resource - check out Mari Smith's great post on 21 creative ways to generate fans. <http://www.socialmediaexaminer.com/21-creative-ways-to-increase-your-facebook-fanbase/>

#3. Why Engagement Matters and How to get more of it.

At the core of any good social media marketing strategy is an absolute obsession with providing relevant content that solves your customers problems.

The next step is to learn how to “speak Facebook” - this requires you to use strong call to actions in your posts. Comment, Like, and Share.

Examples - <https://www.facebook.com/photo.php?fbid=10151176940343594&set=a.344233548593.188299.7129388593&type=1>

<https://www.facebook.com/photo.php?fbid=10151089670254759&set=a.464222094758.257161.335134149758&type=1>

If you want someone to share, comment, like - you have to ask.

Other examples:

A or B?
Fill in the Blank?
Can you guess?

You also want to elicit an memory. Here is a sample question you can use:

How old were you when you bought your first home?

Post that to your Facebook personal profile, then email me how many response you get at jimmy@frugyl.com

The Key Takeaway:

Keep it short, keep it simple and whenever possible use engaging photos/videos with strong call to actions.

#4 - The Right Way to Promote your Listings

Before we talk about how to promote your listings the right way, let me first share with you the wrong way:

- Don't syndicate your listings. <https://www.facebook.com/raghni.reddy/posts/309419212489005>
- Don't randomly invite people to open house.
- Don't just share links.

The right way to promote a listing is to tell a story with your posts and images. You can also have some fun by making a game out of it - see the examples below

Great example - <https://www.facebook.com/photo.php?fbid=10150878906708492&set=a.68767833491.74369.68037248491&type=1>

Highlighting a specific feature - <https://www.facebook.com/photo.php?fbid=370603589679238&set=a.135700736502859.28041.127003950705871&type=1>

The key takeaway: Highlighting interesting features, tell a story. Use beautiful photos to spark conversation. Avoid Brand Talk.

#5: How to stay connected with your sphere to generate more referrals

The Facebook News feed is very noisy. The first step is to organize your important contacts into a Facebook Lists. I call this your MVC (Most Valuable Connections) lists.

Watch this video to learn more <https://frugyl.com/learn/facebook-creating-a-friends-list/>

The Key Takeaway: Take the time to identify the people that are going to help you business. Make a proactive effort to connect with new people and finally - get outside your comfort zone. Actively engage with new people.

#6 : Using Facebook Ads

The two types of Facebook ads that can help you get started with Facebook advertising are sponsored stories and promoted posts.

Please take a moment to watch this two videos to learn more:

Sponsored stories - <http://youtu.be/ce3P79ktpTk>

Promoted Posts - <https://www.facebook.com/help/promote/>

The Key Takeaway: Low and Slow. When you're first getting started - take the time just to experiment, don't burn yourself out. I recommend a low budget to get yourself comfortable with the platform before you begin investing heavily in this option.

#7: A quick overview of the Facebook Mobile Applications

Here is a quick overview of the 3 Facebook Mobile Applications that are available for your mobile device. Please take a moment to watch each one of these videos to get yourself comfortable with the tools

Facebook Messenger - <https://frugyl.com/learn/facebook-facebook-messenger/>

Facebook Camera - <https://frugyl.com/learn/facebook-facebook-camera/>

Facebook Pages Manager - <https://frugyl.com/learn/facebook-facebook-pages-manager/>

The Key Takeaway: It's vital to your success to become proficient with these apps. Take the time to get comfortable with them.

#8. Examples of great Facebook Pages

Jack Attridge: All Marblehead - <https://www.facebook.com/allmarblehead>

McMillin Realt - <https://www.facebook.com/mcmillinrealty>
Linda Davis: Ledyard, CT - <https://www.facebook.com/LedyardCT>
Lucky to Live Here - <https://www.facebook.com/luckytolivehere>
Corcoran Group <https://www.facebook.com/thecorcorangroup>

The Key Takeaway: Follow the leader. Don't try to reinvent the wheel, see what these pages are doing and use this for inspiration for you own page. ALSO - take the time to look outside of our industry at other pages.

Here are some good examples:

<https://www.facebook.com/hatterasrealty>
<https://www.facebook.com/AuntBugsCabinRentals>
<https://www.facebook.com/missionbicycle>
<https://www.facebook.com/cathyscreationsjewelry>
<https://www.facebook.com/paintthemoonphotography>

#9. The Best Time and Days to Post to Facebook

The Key Takeaway: It's important to be conscience of the times/days that you are posting. But don't obsess over it. The important thing to remember is that consistency matters more than the times that you post.

If you want to become

#10. Managing this all in 30 minutes a day.

Engineering the perfect day.

Action items:

Wake up in the morning, scan your curation tools (zite, google reader, facebook)

- Grab an interesting photo/video from the article
- Write a strong call to action and post it to Facebook

Jump over to your MVC lists

- Comment on 5 peoples posts
- Send 2 private messages
- Make 2 new connections (use Facebook friend browser)

While you're out

- Check your Facebook app for updates
- Check your messenger app
- Check your Facebook Pages Manager App

By performing this simple tasks, day in and day out, you will be able to actively grow your digital footprint, building an engaged audience of followers, proactively network with the people that matter most to your business, make new connections and stay up to date with the people and conversations that are happening online.