Why I love Social
SOLD!!

This is not magic - Converse, Listen, Engage, Sell.
I only love Social Media for one reason it sells stuff!!!
No such thing as Social Media

Number1 culture shift of all time - how many people remember pre-internet?
Reasons we spend on media

- Attention, to tell your story about your project/product, to convert & finally sell!!

- A very simple game of supply & demand.

- Attention

- Conversion

- Repeat
Question?

number two
If a Tweet falls in a forest!

• Every bit of content that is put over the internet, over a 38 hour period

• Is the equivalent of all content produced from the dawn of man to the year 2003!!
WOM vs. traditional marketing

Word of mouth marketing is more effective and has a longer carryover effect than traditional marketing methods.

WOM

user generated content
A lot of realtors are not using social to their full advantage. A lot of you lack the desire to adjust and innovate with the new tools at hand. You can’t be romantic about using the same methods to make a sale based on the industry standard. While you might be mapping to your demo now, we are 24 to 30 months away from Snapchat and live streaming platforms becoming the mainstream for the 30–45-year-old demo.
Snapchat

For the cool, affluent 36-year old who can afford a 3 million dollar apartment on the Palm, a real estate agent who is smart enough to create a filter on Snapchat is exactly the person who is going to win that business.
Geo-Filters

Produce content around the neighbourhoods where you have listings and showing the actual properties won’t take up much time. You can do quick reviews of the nearby restaurants, schools, the back porch, the patio, the pool, or anything relevant that adds value to the consumer.
The value of the platform that most real estate people are overlooking is the emerging 30 to 45 year old demo on Snapchat. In the next 2-3 years, Snapchat will skew much older and age much like Facebook has. There’s a lot of value in being a first mover on the platform.
Facebook Live

Live streaming is hot right now and with Facebook Live’s growing popularity, it’s definitely something realtors should move on.
Feel lost on how you can use Facebook Live? Think about the ability to create a virtual open house at scale on Facebook—a platform where many real estate agents already have a foothold for potential buyers.

I can envision a hotshot real estate agent streaming live from an open house while talking to potential clients. Potential buyers will be able to view the house remotely and ask relevant questions that the realtor can respond to and show in real time. Think about all the house-showcasing programs that took television by storm in the late 90s and into the 2000s. It’s MTV cribs made even more compelling with live streaming.

Using Facebook to do live, virtual open houses is going to be a monumental move.
UGC works. UGC converts. UGC sells.

10%
INCREASE IN CONVERSIONS
WHEN VISUAL UGC IS IN THE PURCHASE PATH

20%
MORE REPEAT VISITS
WHEN A SITE CONTAINS UGC

90%
MORE TIME SPENT ON SITE
WHEN CONTAINING A UGC GALLERY

Let Others Create

People create content about communities and living already - now you can own their content to showcase communities/properties you want to sell!!
Monetising Content

- Super charge user generated content
- Native Advertising
- CTA’s
- Video or live content
- Retargeting