

# USING SOCIAL MEDIA TO ENHANCE YOUR BUSINESS



## SOCIAL MEDIA IS HERE TO STAY AND CONTINUES TO EVOLVE IN RAPID FASHION.

These online platforms have become an excellent portal for real estate and lending professionals to advertise and strengthen their brand image. In fact, given that two-thirds of Internet users research products online prior to purchase, having a social media presence is critical to the success of your business. Social media has the unique ability to target specific customers and empowers brands by promoting positive word of mouth.

### BE PRACTICAL

Let readers know what services you provide and why they matter. Include industry experience, longevity, what makes you valuable, and market-specific elements that differentiate you from the competition.

### SHOWCASE LISTINGS

Highlighting individual properties and/or Open House events and encourage readers to share with friends and family.

### RELIEVE PAIN POINTS

Offer solutions to common pain points and provide answers to commonly asked questions.

### AVOID INDUSTRY JARGON

Use conversational language that's friendly, easy to understand and most importantly ... helpful.

### GATHER INFORMATION

Asking open-ended questions is a great way to find potential leads. Example: Have a growing family, but shrinking house? What would your dream home include? Then find options and reach out.

### SHARE, SHARE, SHARE

Find an interesting article about changes on the east side of town? Share it. Details on new lending program? Share it. Commercial sales on the rise? Share it.

### HAVE FUN

Social media doesn't have to be *all* business. Share fun facts, charity events you're involved in, holiday messages, etc. These posts give a personal touch to your page.

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