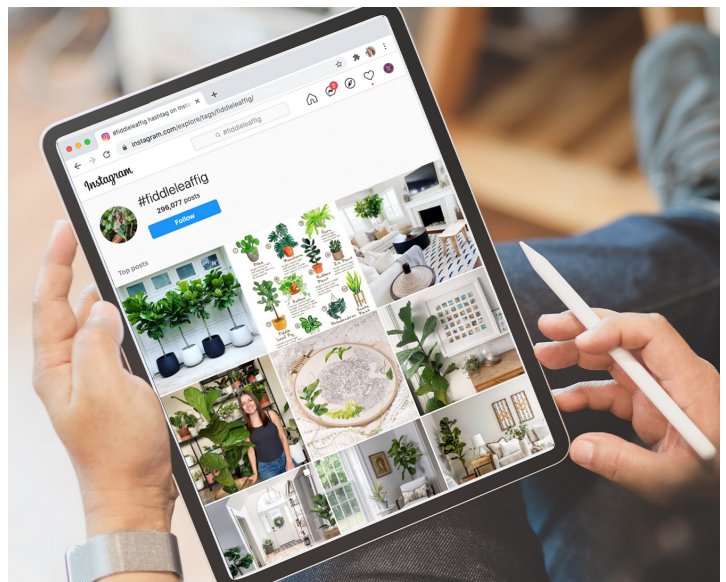


**SURGE** 30  
SEASON 2

# 30 Minutes to Generate Real Leads from Social Media

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# 1. Optimize your posts

The simplest social media strategy: POST ALL OF YOUR LISTINGS TO FACEBOOK, INSTAGRAM, AND LINKEDIN! Posting any property you “Just Listed” or “Just Sold” is a fundamental digital business tactic that you *should* be doing already. But did you know that if you don’t pay to boost your posts, **ONLY 3%** of your friends and followers actually see them?

Fortunately, there are ways to help improve the visibility of your posts and give them more reach (for free):



## Post unaltered photos

Don’t put any words on that picture, don’t put it on a template, and don’t put any filters on it—because social media algorithms give unaltered photos a higher ranking, which means they’ll show it to more people.



## Add your contact info

In the copy of your posts, **always** make sure there are clear instructions on how to contact you—a website, phone number or email address.



## Link the post to the property website

Include the URL of your single-property website into the Facebook and LinkedIn posts and your Instagram bio so those interested can access more information on your listing without sending traffic to Zillow, realtor.com or some other realtor’s website.

## 2. Find your people



There's no better place to grow your sphere and win more listings than on social media. But how best to do that?

### Facebook & LinkedIn groups

Both platforms have thousands of special interest and geographic groups you can join to grow your sphere. So ask yourself: outside of real estate, what's my thing? Is it gardening? Is it cooking? Are you an avid reader? Do you play an instrument?

I guarantee that—whatever you're into—there's already a group about that topic **within your geographic area** on Facebook and maybe LinkedIn, too. **PICK ONE OF THOSE GROUPS**, check out the rules, and then join the one(s) that appeals to you!

Spend the first week or so just lurking, maybe post once to introduce yourself, and then...**ENGAGE**. Start by liking posts that you, well, like. Then, slowly but steadily, start talking to people. Comment on some posts, start sharing some of your experiences, offer advice to people who are asking questions, and even post photos!

Make sure you're doing all this activity from a professional account that is focused on your real estate business so that when a group member clicks on your name, **they'll see right away that you're a real estate professional from your profile.**

# 3. Cross-post and use #s

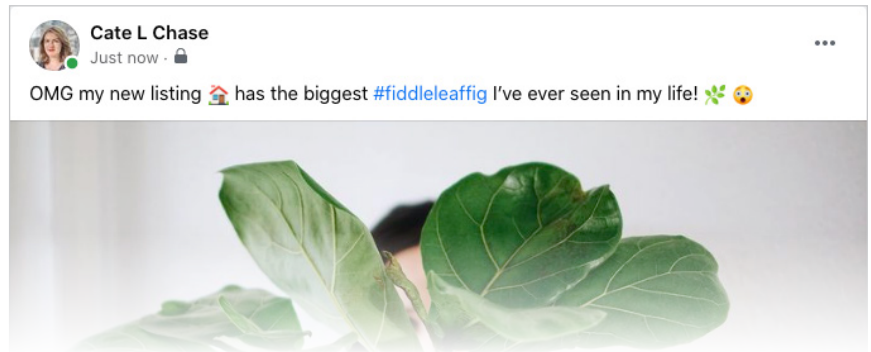
## Cross-posting

Cross-posting is taking one piece of content—could be a simple photo—and using it on all of your social media platforms. Sounds simple, right? And IT IS!

Let's say you are an avid plant lover and your client's house the biggest fiddle leaf fig you've ever seen in person. With your client's permission, you take a photo and post it on four places: your Facebook news feed, your Facebook gardening group, your Instagram and your LinkedIn. Remember, don't alter the photo—just take it and post it!

BUT the text you post needs to be customized for each social media platforms. That's why cross-posting is an art and is best done by actual humans instead of automated services. Let's go back to your fiddle leaf fig photo.

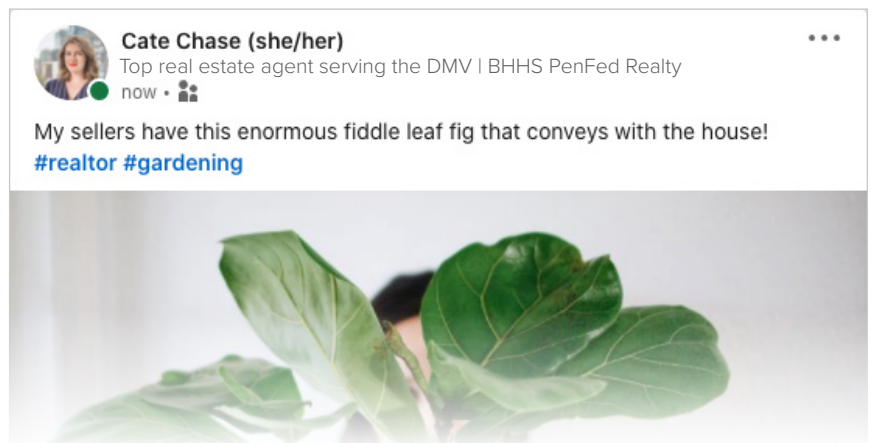
On your Facebook news feed, you can make it lighthearted and fun but connect it to the biz:



In your Facebook group, you can start conversations and share that you're a real estate agent in the comments:



On LinkedIn, so long as you keep it professional, something that combines your business and hobbies, is on point:



# 3. Cross-post and use #s (cont.)



## Instagram hashtags

Instagram is the most involved as far as cross-posting is concerned because:

- It doesn't have groups
- It doesn't let you post website URLs in the post copy
- It isn't a platform for conversation.

So we'll want to dive a little deeper on the business of hashtags in Instagram.

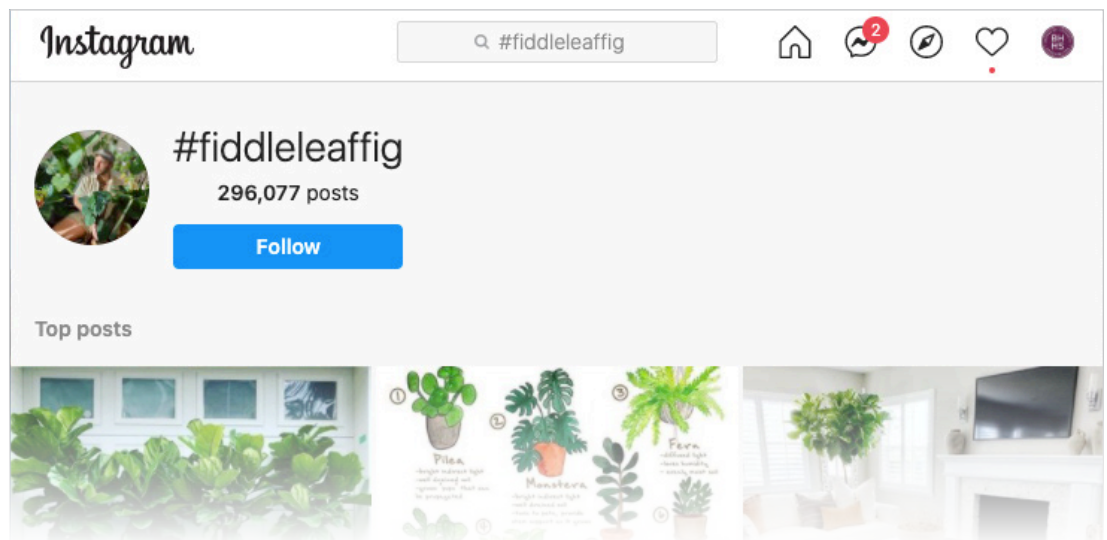
**A “hashtag” is just a fancy way of saying “key word”** and is used to search for posts on a particular topic in social media platforms. All three platforms enable clickable hashtags that you can tap on to see the most recent and relevant posts on that platform.

Because Instagram doesn't have groups, people who love fiddle leaf figs can search “#fiddleleaffig” to find fiddle leaf figs posts—including yours.

Similarly, when you post your new listings on Instagram, use hashtags like #JustListed or #JustListedVA so **everyone searching those hashtags will see your post**. (And people can even follow hashtags of interest on Instagram just like they follow accounts!)

It's easy to find popular hashtags on any subject. Just type # and the first word that comes to mind for your post. For your fiddle leaf fig, it could be hashtag #fiddle... or #plant... Then Instagram will show you alternative hashtags that others are using and searching.

It works the same way for your listing. Start typing #justlisted... into your Instagram post and it will show you popular related hashtags. Use as many as you like to broaden your reach!



# SUMMARY

## WHAT'S THE BEST WAY TO GROW YOUR SPHERE AND GENERATE REAL LEADS ON SOCIAL MEDIA?



1. Post all NEW and SOLD listings on Facebook, LinkedIn and Instagram using unaltered photos, contact info and emojis.



2. Join groups on Facebook and LinkedIn of personal interest that are geographically close. BE PICKY and start engaging conservatively.



3. Cross-post simple content regularly on all three platforms. Use the same photo but with different, contextual copy, and include popular hashtags (especially on Instagram).

**Plant these digital seeds to build relationships and establish your expertise as a forever agent BEFORE someone decides to sell their house.**