

THE REAL  
ESTATE AGENT'S  
GUIDE TO

SOCIAL

WHY SOCIAL MEDIA *ISN'T*  
WORKING FOR YOU AND  
HOW TO FIX IT

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**Better  
Homes**  
and Gardens.  
REAL ESTATE

LumentusSocial



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# EXECUTIVE SUMMARY

In less than a decade, we have seen social media steadily transform from a fascination among students into a proven business and marketing tool. From Facebook and Twitter to Pinterest and Snapchat, social media blurs the lines between our personal and professional lives. In fact, nearly one-third of the world's population<sup>1</sup> and nine out of ten American companies<sup>2</sup> use social media.

It seems the media is reporting daily on the inventive ways entrepreneurs and business owners are creating long-term relationships with their audiences, achieving measurable results, differentiating their brand, and innovating through social channels. However, amid all of the success lies a large number of people who may understand the opportunities of social media, but lack the knowledge and resources needed to fully embrace and maximize its benefits.

Among the reasons for this disconnect is that much of the available guidance on social media use has not completely made its way to all corners of the business community. The result is a great divide

between the “haves” who have mastered the art of social media and the “have-nots” who have yet to do so.

Better Homes and Gardens® Real Estate partnered with Lumentus Social to conduct a survey titled *The Impact of Social Media in Real Estate\** that reveals the insights real estate professionals need for success in a socially centric world. Data was collected for this survey from March 2015 to July 2016, focusing on the prevalence, purposes, and perceptions of social media within the US real estate industry. It also reflects the practices and opinions of over 300 real estate professionals with entrepreneurial drive and experience, including agents, brokers, and marketing executives.

# 4 KEY FINDINGS

*THE IMPACT OF SOCIAL MEDIA IN REAL ESTATE SURVEY:*

MORE THAN

**87%**

of real estate professionals have a social media presence and they believe it can help their business.

MORE THAN

**60%**

consider social media primarily a networking and relationship-marketing channel rather than a lead-generation platform.

ONLY

**35%**

regularly post daily, despite survey participants saying they are “active” in social media.

**81%**

of active social media users believes that it helps bring clients to their business.

\*Full survey, *The Impact of Social Media in Real Estate*, can be found in the Appendix.

Survey participants represent the full spectrum of real estate professionals and companies, spanning geographies (large metropolitan centers, small towns, and rural communities across the US) and sizes (representatives from companies comprised of 1 to more than 1,000 affiliated agents). Survey topics range from social media use and the resulting benefits to the most-used social media channels and ROI measurements.

Following the survey, extensive interviews were performed with agents at all levels of social media involvement. These efforts were reinforced by an independent review of social media channels, looking for both activity-level and engagement-level results. Findings were supplemented with third-party social media and small business studies in order to gain a 360-degree view of the real estate industry's current social media environment.

*The Real Estate Agent's Guide to Social* shares the strategies, thinking, and experiences of real estate professionals, while providing the tips and tools you can bring to your clients and business every day.



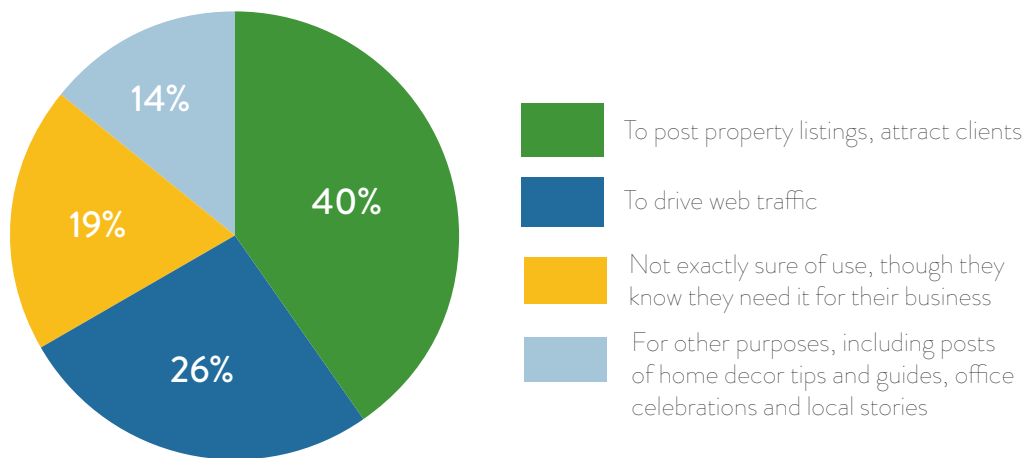
# SETTING THE STAGE

## THE CURRENT STATE OF SOCIAL MEDIA IN REAL ESTATE


Social media has made, and continues to make, an indelible impact across all industries. Low barriers to entry, cost-effectiveness, and multiple paths to desired audiences are only a few of the factors that have transformed a once complex and intimidating experience into an approachable, engaging, and irreplaceable business and networking resource.

The questions real estate professionals typically have when using social media to their advantage are how to begin, how to build, and where to focus.

*The Impact of Social Media in Real Estate* survey reveals that more than 87 percent of respondents are using social media for their businesses, and for a variety of different purposes:







Despite the fact that a majority of survey respondents report they understand social media opportunities, a review of over 100 social profiles indicates that many fail to consistently deliver on the fundamental steps needed to harness social media's full potential. While this appears to leave a gap in the amount of successful agent social endeavors, this paper will lay out reasons, examples, and guidelines needed to reach that potential.

To help guide you on your path to empowerment, we have created a social media approach and identified topline success strategies that offer:

- A mechanism to assess your current social media capabilities.
- Recommendations that improve social media results at your specific user level, and allow your progression to a more advanced level.
- Typical time and financial resource allocations required at each user level, and the results you can expect to receive at each level.

## SOCIAL MEDIA AS A PILLAR OF YOUR MARKETING STRATEGY

Social media is more than a one-dimensional feature of your marketing strategy. It is a multi-platform marketing resource.

To understand social media's influential role as a marketing strategy, you need to look no further than the agendas of some of the country's most highly acclaimed and widely attended conferences and training centers, including [Icon](#), the national small-business conference. Additionally, a 2015 review of Inman News and RISMedia, two of the leading real estate industry news outlets, reveals that nearly 20 percent

of all content—from client relations and business planning to recruitment and self-promotion—was focused on social media marketing. When you review the cross-section of industry conferences, you can see now that social media is infused throughout into every section of education, from lead generation to digital strategy to networking, accounting, and beyond. In fact, every major conference now includes social media as a backbone to its agenda, including South by Southwest and Better Homes and Gardens Real Estates' own annual Agent Retreats and Fusion conferences.

Why is social media such a recognized mainstay? The benefits are wide, powerful, and not likely to fade soon.



## ACTIVE USERS REPORT THAT SOCIAL MEDIA BOLSTERS THEIR BRAND, PROVIDES A FORUM FOR THOUGHT LEADERSHIP, DISTINGUISHES THEM FROM THEIR COMPETITORS, AND IS EXTREMELY COST-EFFECTIVE.

### THE BENEFITS OF SOCIAL MEDIA

Facebook-focused research on brand marketing opportunities identified the following social media benefits:

- **TOP-RANKED ADVERTISING FORUM (FOR THOSE WITH A BUSINESS PAGE).** Facebook grew to become the **number-one display ad-selling company**<sup>3</sup> and the number-one video ad-selling company in less than one year. The company is also projected to receive 31 percent of US advertisers' business in 2016 and continually grow in both relevance and reach.
- **GO-TO DESTINATION FOR SMALL BUSINESS CLIENTS, SUCH AS REAL ESTATE AGENTS AND BROKERAGES.** Seventy-three percent of US consumers **expect to find small businesses on Facebook**<sup>4</sup> and many may choose a company to work with based on their presence and availability.
- **GENUINE BUSINESS BUILDER.** People who show their support on social media, from liking a page to following an individual, are more likely to become, and remain, clients. In fact, more than one-half of all US consumers on Facebook and Twitter are **more likely to work with and purchase from brands they follow**<sup>5</sup> on social media.
- **PROVEN LEAD GENERATOR.** Facebook is a powerful lead generator, equaling Google in driving the most traffic to websites. A recent study found that on average, **43 percent of web traffic is now generated from social media**<sup>6</sup>, with Facebook being the largest driver, while Google drove 38 percent.

Social media platforms also offer advertising resources, allowing users to create and launch efficient, cost-effective marketing campaigns.



The reasons why Facebook claims the number-one ranking in users and marketing success rates also reveals additional benefits of social media:

1

Reach spans all ages, genders, lifestyles, and geographic regions, making it more inclusive than any purchased client list.

2

Offers the most accessible platform for a customized marketing approach.

3

Allows users to communicate with their target audience(s) as often as they want without content being considered spam.

4

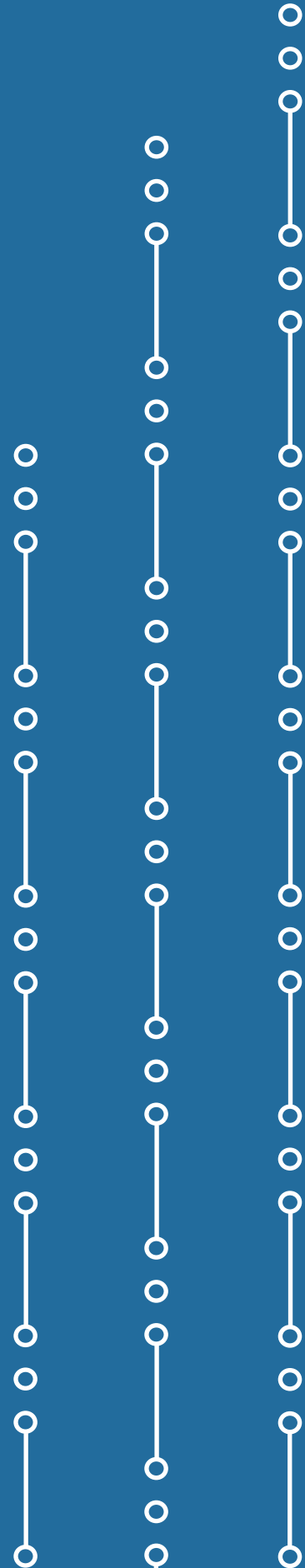
Has an active user demographic that is typically older than those on Snapchat and other platforms, and more likely to purchase and complete transactions desirable for a brand.



Pinterest and Instagram are also strong drivers of website traffic<sup>7</sup> and sales. Instagram is second only<sup>8</sup> in usage to Facebook, and continues to dominate in consumer engagement statistics.

With 400 million monthly active users<sup>1</sup>, Instagram is a ready source to build brand awareness. It is built around content discovery on-platform, with Adweek reporting<sup>9</sup> that 60 percent of users discover new products and companies, while 75 percent of users take action after being inspired by the platform. These benefits make Instagram an invaluable platform for building awareness and appeal; Instagram's platform boasts the highest engagement rate of any platform, according to the 2016 Fortune 500 Instagram report<sup>10</sup>. In addition, Instagram has recently expanded its advertising capabilities, significantly increasing lead generation opportunities.

For further brand awareness, the use of Pinterest can massively boost your website traffic and search engine ranking through back-links, strength in follower growth, and keywords, according to Scalable Social Media<sup>11</sup>.



## SOCIAL PLATFORMS FOR EVERY USER

Real estate professionals have an expansive list of social media platforms within easy reach, each offering its own way of engaging clients and sharing business-building information. Facebook, Twitter, Pinterest, Instagram, and LinkedIn, for example, are platform options with different uses for different audiences.

Among those platforms, Facebook surges to the top of the list among *The Impact of Social Media in Real Estate* survey participants.

In terms of active social media users surveyed, the platform usage for business purposes is as follows:

- **98 percent: Facebook**
- **66 percent: LinkedIn**
- **58 percent: Twitter**
- **37 percent: YouTube**
- **34 percent: Instagram**
- **32 percent: Pinterest**

While some media channels may lag behind others in terms of use, real estate professionals are advised to appreciate the distinct contribution each channel can make to a particular need or opportunity. The strongest social media strategies tap into and optimize the individual strengths of each platform.

The chart on the following page presents the most and least successful ways real estate professionals use the top social media platforms.

## PLATFORM

## WHAT DOESN'T WORK

## WHAT WORKS

## EXAMPLE OF WHAT WORKS

### FACEBOOK



Making occasional, random posts without engaging with others.

Connecting with current and potential clients and using targeted advertising (best overall platform).

[Effective Facebook page example](#)

### TWITTER



Scheduling dated content or posting infrequently, which will interest and reach few, if any, prospects.

Identifying community influencers and consistently engaging with them to show your of-the-moment relevancy; pursuing outreach opportunities.

[Effective Twitter page example](#)

### LINKEDIN



Posting listings to generate sales leads (more employment-focused platform).

Showcasing your professional experience, education, abilities, and network strength.

[Effective LinkedIn page example](#)

### PINTEREST



Including images that are not relevant or of interest to your audience(s), are poorly organized, or fail to represent your brand or to include needed links.

Demonstrating interest in lifestyle advice, inspirational how-tos, desirable properties, and activities with aspirational images featuring detailed descriptions.

[Effective Pinterest page example](#)

### INSTAGRAM



Using unappealing, text-heavy visuals and posting infrequently.

Capturing high-quality visuals consistently and presenting luxury property features, current inventory, and distinct property characteristics.

[Effective Instagram page example](#)

### YOUTUBE



Reposting business videos without any context or description.

Posting short-run videos consistently that share common themes, such as staging tips and virtual home showings, and Search Engine Optimization (SEO) - friendly property descriptions for clients.

[Effective YouTube page example](#)

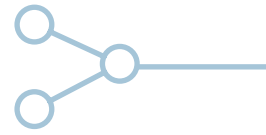
### BLOG



Blogging inconsistently and without a focus or theme.

Posting original content consistently (weekly) and around a relevant theme to position yourself as an industry thought leader, and incorporating highly used search terms in your posts to help pages rank high during searches.

[Effective blog example](#)



The top-ranked purpose for using social media in *The Impact of Social Media in Real Estate* survey was listed as “connecting me to the community” (61 percent).

There are a number of emerging social media platforms—like Snapchat (mobile video and images shared for 24 hours or less) and Periscope (live video broadcast worldwide)—that are growing in both recognition and use across industries, especially by Generation Z, and will only increase in value each year. They are now being best considered and used by more social-savvy real estate professionals who are taking a proactive approach to their social media program and are interested in being—and staying—ahead of the curve.

Adopters of Snapchat can find traction in awareness and audience growth by sharing short video tours of open houses, behind-the-scenes office culture, and community or lifestyle tips to intrigue and engage followers. Followers interested in knowing more can privately and easily send a Snapchat message to the original Snapper.

## SOCIAL MEDIA AS A NETWORKING MEDIUM AND A MARKETING MEDIUM

Strong client relationships and word-of-mouth marketing have long been recognized as keys to success and growth in the real estate industry. In fact, much of the initial appeal of social media was that it could reinforce and complement time spent networking face-to-face with existing and potential clients.

*The Impact of Social Media in Real Estate* reflects the dynamic between social media and networking through relationship-building. When survey participants were asked what they would like to use social media for, the top-ranked purpose was “connecting me to the community” (61 percent).



This finding suggests that real estate professionals not only value the relationships they have with their community members, but also highly value them as existing and potential clients.

The following are top ways real estate professionals use social media to maximize their client-connection opportunities and combine networking with marketing:

- **THOUGHT LEADERSHIP AND BRAND AWARENESS.** Inform community members of real estate professionals' industry knowledge and the latest business news, insights, and trends. They can also demonstrate their involvement in, and commitment to, local activities and philanthropic programs, thus providing touchstones of shared interests with current and potential clients.
- **CLIENT SERVICE.** Connect in real time with clients. Real estate professionals skilled in using social outlets to provide fast, attentive client service find themselves at the forefront when strengthening online relationships, gaining trust with current and potential clients, and helping to extend those relationships offline.
- **EMPOWERMENT.** Share news and timely information with interested clients and potential clients. Information can range from the latest listings and industry insights to office news and proud accomplishments. Additionally, an inside look into a real estate professional's day can create an intimacy for connections and foster camaraderie. Remember, as you share this content, to remain relevant and to only share information your followers will find useful and interesting.
- **RECRUITMENT.** Tap into the ability to showcase employment opportunities, identify potential hires, recruit, and offer an inside look into the organization's culture. These efforts also usher in new levels of efficiency and effectiveness when building teams and reaching out to other professionals for partnership opportunities.

With social media, networking and marketing go hand-in-hand, and both are key components in establishing a successful digital brand.

Optimizing the opportunities of network marketing requires a league of supporters for your social media profile and/or page. However, many social media users for business fail to reach even 500 followers, which is the determined threshold for “Power Users,” as noted in the table on page 35, with a sizeable 51 percent of survey participants falling below that total. In addition, optimizing requires high levels of follower engagement.

A number of real estate professionals are investing the time needed to fully benefit from network marketing and achieve digital success. Here are the steps they are taking:

- **MARKET SOCIAL MEDIA ASSETS TO GROW RELATIONSHIPS.** While real estate professionals are using social media to stay connected with their current audiences, their efforts can work just as successfully when creating new relationships. Using social media’s in-platform ad-targeting tools, they can define a specific target market and advertise to that market to grow their network.



- **TAKE ADVANTAGE OF NETWORK STRENGTHS.**

Each social media platform has its own unique strengths and savvy real estate professionals use those strengths to maximize their overall social presence. For example, if your market is luxury homes, Instagram and Pinterest might be the best platforms due to their strong focus on images. However, if your goal is to show your open house, you may want to create a video and build a YouTube channel for viewing, or use Facebook Live.

- **DIRECTLY ENGAGE WITH NETWORK MEMBERS.**

Social media allows real estate professionals to address client needs and present their talent, experience, and relationship-building skills to potential clients. Many real estate professionals using social media usually “broadcast” information solely through postings. However, by answering clients’ follow-up questions and engaging with their posts online, they can help build client loyalty.

In the initial stage, most people start with the ‘build-it and broadcast’ post strategy, sending content to fans and followers, primarily through posting without audience interaction. Real estate professionals who have combined interaction opportunities with direct marketing, and converted to a joint networking and marketing mindset, have achieved optimal results. For example, BHGRE® affiliated agents often post listings to their Facebook pages and then respond when potential clients have questions. This helps to initiate an enjoyable conversation that can be taken offline for further networking *and* marketing opportunities.

# CHALLENGES

## WHY AREN'T MORE PEOPLE DOING IT?

Social media's collective footprint expands each year—of the homeowner demographic of US adults aged 30-49, a staggering **82 percent of Internet users**<sup>12</sup> are active on Facebook—and those who have embraced it are seeing results. However, the majority of *The Impact of Social Media in Real Estate* survey participants responded that social media was not a top marketing priority. In fact, none described it as their most important marketing channel.

A **May 2016 Inman survey**<sup>13</sup> of 242 real estate agents found that no one reported spending more than three hours per week on any platform. Why are so many real estate professionals hesitant to take the plunge into the social media pool? Here are a few reasons:

- **TIME.** Measurable social media returns require a consistent time investment. The majority of small business owners report spending between one and five hours a week on social media, according to a recent survey published in **Social Media Today**<sup>14</sup>. This time commitment can be a genuine challenge for many real estate professionals. However, the Inman survey found that the biggest mistake real estate agents make across the board is irregular and infrequent posting. Time invested is often seen in increased effectiveness.

• **INEXPERIENCE.** Many real estate professionals acquired their education, work experience, and training before the arrival of social media. For these reasons, they may remain unsure, or even skeptical, of its use and fail to fully grasp its benefits. The result is a long-term comfort factor with, and preference for, offline and less personal marketing approaches. While new agents entering the industry do, in fact, come with more personal experience in social media use, their experience in marketing through social is still shown to be light, so the opportunity for understanding in social is universal.

**EFFORT.** The organic reach of social media platforms has declined. According to [Socialbakers](#)<sup>15</sup>, only three to five percent of users' audiences may see Facebook posts on average, and many real estate agents may question whether the investment is worthwhile.

With all this in mind, you may be asking yourself, how does social media in particular become such a prevalent driver of traffic and how does it provide business? There are two primary actions that agents can take to overcome this:

- 1) Be highly active
- 2) Personally engage

While each post may only reach a small subset of your followers, the combined effect of frequent posting and active engagement with others in social media creates a network effect that has material impact. A minority of real estate agents—20-30 percent from a review of 120 profiles across the US—have followed this strategy to great success.

To assist in your efforts, you may also consider implementing a social advertising strategy.

## OVERCOMING BARRIERS: BENEFITS OF SOCIAL ADVERTISING

Although the days of organic posts going viral are largely behind us, there remain a number of ways real estate professionals can cost-effectively position themselves and their organization before wide and diverse audiences. Social advertising is one approach that is generating a number of benefits for real estate professionals.

**RETURNS ON INVESTMENT** can surpass other advertising platforms. Real estate professionals can reach the same number of people, or more, as newspaper ads, digital banners, and other traditional advertising outlets. They can also gain measurable results for a fraction of the cost, with costs starting at \$5.00 per day. A review, for example, performed by Lumentus Social, compared the effectiveness of a Facebook ad against a print ad in a local newspaper, *The Charlotte Post*. The team found that for the same cost, a Facebook ad could potentially reach 140,000 people, while the print ad could reach a maximum of 15,000, as noted in its circulation and media-buying materials.

**CONVERSION RATES** for turning targets into leads can reach incredibly high and successful levels. Although rates vary by platform, audience reach and targeting abilities make social advertising, particularly on Facebook, an extremely effective approach to reaching specific, high-quality potential leads. In addition, you can easily quantify and measure all impressions from social media, noting the demographics of those who have expressed interest—and their various levels of interest—which can help guide you in future client demographic outreach for all marketing areas.

**LARGER AND HIGHLY TARGETED AUDIENCES** can be reached. The combination of Facebook's vast audience, traditional advertising strategies available, and social media's granular targeting capabilities—including age, gender, job, interests, hobbies, and life events—positions social advertising as one of the smartest, most highly targeted, and widest-reaching advertising venues available.

**EFFECTIVE RESULTS** are achieved. Seventy-five percent of *The Impact of Social Media in Real Estate* survey participants who purchased social media advertising believe it achieved its intended goal, whether lead generation, follower recruitment, networking, or website traffic.



# THE “NEW” SOCIAL

## HOW TO DO IT: WHO YOU CAN REACH

Social media lays claim to the world’s largest and most demographically diverse audience, with its population of more than 2.3 billion users<sup>16</sup>. The Guardian reports<sup>17</sup> that Facebook members alone total one-seventh of the world’s population, with 1.6 billion monthly active accounts.

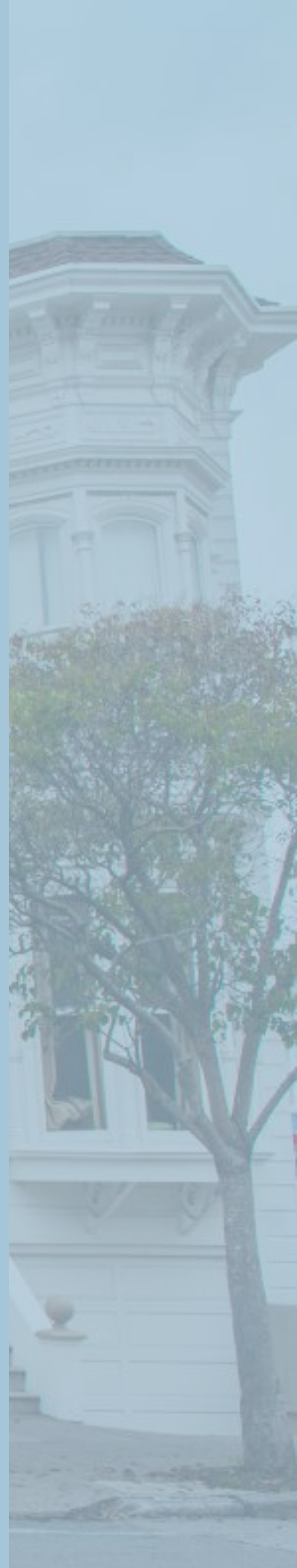
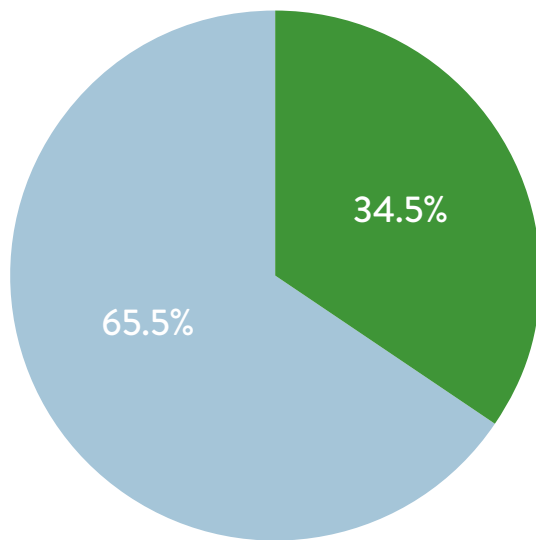
What this means to you is that regardless of your target audiences, you can identify them using social media. For example, if you were selling a vacation property to empty nesters in Chicago and Los Angeles, you could easily target both audiences on Facebook.

Within your sphere of influence, the majority of your potential clients are likely to be found and targeted on Facebook and other social outlets. A near-universal population, coupled with the strength of multi-media channels, allow real estate professionals the opportunity to directly reach highly specified target audiences as easily and as efficiently as mass audiences. No matter the objective of your campaign, the intended reach is in your hands.

Social media offers both a vibrant audience of potential clients as well as the tools needed to reach them. Yet, many real estate professionals lack the knowledge and experience needed to best apply those tools to their outreach efforts. The results are untapped resources and missed opportunities—only 12 percent of *The Impact of Social Media in Real Estate* survey participants report receiving more than 25 percent of their leads through social media.



## HAVE YOU RECEIVED ANY LEADS FROM SOCIAL MEDIA?



For real estate professionals interested in growing their social media presence, the following time-tested outreach strategies can help them get started on the right foot.

- **DEVELOP A STRATEGY** to speak to the audience you want to reach in the way they want to be reached. See *Content* section on page 36 of this guide for step-by-step guidelines in addressing your strategy.
- **IDENTIFY POSSIBLE REFERRAL SOURCES**, connect with them on social media, and engage with their content by liking or commenting to further build your connections. Sources can include brokers, clients, and partners such as contractors, attorneys, designers, and school officials. For example, reach out to former clients who you know are satisfied with your work and willing to connect.
- **TARGET CLIENTS SIMILAR TO YOUR EXISTING CLIENTS**, which can be accomplished in two ways:
  1. Organize your clients by demographics and target those demographics when reaching out to new clients on social media. With a Facebook business page, and advertising, each post you make has the option to include targeting within the post-edit tools as you create your post. When you choose to target audiences for your post or your ad, you will be walked through the wide array of demographics and options you can choose.
  2. Choose the more advanced option that allows you to upload your email list to the advertising tools and target “similar” audiences for advertising posts. This means that Facebook can find the profiles associated with your client lists’ email addresses and target people with the same demographics! (Further details on this can be easily found in the [Facebook Ads Manager](#), at Facebook.com/ads/manager.)

- **USE THE EMAIL ADDRESSES OF CURRENT CUSTOMERS**

and target their accounts on social media if they do not yet follow you. You can do this by uploading your client list to the Ads Manager and having Facebook find all available profiles connected with those emails. Invite those clients to connect with your social page.

- **REVIEW YOUR SOCIAL MEDIA FOLLOWERS FOR DIFFERENT CLIENT TYPES** and develop specific messages to encourage recurring business strategically. For example, consider the following:

- For young parents, consider sharing lifestyle articles on raising children in your area.
- For older clients, and prospective retirees and downsizers, share market reports so they can understand the local real estate trends.

- **CONGRATULATE YOUR CLIENTS** on their milestones, achievements, and other celebratory events.

## DO YOU FIND PAID SOCIAL ADVERTISING EFFECTIVE?



# DEFINING THE VALUE FOR YOUR BUSINESS

Success for real estate professionals in the social environment requires a balance between their social goals and the time and other resources available for reaching them. However, starting with a realistic plan can set a course for striking this balance.

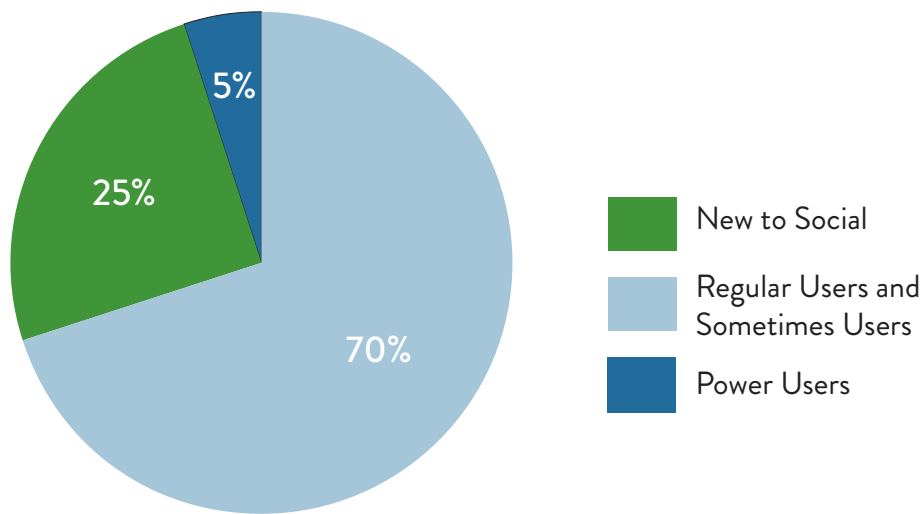
## SOCIAL MEDIA FOR EVERY TYPE OF USER

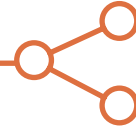
When performed and managed correctly, social media is effective and accessible to all real estate professionals, though the perception that its full potential can be realized quickly is simply misleading.

To assist real estate agents in understanding the social media results they can expect from a particular level of investment, Lumentus Social analyzed more than 100 real estate professionals' social media pages of independent and franchised brokerages in various markets. Following our analysis, we identified four types of users, each based on patterns of activity, engagement, and response level.

- **POWER USER** – Active every day, both posting and engaging with others.
- **REGULAR USER** – Posting regularly, though with limited proactive engagement with others.
- **SOMETIMES USER** – Posting irregularly and only engaging with those who directly contact them.
- **NEW TO SOCIAL** – Have built pages, though they are mostly static users and can actively view others' social activity while seldomly engaging with them.

In the majority of markets reviewed in Lumentus Social's analysis of over 100 profiles, no more than one user could be classified as a Power User. Approximately 70 percent were classified as Regular Users and Sometimes Users, and 25 percent as New to Social. The review demonstrates that while people report their use of social media, a strong majority are not using it to its full potential.





## USER TYPE SUMMARY TABLE

With the four types of social media users identified, we determined the investment needed to progress to higher levels and the value that could be generated by doing so. Presented here are profiles of the four types of users and descriptions of the time, resources, audience, context, engagement, advertising, and results that can be expected at each level.

The summary table provides a greater description of each type of user, the value each can expect to generate at that level and general concepts to move to the next level. This report then details the core features of a social media plan for each level of user:

- **TIME AND RESOURCES**
- **AUDIENCE TARGETING**
- **CONTENT**
- **ENGAGEMENT**
- **ADVERTISING**
- **RESULTS MEASUREMENT**

Following this approach, you can determine your social media standing, customize a plan best suited to your specific needs and goals, and begin to obtain the knowledge and experience needed to progress to higher levels of expertise.

## SUMMARY TABLE

USER TYPE	DEFINITION	VALUE OPPORTUNITY	CONSIDERATIONS FOR GROWTH
<b>POWER USER</b>	Active on multiple social media platforms, skilled in posting engaging content and using social media for business purposes and for personal relationships with friends/family.	In addition to building a personal brand and engaging with clients, Power User should consider social media for lead generation, by posting and promoting stories leading people back to your website for contact information collection.	Identify strategies for integrating social media to drive traffic and leads to your website, and in the process, generate new opportunities and stronger results.
<b>REGULAR USER</b>	Active on one or more social media platforms and on multiple days per week. Areas for improvement include self-marketing and optimizing returns.	Regular User should consider using social media to drive awareness with former clients and similar audiences, which will prompt referrals within their networks.	Spend more time proactively engaging with other social media users, and initiate more complex advertising strategies to increase your exposure to new potential clients.
<b>SOMETIMES USER</b>	Casual social media user who has only used one or two social media platforms and does not yet know how to execute online self-marketing efforts.	Sometimes User should be considering social media for brand-building.	Create a content plan—meaning each week you plan to post a certain number of times and have a general strategy for these posts. For example, you may decide Monday is an inspirational quote day, Wednesday is for interesting news, Friday is for a new listing, and the weekend is for community news. While this can change, a plan allows you to increase consistency. In addition, you should consider using small amounts of social advertising budget to "boost" (spread reach) of your posts.
<b>NEW USER</b>	Infrequent social media user who has a personal social account rarely used for business (often due to uncertainty), and is uncomfortable with self-marketing.	New User should be considering social media for professional image and reputation.	Post content consistently on a variety of topics (lifestyle, community, and industry/business), and reach out to current and former colleagues and friends to grow your network.

## TIME AND RESOURCES

Time and resources are valuable commodities for real estate professionals and are an important starting point for a social media plan. The right combination is the key to achieving the greatest possible returns.

## TOPLINE TIPS

- Dedicate time each week to social media marketing. The specific time commitment will depend on your user level and goals.
- Use time-saving social media management tools, such as [Hootsuite](#) or [Lumentus Social](#), to assist in identifying content and scheduling posts for all platforms in one application.
- Develop a monthly social media budget to ensure progress within financial parameters. See the *Advertising* table for budget details.



## TIME AND RESOURCES

USER TYPE	TIME COMMITMENT	ESTIMATED FINANCIAL COMMITMENT*	CONSIDERATIONS FOR GROWTH
<b>POWER USER</b>	1+ hours per day	\$500+ per month	Take a cross-platform approach and engage a social media specialist to supplement the personal time you spend on social media. Also, set specific goals and objectives for website traffic and audience reach and engagement.
<b>REGULAR USER</b>	4 to 5 hours per week	\$100+ per month	Broaden your social media efforts to include multiple platforms and ads to grow your personal network. Also, begin tapping into the opportunities offered by Facebook Insights and other analytics tools to better understand your audience(s) and content performance.
<b>SOMETIMES USER</b>	1 to 3 hours per week	\$50 per month	<p>Invest in social media scheduling software like <a href="#">Hootsuite</a> or <a href="#">Lumentus Social</a>. These technologies make it much more efficient to stay consistent with your social media efforts because they provide content to share as well as scheduling capabilities so you can set all of your social media posts in advance.</p> <p>At this point you should also start "boosting" posts on Facebook (or your primary channel) to increase your name and content exposure. Boosting is the process of paying as little as \$5 to increase the number of people who see your social content.</p>
<b>NEW USER</b>	15 minutes per week	\$0	Increase the number of friends/connections/followers among your family, friends and colleagues, and be proactive in liking and sharing content they post. Focus on posting consistently before advancing to a higher level of activity, i.e. posting at least three times per week.

*\*These estimated costs are based on current social media advertising rates and results and do not include daily costs associated with your hiring or engagement of in-house marketing personnel or third parties.*

## TARGETING SPECIFIC AUDIENCES

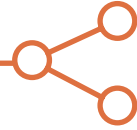
One of social media's most unique attributes is its ability to hone in on specific audiences, making a targeting strategy—from focusing on family and friends to the furthest reaches of your business connections—a must-have program feature.

### TOPLINE TIPS

- Identify your ideal target audience using existing client attributes to define demographic (age, household income) and psychographic (attitudes, aspirations, motivations) profiles.
- Make a list of key influencers or others who can connect you with your target audience.
- Use social advertising tools to connect you to your specific target audience. For example:
  - Facebook and Instagram's ad platforms allow you to create multiple demographic variables like zip code, age, and income range as well as psychographic profiles, such as "likely to move," to build the right audience for your social media content.
  - If you have a personal website, you can add a pixel that will collect data on people that visit your site. You can then use that data to create "look-a-like" audiences on social media of people with similar characteristics and demographics to the ones the pixel can pull from your current audience.

## AUDIENCE

USER TYPE	FOLLOWER SIZE	RECOMMENDED ACTIVITIES	CONSIDERATIONS FOR GROWTH
<b>POWER USER</b>	500+	Participate actively in multiple social networks and create a communications/marketing strategy with relevant content on each platform.	Analyze and monitor how you leverage/retarget your email lists and website traffic to keep your social media audiences engaged and content relevant.
<b>REGULAR USER</b>	250+	Vigorously promote your social media pages with social ads that grow your network.	Connect with influencers who have their own large network and consistently engage with their content in appropriate ways, including commenting, liking, and sharing their posts.
<b>SOMETIMES USER</b>	100+	Target people with professional backgrounds and interests similar to your clients and connections.	<p>Comment, share, and retweet people's posts, which will trigger your name to appear on their pages, providing invaluable exposure to a new group of potential contacts.</p> <p>Create posts with the mindset that members of your network will want to share your posts on their pages, allowing you to organically reach undiscovered audiences.</p>
<b>NEW USER</b>	Up to 100	Reach out to friends, family, and colleagues with whom you have existing relationships.	Extend your outreach to include people on the perimeter of your personal and professional networks who might refer business and industry professionals, including mortgage brokers, contractors, stagers, and others.



## CONTENT

The often-quoted phrase “content is king” has never been truer than in the world of social media, where the most results-driven communications are brief, relevant, timely, and attention-getting.

## TOPLINE TIPS

- Make sure your brand tone is consistent with your personality and provides an authentic, professional portrait of yourself.
- Post a balanced mix of information and news that is of interest to your audience and promotes your brand. Add questions in your post copy and links to posts and images to engage your audience.
- Preview your posts when possible so that you can see how they will appear to your audience. Visual content consistently performs well across all channels.
- Use video whenever possible to generate more impressions.

Social media content is not just about posting to your page; it should also include sharing and commenting on other people's posts.

- Make content engaging by using images and copy to invoke a positive emotional response, and by asking questions or reactions of your followers when you do.
- Build a content calendar so you have a general social media content strategy. See below for a calendar template you can use to get started:

DATE	POST TYPE	COPY	IMAGE
<b>EXAMPLE</b> 09/15/2016	<b>EXAMPLE</b> Listing	<b>EXAMPLE</b> Looking to move upstate? This spacious 4-bedroom, 3-bathroom property has every amenity a family could need, and it's open for viewing this weekend! Get more details here: [list url]	<b>EXAMPLE</b> 
<b>EXAMPLE</b> 09/18/2016	<b>EXAMPLE</b> Engagement	<b>EXAMPLE</b> The kitchen can be one of the most important selling factors in a house. Would you be excited to cook in this neutral-hued room or do you like a pop of color in your kitchen?	<b>EXAMPLE</b> 



## CONTENT

USER TYPE	POSTING FREQUENCY	TYPES OF CONTENT	CONSIDERATIONS FOR GROWTH
<b>POWER USER</b>	Multiple times per day	Custom content that varies by channel and consistently meets audience expectations.	Build your brand and develop a voice that reflects its meaning, spirit, and purpose. Quality is more important than quantity so spend time researching and creating great-looking posts, with original images and video.
<b>REGULAR USER</b>	Daily	Expanded original content bolstered by licensed tools that can create entertaining posts featuring emojis, pictures, graphics, and videos.	Identify companies, such as Shutterstock, that offer reasonably priced images that can be used for social media and other marketing purposes.
<b>SOMETIMES USER</b>	3 to 4 posts per week	Blend of original and shared posts that follows a monthly content-posting calendar.	Determine whether your posts encourage others to read, like, or provide a comment. Adjust your style and content as needed to promote friend, follower, and connection activity.
<b>NEW USER</b>	1 to 2 posts per week	Share interesting news articles and postings about key events in your business.	Make consistency a priority by scheduling a specific amount of time each week for social media. By developing a routine, which can be as quick as 15 minutes per week, you can develop a habit that becomes less intimidating and more comfortable as your engagement grows.

## ENGAGEMENT

Social media offers the same networking opportunities as events, conferences, parties and other informal get-togethers. However, the means of connecting and engaging are vastly different.

## TOPLINE TIPS

- Assume an approach that builds relationships and loyalty when posting comments and questions, and respond to comments on your page in a timely manner.
- Be consistent in posting relevant, helpful information that speaks to your clients.
- Remember to use “calls to action” to drive others to engage. For example, ask people what they think of an article or ask what they would do in a particular situation.
- Follow others, comment on their posts, and avoid only posting to your page.
- Be careful, as not all engagement is good. As a general rule, stay positive and do not post or engage on sensitive topics such as politics or religion.



## ENGAGEMENT

USER TYPE	FREQUENCY	TYPES OF ENGAGEMENT	CONSIDERATIONS FOR GROWTH
<b>POWER USER</b>	Daily	All types of engagement listed below, plus active daily shares, comments, retweets, pins and similar activity.	Use apps to be active on social media multiple times per day. Identify and execute strategies for building stronger relationships with influencers, such as identifying the top 10 people with active Twitter profiles in your community.
<b>REGULAR USER</b>	Frequently	Engage fully with current and potential members of your network: contribute to online threads, share other people's content, and like/comment/respond when appropriate.	Perform some degree of social media engagement each day.
<b>SOMETIMES USER</b>	Weekly	Comment on other people's posts and respond to all comments made on your posts.	Increase your brand exposure by joining thread conversations, resulting in your name appearing in front of other participants.
<b>NEW USER</b>	Occasionally	Like other people's posts.	Download the Facebook phone app and scroll through the newsfeed at least weekly, each time liking or commenting on a minimum of one person's post.

## ADVERTISING

There are a number of cost-effective social media advertising options and each can drive significant growth in your followers, content reach, and engagement. You can determine your comfort level with each option by promoting one post at a time or creating a bold, long-term campaign. You can also customize your choice for each platform being used.

## TOPLINE TIPS

- Boost a post and increase its reach and visibility. It can be accomplished in a variety of ways depending on your platform(s), with each having an advertising manager section for assistance.
- Broaden your reach beyond your own connections, drive website traffic and increase opportunities for interactions by building social ads, which vary by platform.
- Create multiple ads for each advertising concept to test different images and copy, and ultimately decide which concept(s) work best. Run both ads with a small budget for one week and use the remainder of the budget for the stronger-performing ad.

# BELOW IS A SUMMARY OF THE MOST POPULAR ADVERTISING OPTIONS FOR EACH SOCIAL PLATFORM\*

## FACEBOOK



**Offers the most robust options for ad types and targeting of all of the social networks.**

**BOOST POSTS** A user can pay as little as \$5 to increase the number of views on their social media posts.

**PAGE GROWTH AD, OR "LIKE" ADS** Users can run ads to a certain audience to encourage them to like their page.

**WEBSITE TRAFFIC AD** These ads drive people from Facebook to a website.

## INSTAGRAM



**Uses the Facebook audience targeting capabilities, but currently offers fewer ad options than Facebook.**

**ENGAGEMENT ADS** These ads encourage people to engage with specific Instagram posts.

**BOOST POSTS** A user can pay as little as \$5 to increase the number of views on their social media posts.

**WEBSITE TRAFFIC ADS** These ads drive people from Instagram to a website.

## TWITTER



**Twitter offers robust ad options and targeting capabilities, like Facebook, but the data may be less accurate and ad performance is typically seen as less effective.**

**TWEET ENGAGEMENT** These ads encourage people to engage with your Tweets.

**PAGE GROWTH** Users can run ads to a certain audience set to encourage them to like their profile.

**WEBSITE TRAFFIC ADS** These ads drive people from Twitter to a website.

## PINTEREST



**While multiple ad types are available, data suggests Pinterest is a strong platform for driving people to your website.**

**WEBSITE TRAFFIC ADS** These ads drive people from Pinterest to a website.

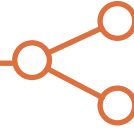
## LINKEDIN



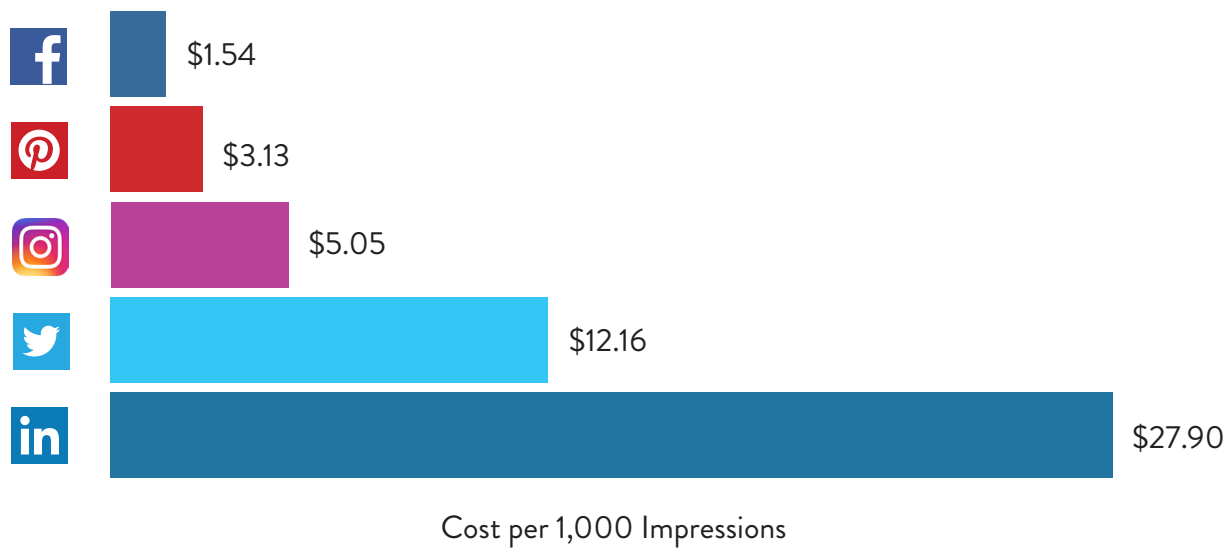
**While multiple ad types are available, Lumentus Social data suggests the most effective type of advertising on LinkedIn is engagement ads.**

**SPONSORED POSTS** These ads encourage people to engage with your LinkedIn posts.

*\*This information is based on social advertising options offered on these platforms on the date of this guide's publication.*



The below chart combines Lumentus Social and BHGRE's advertising results on Pinterest and Instagram ads manager from January 1, 2016 to September 30, 2016, with industry data from the *Financial Times*,<sup>18</sup> to demonstrate the cost-effectiveness of advertising on different platforms. As you can see, Facebook is the most cost-effective; we generally recommend that brokers and agents begin their advertising experience with Facebook.



# ADVERTISING

USER TYPE	AMOUNT	TYPES OF SOCIAL ADS TO USE	CONSIDERATIONS FOR GROWTH
<b>POWER USER</b>	\$500+ / month	Boost post ads, page growth or like ads, and web-traffic ads.	Select a variety of ads for different audiences, test each ad using a portion of your budget and allocate the balance of your budget to the ad that performs best.
<b>REGULAR USER</b>	\$200+ / month	Boost post ads and like ads.	<p>Consider both the ad creative (visual look) and audience targeting (demographics you choose to narrow down your reach). For example, to experiment with audience targeting, you can create one ad set to run to an email list of existing clients and run a different ad for people who do not know you. To experiment with ad creative choices, try using two varying images for two different ads to see if the results differ.</p> <p>You should consider spending at least \$50 on each ad campaign.</p>
<b>SOMETIMES USER</b>	\$35+ / month	Boost post ads.	<p>Create a social media business page, which is required for social advertising on Facebook. Advertising is also available on Twitter and Instagram, though it is recommended that Sometimes Users begin with Facebook.</p> <p>For this level of investment, we recommend boosting your top-performing social posts at \$5-\$10 per post.</p>
<b>NEW USER</b>	N/A	N/A	<p>New users should avoid spending money on social ads. We recommend setting a goal to post content consistently for at least two months before beginning social advertising.</p> <p>It is also important to note that advertising is not available on personal Facebook pages. You must create a business page to advertise on Facebook. However, this is not true of other social platforms.</p>

## RESULTS MEASUREMENT

Whether reaching a personal milestone or business goal, measuring results is critical to long-term success.

### TOPLINE TIPS

- Account for the time, resources, and effort invested in social media to ensure that the outcome is supported by the investment.
- Identify the most successful social media program features, as well as those that underperform, and adjust your program as needed, while maintaining your primary objectives.


- The key to measurement is setting goals. If you have specific goals, you can achieve them, if you don't, you often tend to lose momentum. Below are specific social media metrics you could measure and the benefit of each:

#### ○ NUMBER OF FOLLOWERS

While building a large follower base is decreasingly valuable on platforms like Facebook, it does send an immediate signal to people who find your page. You want to set a minimum number of connections on each platform.

#### ○ MONTHLY ENGAGEMENT

Once you are consistently using social media, a good way to measure the value of what you post is to gauge how many people like, comment, share, re-tweet etc. Driving this number up each month means you are improving your value to your audience, and higher engagement rates increases your audience reach.



## SET A GOAL AND CONSISTENTLY EVALUATE YOUR SUCCESS IN REACHING IT. ONCE YOU CAN COMPARE YOUR MONTH-OVER-MONTH NUMBERS, YOU'LL BEGIN TO SEE WHERE YOUR PERSONAL SUCCESSES WILL LIE GOING FORWARD.

### ○ AUDIENCE REACH

Facebook, Twitter, and Instagram offer analytics tools that provide information on how many people see your content. You should review activity by month to determine overall visibility of your posts, and using these tools, you can determine if your engagement, reach, and visibility is growing month over month.

### ○ WEBSITE TRAFFIC

Social media is a key driver of website traffic. With Google Analytics, you can see what percentage of your website traffic comes from social media channels, and you can increase those numbers over time.

### ○ LEADS

A lead refers to new phone numbers or emails collected through social media campaigns. Typically, there is a separate submission form on a special landing page. Social media posts or ads can drive potential new clients to that special landing page to collect their information.

It matters less what your specific goals are, numbers-wise, but it does matter that you set a goal and consistently evaluate your success in reaching it. Once you can compare your month-over-month numbers, you'll begin to see where your personal successes will lie going forward.

Note: Once you are active on multiple social platforms and want to measure multiple metrics, you could consider licensing a social analytics tool, like [Locowise](#), [Socialbakers](#), or [Sprout Social](#).



## RESULTS MEASUREMENT

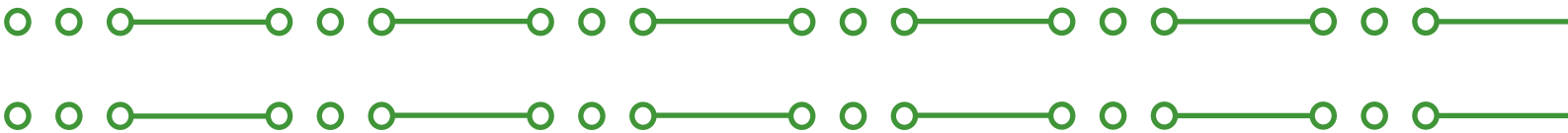
USER TYPE	TYPES OF MEASUREMENT	SAMPLE RESULTS	CONSIDERATIONS FOR GROWTH
<b>POWER USER</b>	<ul style="list-style-type: none"> <li>Leads</li> <li>Website referral traffic</li> <li>Reach</li> <li>Engagement rate</li> </ul>	<ul style="list-style-type: none"> <li>I collected 100 new email addresses.</li> <li>Social media is driving 30% of my website traffic.</li> <li>My brand exposure has improved by 100% YOY.</li> <li>My client engagement rate has risen 50%.</li> </ul>	<p>Regularly fine-tune and improve results over time.</p> <p>Use Google Analytics to further assess web traffic quality resulting from your social activity.</p>
<b>REGULAR USER</b>	<ul style="list-style-type: none"> <li>Network growth</li> <li>Reach</li> </ul>	<ul style="list-style-type: none"> <li>My network is growing 10% per month.</li> <li>My audience reach/engagement has increased 25% over the last three months.</li> </ul>	<p>Use the platform analytics to understand the types of posts your audience engages with most to deliver better-performing content.</p>
<b>SOMETIMES USER</b>	<ul style="list-style-type: none"> <li>Network size</li> <li>Reach</li> </ul>	<ul style="list-style-type: none"> <li>I grew my network by 200 connections.</li> <li>1,000 members of my target audience view my posts each month.</li> </ul>	<p>Increase the consistency of your activities and focus your time and energies on the activities that have either generated the best results or show potential.</p>
<b>NEW USER</b>	<ul style="list-style-type: none"> <li>Network size</li> <li>Findability</li> </ul>	<ul style="list-style-type: none"> <li>My connections have increased to 100.</li> <li>My Facebook and LinkedIn profiles appear when my name is searched.</li> </ul>	<p>Assume the perspective of people who are looking for you online. Log out of the platform you are using, whether Facebook, Twitter or other, and search your name to view what other people see when they perform their own search.</p>



# CONCLUSION

Social media's momentum has given rise to a dynamic shift in the way real estate professionals serve their clients, expand their business, and build their brand. Each year, it gains greater influence in all corners of the globe as digital awareness, platforms, and lifestyles extend their reach across demographics, business communities, and society at large.

Real estate professionals who successfully harness the power of social media can capitalize on a critical opportunity to strengthen relationships with existing clients, connect with new clients, and create a foundation for long-term growth. However, equally important, they can become part of an evolution that is dramatically transforming the real estate industry and redefining the road to progress, leadership, and success.



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# METHODOLOGY

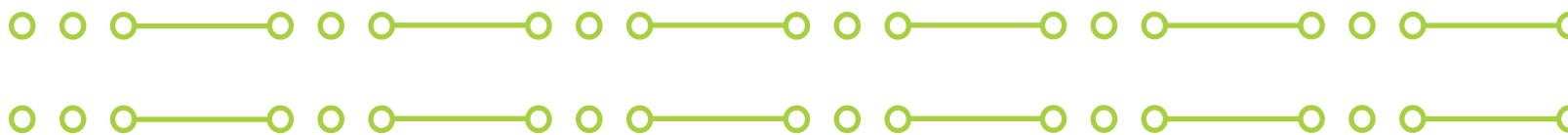
The research methodology utilized for this paper included a nationwide survey of real estate professionals to determine activity levels and success. The survey was collected online and via an app at trade conferences.

This paper also includes a compilation of 18 articles on recent trends and statistics from data provided by social media and marketing thought leaders. Those statistics and trends are referenced through the piece. In addition, the paper was supplemented by proprietary data collected from work Lumentus Social has performed for BHGRE® and other clients in the real estate industry.

## ABOUT THE SURVEY

The Better Homes and Gardens Real Estate *The Impact of Social Media in Real Estate Survey* was conducted by Lumentus Social among 308 U.S. real estate professionals, between March 1, 2015 and July 31, 2016, using an email invitation, digital advertising, blog promotion, and an online survey. Quotas have been set to ensure reliable and accurate representation of the real estate industry population.

Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of survey-takers and the level of the percentages expressing the results. For the surveys conducted in this particular study, the chances are 95% that a survey result does not vary by more than plus or minus 5.5 percentage points from the result that would be obtained if surveys had been conducted with all persons in the universe represented by the sample.



# SURVEY

# QUESTIONS & RESPONSES

## Question 1

WHICH ANSWER BEST DEFINES WHO YOU ARE?		
ANSWER OPTIONS	RESPONSE PERCENT	RESPONSE COUNT
BROKER	16.2%	50
AGENT	60.7%	187
MARKETING PROFESSIONAL	13.3%	41
OTHER (PLEASE SPECIFY)	9.7%	30
	<i>Answered</i>	308
	<i>Skipped</i>	0

## Question 2

ARE YOU USING SOCIAL MEDIA FOR YOUR BUSINESS?		
ANSWER OPTIONS	RESPONSE PERCENT	RESPONSE COUNT
YES	88.6%	264
NO	11.4%	34
	<i>Answered</i>	298
	<i>Skipped</i>	10

## Question 3 (Broker-only)

DO YOU OFFER CONTENT FOR YOUR AGENTS TO POST ON SOCIAL MEDIA?		
ANSWER OPTIONS	RESPONSE PERCENT	RESPONSE COUNT
YES	54.5%	18
NO	45.5%	15
	<i>Answered</i>	33
	<i>Skipped</i>	275

## Question 4

WHY ARE YOU USING SOCIAL MEDIA FOR BUSINESS?		
ANSWER OPTIONS	RESPONSE PERCENT	RESPONSE COUNT
IT HELPS ME RECRUIT/RETAIN AGENTS (FOR BROKERS ONLY)	1.6%	4
OUR CLIENTS FOLLOW US AND SEE LISTINGS	40.2%	98
WE USE IT TO DRIVE WEB TRAFFIC	25.4%	62
I DON'T KNOW, BUT IT IS PART OF OUR MARKETING MIX	18.9%	46
OTHER (PLEASE SPECIFY)	13.9%	34
	<i>Answered</i>	244
	<i>Skipped</i>	64

## Question 5

WHAT CHANNELS DO YOU USE FOR BUSINESS? (CHECK ALL THAT APPLY)		
ANSWER OPTIONS	RESPONSE PERCENT	RESPONSE COUNT
FACEBOOK	98.4%	240
TWITTER	57.8%	141
LINKEDIN	66.0%	161
INSTAGRAM	34.4%	84
PINTEREST	32.0%	78
YOUTUBE	37.3%	91
VIMEO	4.1%	10
WHAT ARE ALL THESE?	0.0%	0
	<i>Answered</i>	244
	<i>Skipped</i>	64

## Question 6

WHAT'S YOUR CUMULATIVE SOCIAL FOLLOWING?		
ANSWER OPTIONS	RESPONSE PERCENT	RESPONSE COUNT
UNDER 500	50.7%	107
500 - 1,000	25.1%	53
OVER 1,000	24.2%	51
	<i>Answered</i>	211
	<i>Skipped</i>	97

### Question 7

#### ON AVERAGE HOW MUCH TIME DO YOU SPEND ON CREATING SOCIAL POSTS FOR YOUR BUSINESS PAGE?

ANSWER OPTIONS	RESPONSE PERCENT	RESPONSE COUNT
UNDER 2 HOURS A WEEK	55.0%	116
1 HOUR A DAY	25.6%	54
OVER 1 HOUR A DAY	11.8%	25
OTHER (PLEASE SPECIFY)	7.6%	16
	<i>Answered</i>	211
	<i>Skipped</i>	97

### Question 8

#### WHY AREN'T YOU USING SOCIAL MEDIA FOR BUSINESS?

ANSWER OPTIONS	RESPONSE PERCENT	RESPONSE COUNT
IT IS TOO TIME CONSUMING	23.1%	6
IT IS NOT PROVEN TO GENERATE LEADS	30.8%	8
BROKERS SHOULD DO IT (AGENT-ONLY)	3.8%	1
OTHER (PLEASE SPECIFY)	42.3%	11
	<i>Answered</i>	26
	<i>Skipped</i>	282

### Question 9

#### WHAT WOULD YOU LIKE TO USE SOCIAL MEDIA FOR?

ANSWER OPTIONS	RESPONSE PERCENT	RESPONSE COUNT
IT CONNECTS ME TO AGENTS	11.5%	3
IT CONNECTS ME TO THE COMMUNITY	61.5%	16
EVERYONE DOES IT	7.7%	2
OTHER (PLEASE SPECIFY)	19.2%	5
	<i>Answered</i>	26
	<i>Skipped</i>	282

## Question 10

DO YOU USE SOCIAL MEDIA FOR PERSONAL USE?		
ANSWER OPTIONS	RESPONSE PERCENT	RESPONSE COUNT
YES	93.5%	216
NO	6.5%	15
	<i>Answered</i>	231
	<i>Skipped</i>	77

## Question 11

DO YOU AGREE WITH THE FOLLOWING SENTENCE? “SOCIAL MEDIA HELPS BRING CUSTOMERS TO MY BUSINESS.”		
ANSWER OPTIONS	RESPONSE PERCENT	RESPONSE COUNT
YES	81.8%	189
NO	18.2%	42
	<i>Answered</i>	231
	<i>Skipped</i>	77

## Question 12

I CONSIDER MY BROKERAGE:		
ANSWER OPTIONS	RESPONSE PERCENT	RESPONSE COUNT
SOCIAL SAVVY	30.1%	69
SOCIALLY COMPETENT	18.3%	42
SOCIALLY ACTIVE	23.1%	53
SOCIALLY BASIC	24.9%	57
INACTIVE	3.5%	8
	<i>Answered</i>	229
	<i>Skipped</i>	79

### Question 13

#### WHO FOLLOWS YOU? (CHECK ALL THAT APPLY)

ANSWER OPTIONS	RESPONSE PERCENT	RESPONSE COUNT
FAMILY AND FRIENDS	93.2%	204
CLIENTS (PAST AND PRESENT)	77.2%	169
COLLEAGUES & PARTNERS (LENDERS, CONTRACTORS, ETC.)	73.5%	161
OTHER (PLEASE SPECIFY)	7.3%	16
	<i>Answered</i>	219
	<i>Skipped</i>	89

### Question 14

#### HOW OFTEN DO YOU POST?

ANSWER OPTIONS	RESPONSE PERCENT	RESPONSE COUNT
ONCE PER MONTH	7.8%	17
ONCE PER WEEK	20.1%	44
2 - 5 TIMES PER WEEK	32.9%	72
ONCE OR MORE PER DAY	35.2%	77
ONLY WHEN I ATTEND BUSINESS FUNCTIONS	0.5%	1
OTHER (PLEASE SPECIFY)	3.7%	8
	<i>Answered</i>	219
	<i>Skipped</i>	89

### Question 15

#### WHAT KINDS OF CONTENT ARE YOU POSTING? (CHECK ALL THAT APPLY)

ANSWER OPTIONS	RESPONSE PERCENT	RESPONSE COUNT
LISTINGS	64.4%	141
LOCAL STORIES	64.4%	141
INDUSTRY NEWS	69.4%	152
OFFICE CELEBRATIONS	31.5%	69
HOME DECOR TIPS AND GUIDES	64.8%	142
OTHER (PLEASE SPECIFY)	19.6%	43
	<i>Answered</i>	219
	<i>Skipped</i>	89



## Question 16

WHAT STOPS YOU FROM INVESTING MORE TIME ON SOCIAL MEDIA?		
ANSWER OPTIONS	RESPONSE PERCENT	RESPONSE COUNT
I'M TOO BUSY	31.3%	5
I DON'T KNOW ENOUGH ABOUT SOCIAL MEDIA TO TAKE ADVANTAGE OF IT	25.0%	4
I DON'T SEE RESULTS FROM IT	37.5%	6
OTHER (PLEASE SPECIFY)	6.3%	1
	<i>Answered</i>	16
	<i>Skipped</i>	292

## Question 17

WHERE DO YOU FIND CONTENT TO POST? (CHECK ALL THAT APPLY)		
ANSWER OPTIONS	RESPONSE PERCENT	RESPONSE COUNT
I CREATE IT	66.5%	139
I ONLY POST LISTINGS	8.6%	18
I SHARE INTERESTING ARTICLES FROM REAL ESTATE WEBSITES	73.2%	153
I RESHARE POSTS FROM OTHER REAL ESTATE PROFESSIONALS/BRANDS	60.3%	126
OTHER (PLEASE SPECIFY)	15.3%	32
	<i>Answered</i>	209

## Question 18

DO YOU HAVE DIFFICULTY FINDING CONTENT TO SHARE?		
ANSWER OPTIONS	RESPONSE PERCENT	RESPONSE COUNT
YES	27.2%	56
NO	72.8%	150
	<i>Answered</i>	206
	<i>Skipped</i>	102

### Question 19

HAVE YOU RECEIVED ANY LEADS FROM SOCIAL MEDIA?		
ANSWER OPTIONS	RESPONSE PERCENT	RESPONSE COUNT
YES	65.5%	135
NO	34.5%	71
	<i>Answered</i>	206
	<i>Skipped</i>	102

### Question 20

DO YOU HAVE A METHOD OF TRACKING YOUR SOCIAL MEDIA LEADS?		
ANSWER OPTIONS	RESPONSE PERCENT	RESPONSE COUNT
YES	43.0%	58
NO	57.0%	77
	<i>Answered</i>	135
	<i>Skipped</i>	173

### Question 21

WHAT DO YOU ESTIMATE THE PERCENTAGE OF YOUR LEADS TO BE THAT ARE COMING FROM SOCIAL?		
ANSWER OPTIONS	RESPONSE PERCENT	RESPONSE COUNT
LESS THAN 10%	63.0%	85
AROUND 25%	24.4%	33
25% - 50%	8.1%	11
OVER 50%	4.4%	6
	<i>Answered</i>	135
	<i>Skipped</i>	173

## Question 22

DO YOU MEASURE YOUR SOCIAL MEDIA PERFORMANCE?		
ANSWER OPTIONS	RESPONSE PERCENT	RESPONSE COUNT
YES	34.3%	70
NO	65.7%	134
	<i>Answered</i>	204
	<i>Skipped</i>	104

## Question 23

DO YOU ADJUST YOUR SOCIAL MEDIA STRATEGY BASED ON THESE MEASUREMENTS?		
ANSWER OPTIONS	RESPONSE PERCENT	RESPONSE COUNT
YES	88.4%	61
NO	11.6%	8
	<i>Answered</i>	69
	<i>Skipped</i>	239

## Question 24

DO YOU PROMOTE YOUR SOCIAL MEDIA OFFLINE?		
ANSWER OPTIONS	RESPONSE PERCENT	RESPONSE COUNT
YES	50.7%	103
NO	49.3%	100
	<i>Answered</i>	203
	<i>Skipped</i>	105

### Question 25

HAVE YOU DONE ANY PAID SOCIAL ADVERTISING?		
ANSWER OPTIONS	RESPONSE PERCENT	RESPONSE COUNT
YES	37.4%	76
NO	62.6%	127
	<i>Answered</i>	203
	<i>Skipped</i>	105

### Question 26

DID YOU FIND PAID SOCIAL ADVERTISING EFFECTIVE?		
ANSWER OPTIONS	RESPONSE PERCENT	RESPONSE COUNT
YES	75.0%	57
NO	25.0%	19
	<i>Answered</i>	76
	<i>Skipped</i>	232

### Question 27

DO YOU PLAN TO SPEND MORE ON SOCIAL ADVERTISING WITHIN THE NEXT 3 MONTHS?		
ANSWER OPTIONS	RESPONSE PERCENT	RESPONSE COUNT
YES	81.6%	62
NO	18.4%	14
	<i>Answered</i>	76
	<i>Skipped</i>	232

