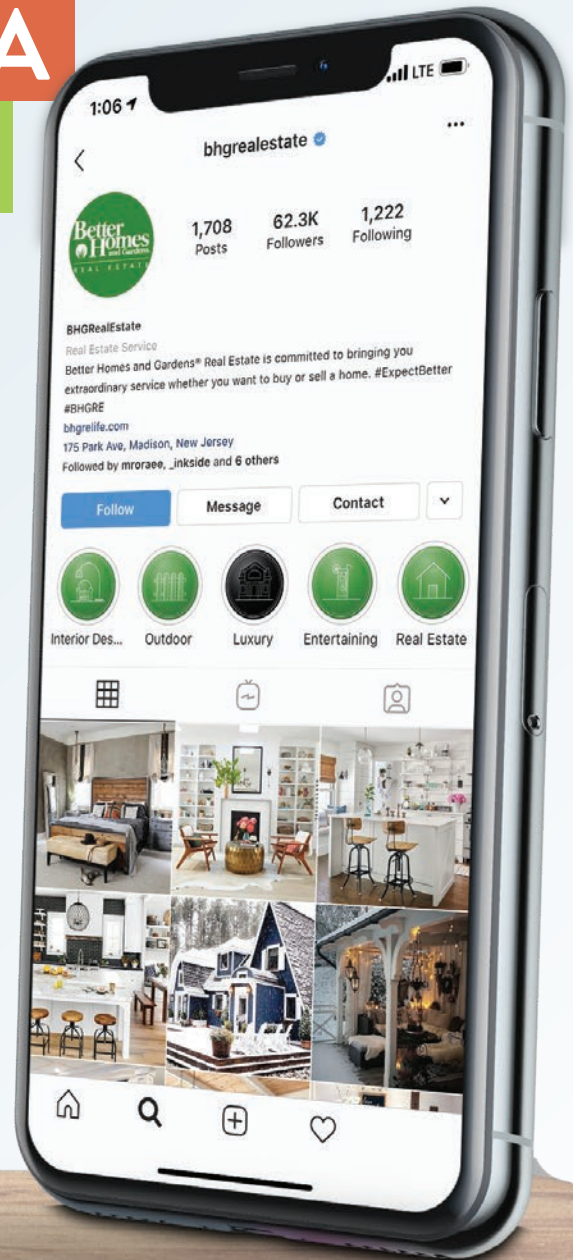


Survey and Report by:



# THE REAL ESTATE GUIDE TO SOCIAL MEDIA MARKETING



WHAT'S WORKING & HOW TO MAKE IT WORK FOR YOU

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## SECTION 1

# EXECUTIVE SUMMARY

Social media continues to expand its role in the sharing of information concerning our personal and professional lives.

So much so that in the past two years, the number of U.S. adults using social media has risen to almost 70 percent<sup>1</sup>—with nearly 95 percent of U.S. real estate professionals now using social media for business.<sup>2</sup>

Not surprisingly, Facebook® and YouTube® continue to dominate this landscape.<sup>3</sup> But the growing passion for a visual approach to social media is accelerating traffic to sites such as Instagram®, too. Boasting more than 700 million users who are double-tapping images more than 4.2 billion times a day<sup>4</sup>, the site is used by more than 70 percent of U.S. real estate professionals to promote their businesses<sup>2</sup>.

Such statistics reflect the ways in which social media is changing and how businesses must evolve if they are to use it to tighten relationships with customers and drive new business. However, our survey shows that a gap remains between social media “haves” and “have nots”: those who have mastered social media and are reaping the rewards — and those who need more knowledge and resources to realize its potential.

To help close this gap, Better Homes and Gardens® Real Estate conducted a survey of U.S. real estate professionals and used it as a cornerstone for *The Real Estate Guide To Social Media Marketing. What's Working & How To Make It Work For You*. As you'll see, it shares the strategies, thinking and experiences of real estate professionals — providing tips and tools that have brought them success and which you can use to achieve the same.

Let's take a look at four of the survey's key findings and how they can benefit you.

## FINDINGS AND OPPORTUNITIES

### Areas for improvement revealed by the Better Homes and Gardens® Real Estate Social Survey

The Better Homes and Gardens® Real Estate Social Survey reflects the practices and opinions of more than 350 U.S. real estate professionals, including agents, brokers and marketing executives.

It revealed significant disparities between the perceptions many held regarding social media and their actual usage of it. These findings indicate that by adopting the best practices recommended here, the majority of real estate professionals can greatly improve their return on social media. In most instances, you can do so by following some fundamental steps to realize the medium's full potential. This guide demonstrates how to potentially bridge the gap between expectations and opportunities.

### PERCEPTION VS REALITY: 4 KEY FINDINGS

More than

80%

of active social media users believe that it helps bring clients to their businesses. *Yet more than 60 percent fail to measure their results — and measurement is key to optimizing all returns.*

More than

94%

of real estate professionals have a social media presence and believe it can help their businesses. *Yet less than 25 percent consider themselves social savvy or even competent — indicating a large proficiency gap.*

71%

spend under two hours a week creating posts even though the vast majority believe social media can help their businesses. *Yet this level of activity is far below the minimum recommended to achieve even modest results.*

Only

20%

post between 5-10 times a week despite most participants saying they are active and competent with social media. *Yet frequency and engagement go hand in hand, meaning opportunities are likely being missed.*

## SURVEY APPROACH

### How this survey was conducted

More than 350 U.S. real estate professionals participated in the survey. Topics ranged from social media use and the resulting benefits to the most-used social media channels of the real estate industry's current social and ROI measurements.

To ensure a 360-degree view of the real estate industry's current social media environment, findings were supplemented with third-party social media and small businesses studies.

## HOW THIS GUIDE WILL WORK FOR YOU

### Bridging gaps, realizing potential

The survey showed a majority of respondents reporting that they understood the opportunities available from social media. However, as the survey also shows, many participants did not consistently follow the fundamental steps needed to help their business fully benefit from social media. This guide demonstrates how to address those deficiencies and bridge the gap between expectations and opportunities.

### That's why we have created a social media approach and identified topline success strategies providing:

#### **A profiling technique**

for assessing the level of your current social media capabilities — your user level.

#### **Recommendations**

that improve social media results at your current user level and help you progress to a more advanced level.

#### **Typical time and resources**

that are best practices to maximize returns at each user level and the business value you can realize at each level.



As you'll see, we'll address the application of our recommendations and the challenges involved. But first, we need to set the stage by taking a look at the current state of social media in real estate, its place as a pillar in the overall marketing mix, benefits of the top platforms and general rule of engagement.

## SECTION 2

# SETTING THE STAGE

## THE CURRENT STATE OF SOCIAL MEDIA IN REAL ESTATE

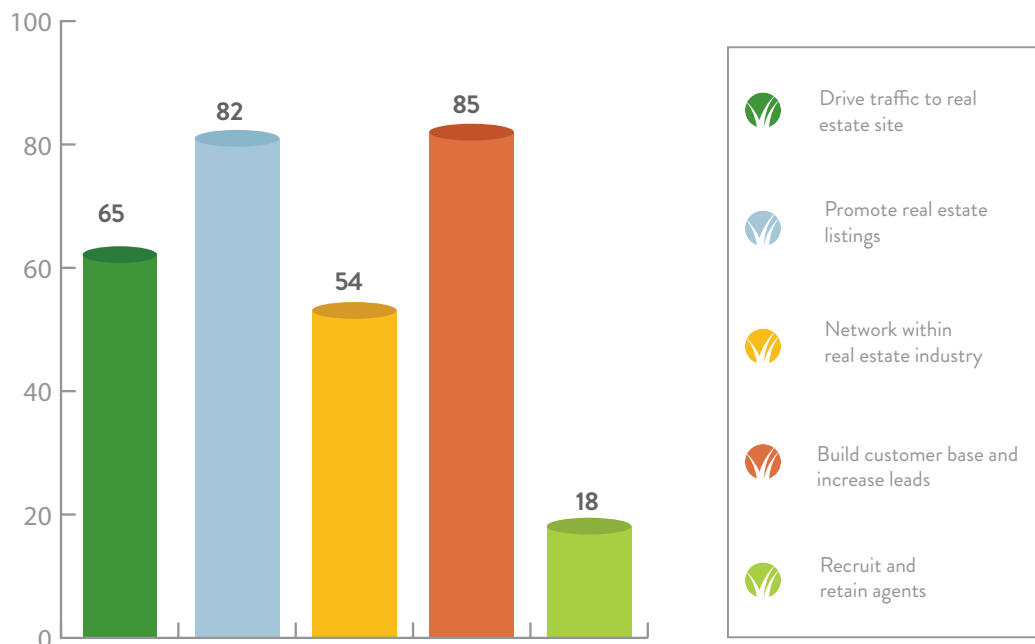
Social media has made, and continues to make, an indelible impact across all industries. Low barriers to entry, cost-effectiveness and multiple paths to desired audiences are only a few of the factors that have transformed a once complex and intimidating experience into an approachable, engaging and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

## SOCIAL MEDIA BY THE NUMBERS

The pervasive nature of social media is reflected by the number of Americans who are now active users of its various mediums. According to [Pew Research Center](#), 72 percent of all U.S. adults<sup>5</sup> are now social media users. Usage rises to almost 80 percent among millennials<sup>6</sup> who, according to *Adweek*<sup>®</sup>, now make up to 66 percent of the market for first-time homebuyers<sup>7</sup>.

When it comes to enhancing their businesses, the questions real estate professionals typically have when using social media to their advantage are how to begin, how to build and especially where to focus their efforts. We see from the Better Homes and Gardens<sup>®</sup> Real Estate Social Survey that almost 95 percent of respondents are using social media for their real estate businesses for a variety of different and important purposes:

## HOW DO YOU USE SOCIAL MEDIA?





## WHY SOCIAL MEDIA SHOULD BE A KEY PILLAR OF YOUR MARKETING STRATEGY

**More than a single facet of your marketing strategy, social media is a multi-platform marketing resource.**

When you consider how social media combines broad reach with powerful personalization and targeting, it is no surprise that it has become a pillar in marketing strategies across every industry. Social media is now the most popular online activity and offers the potential to greatly increase the effectiveness of your marketing.

The extent of its popularity shows that 83 percent of all marketers are pursuing social media marketing, social media (including video viewing) is the most popular online activity, and Facebook® alone boasts more than two million businesses who use it for advertising<sup>8</sup>.

Moreover, when you review a cross-section of real estate industry conferences, you can see that social media is infused into every sector of education, from lead generation to digital strategy to networking, accounting and beyond.

Why is social media such a recognized mainstay? Its benefits are wide, powerful and unlikely to fade soon. And now we'll examine those benefits as they play out across some of the social media industry's major platforms — beginning with Facebook®.

## BENEFITS OF SOCIAL MEDIA: THE FACEBOOK® EFFECT

Brand building, thought leadership and lead generation are just a few of the reasons 94 percent<sup>9</sup> of social media marketers use Facebook®.



Cost-effectiveness, reach and remarkable targeting options are also factors. As research shows, these and other factors convey the following key benefits:

**Facebook® is the top-ranked advertising platform.** It offers a low-cost barrier of entry in the digital space and has the revenues to prove it. With almost \$40 billion in revenue, 99 percent of which comes from advertising<sup>10</sup>, Facebook® has surpassed any competitor in the social media spectrum.

**Facebook® is a go-to destination for small business clients.** This is especially true for real estate agents and brokers. In fact, more people discover new businesses<sup>11</sup> using Facebook® than through any other medium. And based on its strengths in localized advertising, Facebook® offers real estate professionals even greater potential for attracting clients who would prefer local presence and availability.

**A genuine business brand builder.** Contrary to popular belief, consumers are not just following brands on Facebook® to get the latest deals or coupon codes. They also enjoy interacting with brands' communities of followers, sharing opinions and news. This can have important implications for real estate professionals who are trying to engage their customers on Facebook®, because advertising with "special offers" is not enough. You, too, should consider how to engage your followers and continue to provide news and content that have value for them so that they continue to support and advocate for your business. It also offers an opportunity to create deeper connections with clients and prospects by showing that you share common likes, dislikes and interests with them.

**Powerful lead generation potential.** Bottom line: Facebook® can be a force multiplier when it comes to harvesting leads. Real estate professionals should adhere to best practices when creating, posting and tracking social media ads. Facebook® — as well as other social media platforms — offers resources enabling users to create and launch efficient, cost-effective marketing campaigns. The Better Homes and Gardens® Real Estate brand offers affiliated agents a three-day digital advertising campaign for all new listings powered by Boost by Homespotter. Affiliated real estate professionals can drive qualified users to their sites and monitor social media for user engagement. In addition, agents can opt to extend or start new campaigns at deeply discounted rates with social ad engine platforms.



## WHY IS FACEBOOK® SUCH A MARKETING SUCCESS?

The reasons for its high number of marketers and remarkable effectiveness reveal the additional benefits of social media. When best practice principles for social media advertising are applied, the benefits of this platform are manifested.

Facebook®:

1. **Reaches** all ages, genders, lifestyles and geographic regions, making it more inclusive than any other purchased client list.
2. **Offers** one of the most accessible platforms for a customized marketing approach.
3. **Enables** users to communicate with their target audiences as often as they want without content being considered spam.
4. **Appeals** to multiple demographics including millennials and home purchasers above the age of 45.

## INSTAGRAM® AND PINTEREST®: A QUICK SNAPSHOT

A significant number of marketers have increased their use of Instagram® and Pinterest®

Although Facebook® continues to dominate in consumer engagement statistics, Pinterest® and Instagram® have captured a large share of both users and marketers. Here are a few of the reasons why:

Remember those 700 million users of Instagram® who double tap 4.2 billion times per day<sup>12</sup>?



Well, that's only one of many impressive statistics regarding the platform. The total number of active monthly users hit 1 billion.

An ideal resource for building brand awareness, Instagram® is built around content discovery on-platform. Eighty percent of all users follow at least one brand, 60 percent of all users discover new products and companies on the platform and more than 200 million users visit at least one business profile every day<sup>13</sup>. All this – and users' tendency to take some form of action after being inspired by the platform – make Instagram® invaluable for building awareness and appeal. Additionally, its high rates of engagement and advertising capabilities offer significant potential for your lead generation initiatives.





Plus, Pinterest® offers more than simply a way to boost awareness of your business.



This is because Pinterest® can boost your website traffic and search engine ranking through back-links, follower growth and keywords. Its user

demographics indicate opportunities for real estate professionals to expand both the number and the profit potential of their deals. Plus, as with all social media, it offers the opportunity to establish personal connections with followers based on shared tastes and interests —connections that can remain relevant long after a buying or selling process is over.

According to Hootsuite®<sup>14</sup>:

40%

of all pinners have a household income of \$100k per year

73%

of active pinners have purchased something after seeing it on Pinterest®

50%

of millennials use Pinterest® every month

80%

of millennial Pinterest® users say that the platform helps them decide what they should buy<sup>18</sup>

## SOCIAL PLATFORMS FOR EVERY USER

An expansive number of social media platforms are within easy reach of real estate professionals

The extensive array of platforms available to social media marketers provides a wide range of options for engaging clients and sharing business-building information. Each offers its own advantages. Facebook®, Twitter®, Pinterest®, Instagram®, and LinkedIn®, for example, are platform options with different uses for different audiences. Among these platforms, Facebook® surges to the top of the list among the Better Homes and Gardens® Real Estate Social Survey participants.

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

### PLATFORM USAGE FOR BUSINESS PURPOSES

**99%**  
FACEBOOK®

**62%**  
LINKEDIN®

**32%**  
YOUTUBE®

**22%**  
PINTEREST®

**70%**  
INSTAGRAM®

**37%**  
TWITTER®

**24%**  
NEXTDOOR®

**9%**  
SNAPCHAT®

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. Part of your personalized social strategy should be identifying which social platforms best suit your needs in order to achieve your goals.

*This chart presents the most and least successful ways real estate professionals use the top social media platforms.*

Platform	What Doesn't Work	What Works
 Facebook®	Making occasional, random posts without engaging with others.	Connecting with current and potential clients and using targeted advertising (best overall platform).
 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.
 LinkedIn®	Posting listings to generate sales leads (on a more employment-focused platform).	Showcasing your professional experience, education, abilities and network strength.
 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.
 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.
 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.
 Blog	Bloggng 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. Incorporating highly used search terms in your posts to help pages rank high during searches.
 NextDoor®	Unsolicited posts in the news feed. Failure to disclose your relationship to your business and transparency about the purpose of your post. Conflicts of interest. Relegating event posts to the Events Calendar – a violation of NextDoor® guidelines.	Providing genuine recommendations and answers about businesses, services and local news and events to your neighbors. Being transparent about your connections, since NextDoor® likes to remain local.
 Snapchat®	Staged snaps that aim for perfectionism. Long Snaps lasting 10 seconds or more. Sending multiple snaps in a row. Generic-looking Snaps—spontaneity is what Snapchat is all about.	Capturing the instantaneous and fun. Creating your own style to let the individuality of your firm, your brand and approach to business shine through. Consistency: set a minimum number of weekly Snaps and adhere to your brand style.

## SOCIAL MEDIA UP AND COMERS

There are a number of emerging social media platforms which have seen increasing uptake by real estate professionals. NextDoor® and Snapchat® are two worth noting.



### **NextDoor®: Your neighborly approach to social networking.**

NextDoor® describes itself as “a private social network for your neighborhood.” Whereas other social networks are focused on global scale, NextDoor® seeks to make social more intimate by creating many segmented, local communities.

Acclaimed for connecting communities suffering from natural disasters, NextDoor® is one of the fastest growing social media sites in the U.S. and has close to 100 million users<sup>15</sup>. It is becoming increasingly popular with real estate professionals who wish to strengthen community engagement and brand awareness and 23 percent of whom are active users according to the Better Homes and Gardens® Real Estate survey.

A truly local social media platform, NextDoor® is highly regarded as a source of timely and accurate information. One of its advantages is that it empowers real estate professionals with the ability to connect directly with the people who are most likely to need their services – people who live (or want to live) in the neighborhoods relevant to their business.



### **Snapchat®: A great way to ensure people “get the picture.”**

Snapchat® (mobile video and images shared for 24 hours or less) is growing in both recognition and usage across industries and will only increase in value each year. It is now being considered and used by more social-savvy real estate professionals who are taking a proactive approach to their social media program and who 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. Followers interested in knowing more can privately and easily send a Snapchat® message to the original snapper.

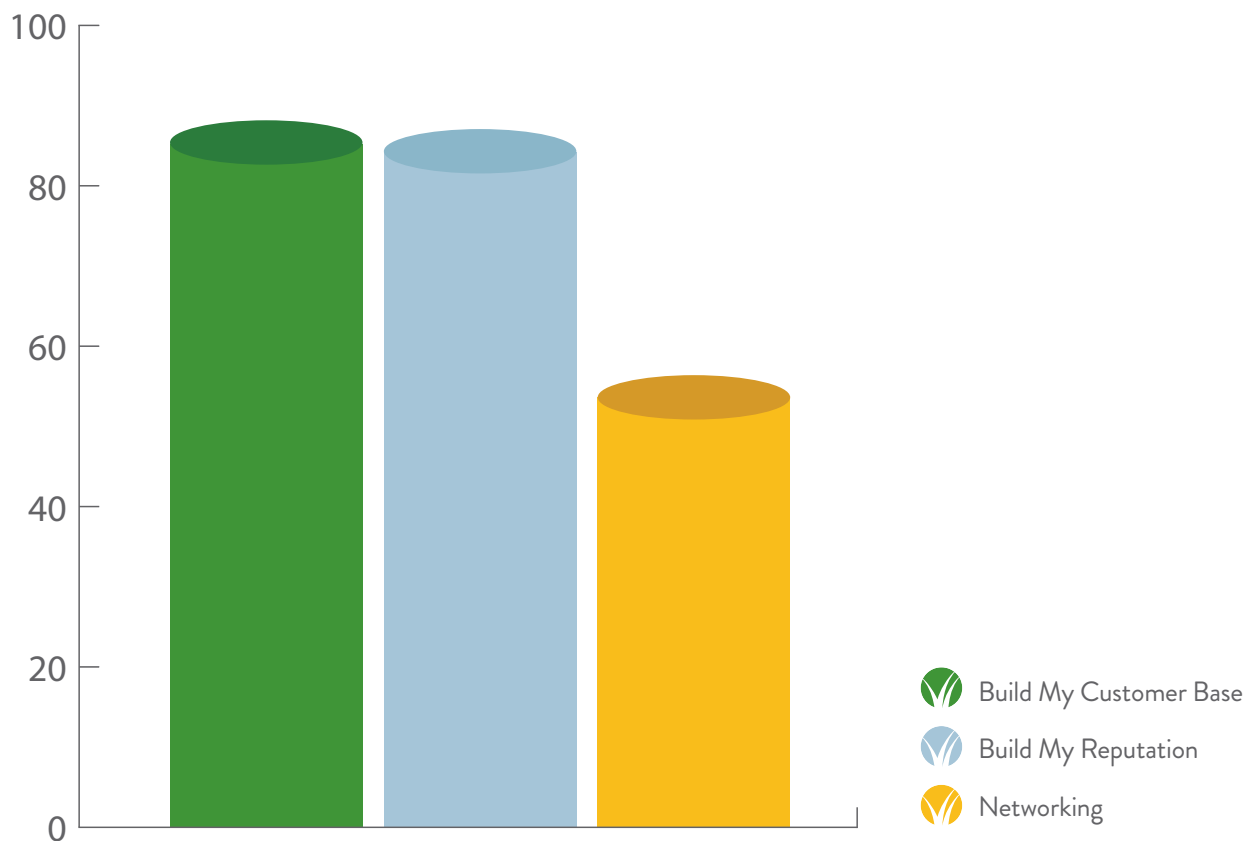




## SOCIAL MEDIA AS A NETWORKING AND MARKETING MEDIUM

### Your dual-purpose tool for expanding your network and strengthening relationships

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 the time spent networking face to face with existing and potential clients. The Better Homes and Gardens® Real Estate Social Survey 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 purposes were:



Taken together, these findings suggest that real estate professionals not only value the relationships they have with their community members, but also 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.

**Personal connection.** 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. The Better Homes and Gardens® Real Estate Social Survey shows nearly 20 percent of real estate professionals use social media to recruit and retain agents.



## SOCIAL MEDIA AS A NETWORKING AND MARKETING MEDIUM

### Optimizing your opportunities for network marketing

With social media, networking and marketing go hand in hand, and both are key components in establishing a successful digital brand. However, optimizing the opportunities of network marketing requires a league of supporters for your social media profile and/or page. The Better Homes and Gardens® Real Estate Social Survey shows many social media users fail to reach even 500 followers. In fact, a sizeable 40 percent of survey participants fall well below that total. In addition, optimizing requires high levels of follower engagement.

Nevertheless, a large number of real estate professionals are investing the time needed to fully benefit from network marketing and achieve digital success. The steps they are taking include:

**Marketing 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.

**Taking 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 engaging 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 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. And by sharing likes, dislikes and affinities, real estate professionals can build personal, longer-lasting connections with clients.



### **Initially, most people start with the ‘build it and broadcast’ post strategy.**

The majority of early-stage users send content to fans and followers, primarily through posting without audience interaction to begin with. But to achieve optimal results, you’ll want to interact with your audience, combining opportunities for interaction with traditional advertising to create a joint networking and marketing mindset. For example, affiliated Better Homes and Gardens® Real Estate agents often post listings to their Facebook® pages and then respond by phone or email when potential clients have questions. This helps to initiate an enjoyable conversation that can be taken offline for further networking and marketing opportunities.

# SECTION 3

# CHALLENGES

## COMMON OBSTACLES TO MAKING BETTER USE OF SOCIAL MEDIA

### Why aren't more people using social media to market their businesses?

After all, social media's collective footprint expands each year—of the demographic of U.S. adults aged 30-49, almost 80 percent of Internet users are active on Facebook<sup>®16</sup>—and those who have embraced it are seeing results.

However, 62 percent of the Better Homes and Gardens<sup>®</sup> Real Estate Social Survey participants responded that social media generated less than 10 percent of their leads. Plus, a majority of survey respondents reported spending less than two hours a week creating social posts for their real estate businesses. What makes 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. According to Hubspot, 25 percent of small businesses report spending between six and 10 hours on social media a week<sup>17</sup>, but such time commitments can be a genuine challenge for many real estate professionals whose diverse responsibilities may result in establishing social media marketing as part of their regular schedule. However, irregular and infrequent posting is the biggest mistake real estate agents make — even though time invested is often seen in increased effectiveness. Real estate professionals affiliated with the Better Homes and Gardens<sup>®</sup> Real Estate brand have access to the BHGRE<sup>®</sup> Social Tool that allows them to easily schedule and post content to their social channels.

**Lack of Training.** Many real estate professionals acquired their education, work experience and training before the arrival of social media. For these reasons, they may remain 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, meaning the need for greater understanding of social media is universal. It also means that the option of paid support—even at the most basic level—can yield not only better initial results, but a valuable learning experience for future efforts. Better Homes and Gardens<sup>®</sup> Real Estate affiliated professionals receive three days of social media marketing for each of their listings thanks to Boost by Homespotter.

**Effort.** The organic reach of social media platforms has declined. That general decline is evidenced in Facebook<sup>®</sup>, in particular<sup>18</sup>. In fact, one study quoted by *Social Media Today* shows the average number of engagements with Facebook<sup>®</sup> posts fell more than 20 percent in 2017 alone<sup>19</sup>. Such numbers can leave many real estate agents questioning 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 three primary actions that agents can take to overcome this:

1. **Be highly active**
2. **Personally engage**
3. **Invest in paid advertising campaigns**

While each post may only reach a small subset of your followers, the combined effect of frequent posting and active engagement with followers in social media creates a network effect that has material impact. And by taking advantage of paid advertising, and the availability of even basic support options, success may be achieved even earlier.

## WHY IT PAYS TO ELIMINATE THE BARRIERS

### The benefits of actively engaging in social media marketing

The days of organic posts going viral may be largely behind us. However, there are many ways real estate professionals can cost-effectively position themselves and their organizations before wide and diverse audiences. Social media advertising is an approach that is generating strong benefits for real estate professionals. For example:

#### Return on Investment (ROI) that can greatly surpass other advertising platforms.

Real estate professionals can reach the same number of people on social media, or more, compared to newspaper ads, digital banners and other traditional advertising outlets. They can also gain measurable results for a fraction of the cost, starting at \$5.00 per day.

#### Conversion rates for turning targets into leads can reach incredibly high and successful levels.

Although the 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 all impressions from social media, 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 more highly targeted audiences can be reached.

The combination of Facebook's® vast audience and granular targeting capabilities — including interests, hobbies, and life events — positions social advertising as one of the smartest, most highly targeted and widest reaching advertising venues available.

#### Measurable results.

Paid options for running and managing social media campaigns can include sophisticated tools for determining if they have achieved their intended goals, whether for lead generation, follower recruitment networking or website traffic.





## SECTION 4

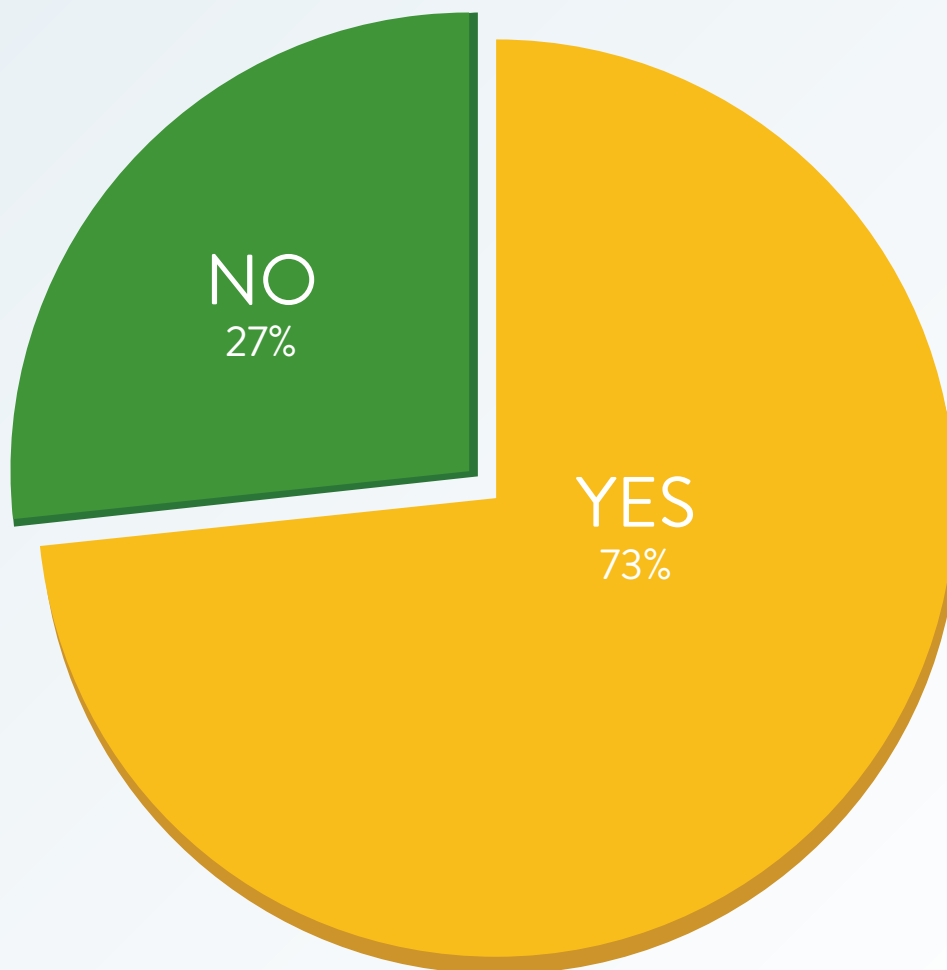
# THE "NEW" SOCIAL

### WHAT THE REACH AND PERSONALIZATION OF SOCIAL MEDIA CAN MEAN FOR YOU

Reach is important. Facebook® alone boasts 2.41 billion monthly active users<sup>20</sup>. However, that number pales compared to the ability that it and other social media platforms offer in terms of targeting and personalization. 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 and the tools needed to reach them. 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.

# HAVE YOU RECEIVED ANY LEADS FROM SOCIAL MEDIA?



*73 percent of the Better Homes and Gardens® Real Estate Social Survey participants said that they have received leads from social media.*

## FIRST STEPS

### Strategies you can use for getting started on the right foot

For real estate professionals interested in growing their social media presence, the following time-tested outreach strategies can help them get off to a good start:

**Develop a strategy** to speak to the audience you want to reach in the way they want to be reached. See the *Content* section on page 38 of this guide for step-by-step guidelines you can use in formulating 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 by:

**A Facebook® business page.** Each post you make has the option to include a targeted audience by using the post-edit tools. When you choose to target audiences, you will be walked through the wide array of options available. Make sure your ads are not in violation of the Fair Housing Act.

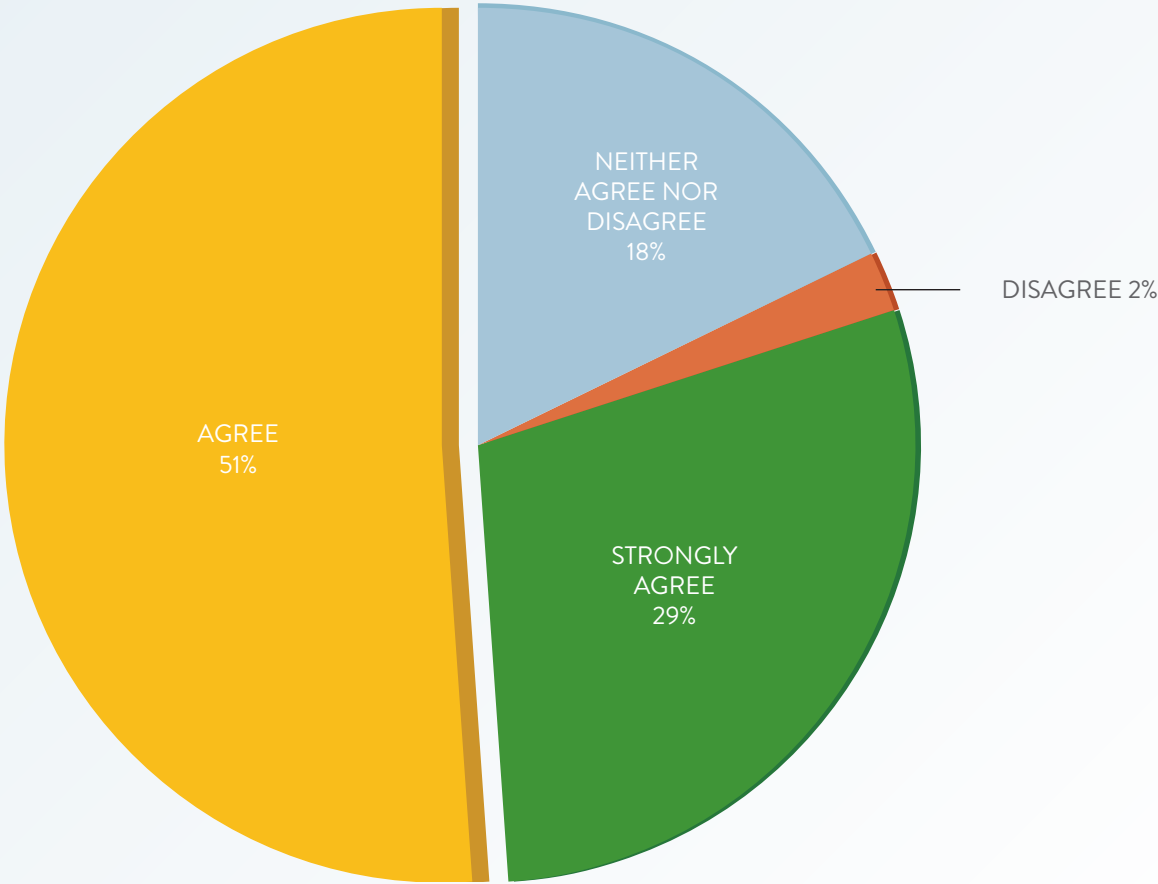
**Use the email addresses of current customers** and target their accounts on social media if they do not yet follow you. You can do this by uploading your client list to the Ads Manager and having Facebook® find all available profiles connected with those emails. Invite those clients to connect with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

**You can 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, prospective retirees and downsizers, share market reports so they can understand the local real estate trends.

**Be yourself** and use your feeds as opportunities to let clients and prospects know more about you. Sprinkle in personal moments to give some insight into who you are and create meaningful connections.

**Congratulate your clients** on their milestones, achievements and other celebratory events.

# DOES SOCIAL MEDIA BRING CUSTOMERS TO YOUR BUSINESS?



More than 80% of the Better Homes and Gardens® Real Estate Social Survey participants agreed that social media brings customers to their businesses.

## SECTION 5

# DEFINING THE VALUE OF YOUR BUSINESS

### WHERE YOU ARE WITH SOCIAL MEDIA AND AN APPROACH FOR MOVING FORWARD

We'll now look at setting a realistic plan that can help set a course for real estate professionals in achieving greater success in the social environment. It's designed to help strike a balance between social media goals and the time and resources available for reaching them — and to help real estate agents understand the results they can expect from a particular level of investment.

As the basis for our approach, we identified four types of social media users:

**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 Users:** Has built pages, though mostly static and can actively view others' social activity while seldomly engaging with them.



## STEPPING UP

Putting our research to work for you

The User Type Summary Table provides details on each type or level of user, the value each can expect to generate at their level and general concepts for moving to the next level. This report details six 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
- Begin to obtain the knowledge and experience needed to progress to higher levels of expertise



# USER TYPE SUMMARY

User Type	Definition	Value Opportunity	Considerations for Growth
<b>Power User</b>	Active on multiple social media platforms, skilled in posting engaging content. Uses 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 their website for contact information collection.	Identify strategies for integrating social media to drive traffic and leads to their website, and in the process, generate new opportunities and stronger results.
<b>Regular User</b>	Active on one or more social media platforms and 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.	Spending more time proactively engaging with other social media users and initiating more complex advertising strategies to increase 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 consider social media for brand building.	Create a content plan. 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 managing them is an important starting point for a social media plan. The right combination is key to achieving the greatest possible returns. And since organization is key to success in social media marketing, establishing both a schedule and budget, as well as taking advantage of social media management tools, are important musts.

### 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 to assist in identifying content and scheduling posts for all platforms in one application. Social management platforms can help you manage multiple social profiles in one place, schedule posts, track analytics and much more. Affiliated Better Homes and Gardens® Real Estate agents can use the proprietary **BHGRE® Social Tool**. This tool offers agents easy access to brand, lifestyle and industry content. In addition, the tool enables users to add their own local content feeds. Users also have the ability to share brand content. There are many other tools that offer free or low-cost basic plans, as well as far more sophisticated options. Here are a few of the top plans identified by Wordstream<sup>21</sup>:

**Hootsuite®** enables you to manage three profiles in one place, schedule 30 posts in advance, provides analytics for tracking followers, growth and content statistics, RSS feed integrations and more.

**Buffer** features many overlapping features with Hootsuite® plus features that include the ability to easily schedule content while browsing the web and automated suggestions for the ideal moments to post based on follower activity.

**Zoho Social** shares many of the same tools and features of Hootsuite® and Buffer® but also includes Facebook® lead ads, advanced reporting features, plus a brand management feature.

Develop a monthly social media budget to ensure progress within financial parameters. See the chart on page 45 in the *Advertising* section for guidance on budget details.

# TIME & RESOURCE MANAGEMENT

User Type	Time Commitment	Estimated Financial Commitment	Considerations for Growth
<b>Power User</b>	1+ hours per day	\$500+ per month	If you are an affiliated Better Homes and Gardens® Real Estate professional, use the BHGRE® Social Tool. Otherwise, you may invest in social media scheduling software like Hootsuite®, Buffer® or Zoho Social®. These technologies make it much more efficient to stay consistent with your social media efforts. They enable you to easily create and share content plus scheduling capabilities, so you can set your social media posts in advance.
<b>Regular User</b>	4 to 5 hours per week	\$100+ per month	If you are an affiliated Better Homes and Gardens® Real Estate professional, use the BHGRE® Social Tool. Otherwise, you may invest in social media scheduling software like Hootsuite®, Buffer® or Zoho Social®. 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	If you are an affiliated Better Homes and Gardens® Real Estate professional, use the BHGRE® Social Tool. Otherwise, you may invest in social media scheduling software like Hootsuite®, Buffer® or Zoho Social®. 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.
<b>New User</b>	15 minutes per week	\$0	Increase the number of 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.

## TARGETING SPECIFIC AUDIENCES

One of social media's most unique attributes is its ability to hone in on specific audiences, making a targeting strategy a must-have program feature. Effective audience targeting can be easy to achieve.

### Topline Tips

- **Identify** your ideal target audience using existing client attributes.
- **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® allow you to target based on behaviors, such as "likely to move," to build the right audiences for your social media content.

# AUDIENCE TARGETING

User Type	Follower Size	Recommended Activities	Considerations for Growth
<b>Power User</b>	500+	Actively advertise on multiple social networks and create a communications/marketing strategy with relevant content on each platform.	Analyze and monitor how you leverage/ re-target your email lists and website traffic to keep your social media audiences engaged and your 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.	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.  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.
<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, as well as industry professionals, including mortgage brokers, contractors, stagers and others.

## CONTENT

The often-quoted phrase “content is king” has never been truer. Especially in the world of social media, where the most results-driven communications offer up brief, relevant and timely content. Here are some optional guidelines to help give your social media efforts the royal treatment.

### 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. Show your personal side by posting content you are interested in.
- **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. Ads featuring video often outperform static versions — and tend to be shared more often as well. But again, performance all depends on content — how appropriate it is and how high its quality is.

Scheduling of content is essential to consistently meet audience expectations - making a content schedule is vital. Below is a sample content calendar to consider when creating your own.

## AUGUST

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1 Highlight a feature on your website	2 Share A recipe	3 Buyer Tip Finding a home
4 Decoded How to save for buying a vacation home	5 Decoded Mortgages: Types, how to qualify, etc.	6 How-to Access your credit score	7 Seller Tip Getting top dollar	8 Share A member of your team	9 Local Business <b>Spotlight</b> A restaurant you love	10 Decoded The stages of home buying
11 Share A neighborhood photo	12 Pros & Cons Buying vs. Renting	13 Market Update Mortgage rates	14 Referral Shout-out A local moving company	15 How-to Find a home	16 Photo Your "for sale" sign in front of a house	17 Community Activities for all ages
18 Personal Side Why do you enjoy living here?	19 Local Business <b>Spotlight</b> A happy hour you love	20 Share Article about local housing market	21 Community Highlight a city or town icon	22 Location Feature Outdoors, paths and recreation nearby	23 Community Updates from the city council	24 Home Trends What's popular in design
25 How-to House hunt with kids	26 Community Fun events in your area	27 Referral Shout-out A local appraiser	28 Real Estate Industry Happenings	29 Homeowner Tip Home care	30 Answer a Common Question	31 The next big thing coming to your area

## ENGAGEMENT

Social media offers the same networking opportunities as events, conferences, parties and other informal get-togethers. And, even though the means of connecting and engaging are vastly different, it's important to remember that successful social media engagement is very much like a long-term relationship: a worthwhile, long-lasting relationship involves commitment, willingness to adapt and a plan for the future.

That's why engagement should not be thought of as a single interaction or a series of disparate actions across different platforms. Instead, you are opening lines of communications with followers over time — and regardless of your mix (Facebook®, Instagram®, Twitter®, etc.), consistency and a willingness to listen and respond positively to their posts are key to keeping those lines open.

### 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.

## PAID SOCIAL MEDIA ADVERTISING







There are a number of cost-effective social media advertising options. 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 choices for each platform.

### Topline Tips

- **Boost a post to increase its reach and visibility** using each platform's advertising manager section, you can broaden your reach beyond your own connections, drive website traffic and increase opportunities for interactions by building social ads.
- **Test multiple ads** by creating variations in images and copy. Run the ads with a small budget for one week and use the remainder of the budget for the strongest performing ads.
- **Capture leads.** Affiliated Better Homes and Gardens® Real Estate professionals can take advantage of Boost by Homespotter® and Social Ad Engine for BHGRE® which can help streamline paid social media advertising, and drive more leads. Take advantage of Facebook® Lead Ads, which allow you to capture buyer or seller leads right within Facebook®. They make it easy for clients interested in a listing to submit their information since Facebook® pre-fills form fields for them — making them perfect for mobile users.



# TOP-LEVEL SUMMARY OF ADVERTISING OPTIONS FOR EACH SOCIAL MEDIA PLATFORM

Platform	Benefit	Recommendation
 Facebook®	Offers the most robust options for ad types and targeting of all of the social networks.	<p><b>Promoted Posts</b> Provides users increased reach and frequency with sophisticated targeting, pricing and bidding options.</p> <p><b>Stories Ads</b> An increasingly effective way to engage and excite response from target audiences.</p> <p><b>Leads Ads</b> People tap your ad and a form pops up populated with their contact information, ready to send to you.</p>
 Instagram®	Uses the Facebook® audience targeting capabilities, but currently offers fewer ad options than Facebook®.	<p><b>Promoted Posts</b> Provides users increased reach and frequency with sophisticated targeting, pricing and bidding options.</p> <p><b>Stories Ads</b> An increasingly effective way to engage and excite response from target audiences.</p>
 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.	<p><b>Tweet Engagement</b> These ads encourage people to engage with your tweets.</p> <p><b>Page Growth</b> Users can run ads to a certain audience set to encourage them to like their profile.</p> <p><b>Website Traffic Ads</b> These ads drive people from Twitter® to a website.</p>
 Pinterest®	While multiple ad types are available, data suggests Pinterest® is a strong platform for driving people to your website.	<p><b>Website Traffic Ads</b> These ads drive people from Pinterest® to a website.</p>
 LinkedIn®	The most effective type of advertising on LinkedIn® is engagement ads.	<p><b>Sponsored Posts</b> These ads drive people from LinkedIn® to a website.</p>
 NextDoor®	NextDoor® offers a powerful way to strengthen community engagement and awareness of your agency.	<p><b>Neighborhood Pages</b> NextDoor® permits real estate professionals to create a business page and use the site in the neighborhood where they live at no cost.</p> <p><b>Branded Pages</b> For a fee, real estate professionals can sponsor a page in neighborhood sections where they don't live, but do conduct business.</p>

# ADVERTISING

User Type	Amount	Types of Social Ads to Use	Considerations for Growth
<b>Power User</b>	\$500+ / month	Boosted post ads, page growth or like ads, web-traffic ads, stories ads, lead 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	Boosted post ads and like ads.	Consider 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 results differ. You should consider spending at least \$50 on each ad campaign.
<b>Sometimes User</b>	\$35+ / month	Boosted post ads, like ads, stories ads, lead ads.	Create a social media business page, which is required for social advertising on Facebook®. Advertising is also available on Twitter®, Instagram® and NextDoor®, though it is recommended that Sometimes Users begin with Facebook®.
<b>New User</b>	N/A	N/A	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.  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.

## RESULTS MEASUREMENT

Whether reaching a personal milestone or business goal, measuring results is key to long-term success. And to ensure that the results you measure make a real and significant contribution, it is critical that you set a firm goal and consistently evaluate how close you are to achieving it. Once you can compare your month-over-month numbers, you will begin to see where your successes will lie going forward.

### Topline Tips

**Account for time and resources**, as well as your effort invested in social media to ensure that the outcome is supported by your investments. 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 benefits 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 increase your audience reach. Facebook®, Twitter® and Instagram®, for example, 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. By using these tools you can determine if your engagement, reach and visibility are 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 doesn't matter so much 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 might lie going forward.

# 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 percent of my website traffic.</li> <li>• My brand exposure has improved by 100 percent YOY.</li> <li>• My client engagement rate has risen 50 percent.</li> </ul>	Regularly fine-tune and improve results over time. Use Google® Analytics to further assess web traffic quality resulting from your social activity.
<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 percent per month</li> <li>• My audience reach/engagement has increased 25 percent over the last three months.</li> </ul>	Use the platform analytics to understand the types of posts your audience engages with most to deliver better performing content.
<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>	Increase the consistency of your activities. Focus your time and energies on the activities that have either generated the best results or show potential.
<b>New User</b>	<ul style="list-style-type: none"> <li>• Network size</li> <li>• Find ability</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>	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.

## SECTION 6

# CONCLUSION

### THE WORLD OF SOCIAL MEDIA IS CONSTANTLY CHANGING...

Even though most of those changes aren't sudden or unexpected, new trends, ideas and rules emerge each year. And every year, social media gains greater influence in all corners of the globe. Digital awareness, platforms and lifestyles extend their reach across demographics, business communities and society at large.

This ongoing digital transformation offers tremendous potential to real estate professionals. Those who successfully harness the power of social media can capitalize on critical opportunities to strengthen relationships with existing clients, connect with new clients and create a foundation for long-term growth. 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.



## SECTION 7

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## METHODOLOGY

The research methodology utilized for this paper included a U.S. 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 21 articles on recent trends and statistics from data provided by social media and marketing thought leaders. Those statistics and trends are referenced throughout the piece.

### About the Survey

The Better Homes and Gardens® Real Estate *The Impact of Social Media in Real Estate Survey* was conducted among 350 U.S. real estate professionals, between October 22, 2018 and February 12, 2019, 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 percent that a survey result does not vary by more than plus or minus 4.2 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 AND RESPONSES

### WHICH ANSWER BEST DEFINES WHO YOU ARE?

ANSWER OPTIONS	RESPONSE PERCENT	RESPONSE COUNT
REAL ESTATE BROKER / MANAGER	14.71%	54
REAL ESTATE AGENT	74.66%	274
REAL ESTATE MARKETING PROFESSIONAL	4.63%	17
OTHER (PLEASE SPECIFY)	5.99%	22
	<i>Answered</i>	367
	<i>Skipped</i>	0

### DO YOU OFFER CONTENT FOR YOUR AGENTS TO POST ON SOCIAL?

ANSWER OPTIONS	RESPONSE PERCENT	RESPONSE COUNT
YES	84.27%	75
NO	15.73%	14
	<i>Answered</i>	89
	<i>Skipped</i>	278

### Broker Only

### ARE YOU USING SOCIAL MEDIA FOR YOUR REAL ESTATE BUSINESS?

ANSWER OPTIONS	RESPONSE PERCENT	RESPONSE COUNT
YES	94.62%	334
NO	5.38%	19
	<i>Answered</i>	353
	<i>Skipped</i>	14

## IF YOU AREN'T USING SOCIAL MEDIA FOR YOUR REAL ESTATE BUSINESS, WHY NOT?

ANSWER OPTIONS	RESPONSE PERCENT	RESPONSE COUNT
IT'S TOO TIME CONSUMING	18.75%	3
IT'S NOT PROVEN TO GENERATE LEADS	18.75%	3
IT'S TOO EXPENSIVE	12.50%	2
OTHER (PLEASE SPECIFY)	68.75%	11
	<i>Answered</i>	16
	<i>Skipped</i>	351

## WHY ARE YOU USING SOCIAL MEDIA FOR YOUR REAL ESTATE BUSINESS? (CHECK ALL THAT APPLY)

ANSWER OPTIONS	RESPONSE PERCENT	RESPONSE COUNT
TO RECRUIT/RETAIN AGENTS	18.57%	57
TO DRIVE TRAFFIC TO MY REAL ESTATE SITE	65.15%	200
TO PROMOTE REAL ESTATE LISTINGS	82.08%	252
TO NETWORK WITHIN THE REAL ESTATE INDUSTRY	54.07%	166
TO BUILD MY REPUTATION	84.36%	259
TO BUILD MY CUSTOMER BASE AND INCREASE LEADS	85.34%	262
TO COMMUNICATE WITH CLIENTS	52.12%	160
TO DRIVE DOWNLOADS OF MY APP	12.70%	39
I DON'T KNOW, BUT IT IS PART OF MY MARKETING MIX	5.54%	17
OTHER (PLEASE SPECIFY)	6.51%	20
	<i>Answered</i>	244
	<i>Skipped</i>	64

## WHAT SOCIAL MEDIA PLATFORMS DO YOU USE FOR BUSINESS? (CHECK ALL THAT APPLY)

ANSWER OPTIONS	RESPONSE PERCENT	RESPONSE COUNT
FACEBOOK®	99.02%	303
INSTAGRAM®	69.93%	214
LINKEDIN®	61.76%	189
TWITTER®	36.60%	112
PINTEREST®	21.57%	66
YOUTUBE®	32.35%	99
SNAPCHAT®	8.50%	26
NEXTHOOR®	23.53%	72
WHATSAPP®	5.23%	16
OTHER (PLEASE SPECIFY)	2.29%	7
	<i>Answered</i>	306
	<i>Skipped</i>	61

## DO YOU AGREE WITH THE FOLLOWING SENTENCE? “SOCIAL MEDIA HELPS BRING CUSTOMERS TO MY BUSINESS.”

ANSWER OPTIONS	RESPONSE PERCENT	RESPONSE COUNT
STRONGLY AGREE	29.08%	89
AGREE	51.31%	157
NEITHER AGREE NOR DISAGREE	16.99%	52
DISAGREE	1.96%	6
STRONGLY DISAGREE	0.65%	2
	<i>Answered</i>	306
	<i>Skipped</i>	61

## I CONSIDER MY REAL ESTATE BUSINESS:

ANSWER OPTIONS	RESPONSE PERCENT	RESPONSE COUNT
SOCIALLY SAVVY	19.93%	61
SOCIALLY COMPETENT	23.86%	73
SOCIALLY ACTIVE	32.03%	98
SOCIALLY BASIC	23.53%	72
INACTIVE	0.65%	2
	<i>Answered</i>	306
	<i>Skipped</i>	61

## WHO FOLLOWS YOUR REAL ESTATE BUSINESS ON SOCIAL MEDIA? (CHECK ALL THAT APPLY)

ANSWER OPTIONS	RESPONSE PERCENT	RESPONSE COUNT
FAMILY AND FRIENDS	94.79%	291
CLIENTS (PAST AND PRESENT)	88.60%	272
COLLEAGUES AND PARTNERS (LENDERS, CONTRACTORS)	86.64%	266
OTHER (PLEASE SPECIFY)	14.33%	44
	<i>Answered</i>	307
	<i>Skipped</i>	60

## WHAT IS YOUR CUMULATIVE SOCIAL MEDIA FOLLOWING?

ANSWER OPTIONS	RESPONSE PERCENT	RESPONSE COUNT
UNDER 500	40.66%	124
501-1,000	25.90%	79
1,001-5,000	27.87%	85
5,001-10,000	3.93%	12
10,001-15,000	0.66%	2
15,001+	0.98%	3
	<i>Answered</i>	305
	<i>Skipped</i>	62

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

ANSWER OPTIONS	RESPONSE PERCENT	RESPONSE COUNT
UNDER 2 HOURS A WEEK	70.68%	217
5-10 HOURS A WEEK	25.41%	78
10+ HOURS A WEEK	3.91%	12
	<i>Answered</i>	307
	<i>Skipped</i>	60

## ON AVERAGE, HOW OFTEN DO YOU POST ON SOCIAL MEDIA?

ANSWER OPTIONS	RESPONSE PERCENT	RESPONSE COUNT
ONCE PER WEEK	20.26%	62
2-5 TIMES PER WEEK	44.44%	136
5-10 TIMES PER WEEK	21.24%	65
MORE THAN 10 TIMES PER WEEK	14.05%	43
	<i>Answered</i>	306
	<i>Skipped</i>	61

## WHAT STOPS YOU FROM INVESTING MORE TIME ON SOCIAL MEDIA? (CHECK ALL THAT APPLY)

ANSWER OPTIONS	RESPONSE PERCENT	RESPONSE COUNT
I'M TOO BUSY	42.52%	128
I DON'T KNOW ENOUGH ABOUT SOCIAL MEDIA TO TAKE ADVANTAGE OF IT MORE	30.56%	92
I DON'T SEE RESULTS FROM IT	20.93%	63
IT'S TOO EXPENSIVE	7.64%	23
OTHER (PLEASE SPECIFY)	26.25%	79
	<i>Answered</i>	301
	<i>Skipped</i>	66



**WHAT TYPE OF CONTENT DO YOU POST ON SOCIAL MEDIA?  
(CHECK ALL THAT APPLY)**

ANSWER OPTIONS	RESPONSE PERCENT	RESPONSE COUNT
REAL ESTATE LISTINGS	89.90%	276
LOCAL STORIES	61.24%	188
REAL ESTATE INDUSTRY NEWS	65.15%	200
OFFICE CELEBRATIONS/EVENTS	49.84%	153
AGENT SPOTLIGHTS	23.78%	73
LIVE VIDEO	38.11%	117
CLIENT TESTIMONIALS	55.05%	169
HOME SELLING/BUYING ADVICE	74.92%	230
LIFESTYLE CONTENT, I.E. GARDENING/HOME DECORATING/ ENTERTAINING TIPS	78.18%	240
OTHER (PLEASE SPECIFY)	9.45%	29
	<i>Answered</i>	307
	<i>Skipped</i>	60

**WHERE DO YOU FIND CONTENT TO SHARE ON SOCIAL MEDIA?  
(CHECK ALL THAT APPLY)**

ANSWER OPTIONS	RESPONSE PERCENT	RESPONSE COUNT
I CREATE IT	72.55%	222
I ONLY POST LISTINGS	11.11%	34
I SHARE INTERESTING ARTICLES FROM REAL ESTATE SITES	74.84%	229
I SHARE CONTENT FROM MY BRAND/BROKERAGE	78.10%	239
I SHARE POSTS FROM OTHER REAL ESTATE PROFESSIONALS/ BRANDS	31.70%	97
OTHER (PLEASE SPECIFY)	16.99%	52
	<i>Answered</i>	306
	<i>Skipped</i>	61

**DO YOU FIND IT DIFFICULT TO FIND CONTENT TO SHARE?  
(CHECK ALL THAT APPLY)**

ANSWER OPTIONS	RESPONSE PERCENT	RESPONSE COUNT
YES	24.92%	76
NO	75.08%	229
	<i>Answered</i>	305
	<i>Skipped</i>	62

**HAVE YOU RECEIVED ANY LEADS FROM SOCIAL MEDIA?**

ANSWER OPTIONS	RESPONSE PERCENT	RESPONSE COUNT
YES	73.36%	223
NO	26.64%	81
	<i>Answered</i>	304
	<i>Skipped</i>	63

**DO YOU FIND THAT SOCIAL MEDIA HELPS SPEED UP YOUR RESPONSE TIME TO LEADS?**

ANSWER OPTIONS	RESPONSE PERCENT	RESPONSE COUNT
YES	55.16%	123
NO	44.84%	100
	<i>Answered</i>	223
	<i>Skipped</i>	144

## DO YOU HAVE A METHOD OF TRACKING YOUR SOCIAL MEDIA LEADS?

ANSWER OPTIONS	RESPONSE PERCENT	RESPONSE COUNT
YES	44.84%	100
NO	55.16%	123
	<i>Answered</i>	223
	<i>Skipped</i>	144

## WHAT IS YOUR ESTIMATED PERCENTAGE OF LEADS GENERATED FROM SOCIAL MEDIA?

ANSWER OPTIONS	RESPONSE PERCENT	RESPONSE COUNT
LESS THAN 10%	61.88%	138
10-25%	27.35%	61
26-50%	7.62%	17
MORE THAN 50%	3.14%	7
	<i>Answered</i>	223
	<i>Skipped</i>	144

## DO YOU MEASURE YOUR SOCIAL MEDIA PERFORMANCE?

ANSWER OPTIONS	RESPONSE PERCENT	RESPONSE COUNT
YES	38.87%	117
NO	61.13%	184
	<i>Answered</i>	301
	<i>Skipped</i>	66

## DO YOU ADJUST YOUR SOCIAL MEDIA STRATEGY BASED ON THESE MEASUREMENTS?

ANSWER OPTIONS	RESPONSE PERCENT	RESPONSE COUNT
YES	77.12%	91
NO	22.88%	27
	<i>Answered</i>	118
	<i>Skipped</i>	249

## DO YOU PROMOTE YOUR SOCIAL MEDIA OFFLINE?

ANSWER OPTIONS	RESPONSE PERCENT	RESPONSE COUNT
YES	50.33%	152
NO	49.67%	150
	<i>Answered</i>	302
	<i>Skipped</i>	65

## WHAT METHODS DO YOU USE TO PROMOTE YOUR SOCIAL MEDIA OFFLINE?



<i>Answered</i>	140
<i>Skipped</i>	227

## DO YOU RUN ANY SOCIAL MEDIA PAID ADVERTISING?

ANSWER OPTIONS	RESPONSE PERCENT	RESPONSE COUNT
YES	67.46%	199
NO	32.54%	96
	<i>Answered</i>	295
	<i>Skipped</i>	72

## IF YOU HAVE DONE SOCIAL PAID ADVERTISING, WHAT TYPES OF ADVERTISING HAVE YOU DONE?

ANSWER OPTIONS	RESPONSE PERCENT	RESPONSE COUNT
FACEBOOK®	97.97%	193
INSTAGRAM®	31.98%	63
LINKEDIN®	7.11%	14
TWITTER®	4.57%	9
PINTEREST®	2.03%	4
YOUTUBE®	3.55%	7
OTHER (PLEASE SPECIFY)	8.12%	16
	<i>Answered</i>	197
	<i>Skipped</i>	170

## HAVE YOU RECEIVED ANY LEADS FROM PAID SOCIAL MEDIA ADVERTISING?

ANSWER OPTIONS	RESPONSE PERCENT	RESPONSE COUNT
YES	38.14%	111
NO	61.86%	180
	<i>Answered</i>	291
	<i>Skipped</i>	76

## HOW MUCH ANNUAL BUDGET DO YOU SPEND ON PAID SOCIAL MEDIA ADVERTISING?

ANSWER OPTIONS	RESPONSE PERCENT	RESPONSE COUNT
\$0-\$100	41.92%	122
\$101-\$500	31.62%	92
\$501-\$1,000	13.40%	39
\$1,000-\$5,000	12.03%	35
MORE THAN \$5,000	1.03%	3
	<i>Answered</i>	291
	<i>Skipped</i>	76

## DO YOU PLAN TO SPEND MORE ON SOCIAL MEDIA ADVERTISING IN THE NEXT SIX MONTHS?

ANSWER OPTIONS	RESPONSE PERCENT	RESPONSE COUNT
YES	50.34%	147
NO	49.66%	145
	<i>Answered</i>	292
	<i>Skipped</i>	75

## WHICH PLATFORMS DO YOU PLAN TO SPEND MORE MONEY ON?

ANSWER OPTIONS	RESPONSE PERCENT	RESPONSE COUNT
FACEBOOK®	84.07%	227
INSTAGRAM®	37.78%	102
LINKEDIN®	10.74%	29
TWITTER®	6.30%	17
PINTEREST®	2.22%	6
YOUTUBE®	11.11%	30
OTHER (PLEASE SPECIFY)	14.07%	38
	<i>Answered</i>	270
	<i>Skipped</i>	97

## DO YOU MAINTAIN A BLOG LINKED TO SOCIAL MEDIA POSTS?

ANSWER OPTIONS	RESPONSE PERCENT	RESPONSE COUNT
YES	20.21%	59
NO	79.79%	233
	<i>Answered</i>	292
	<i>Skipped</i>	75

## HOW OFTEN DO YOU UPDATE YOUR BLOG WITH NEW POSTS?

ANSWER OPTIONS	RESPONSE PERCENT	RESPONSE COUNT
ONCE PER WEEK	37.29%	22
ONCE PER MONTH	32.20%	19
OTHER (PLEASE SPECIFY)	30.51%	18
	<i>Answered</i>	59
	<i>Skipped</i>	308

## HAVE YOU RECEIVED ANY LEADS FROM YOUR BLOG?

ANSWER OPTIONS	RESPONSE PERCENT	RESPONSE COUNT
YES	24.14%	14
NO	75.86%	44
	<i>Answered</i>	58
	<i>Skipped</i>	309



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