



Connect With Success: Build Your Business Using Web 2.0



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Real Estate Professionals • Issues • Solutions



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Objectives

- Define social media and demonstrate its use in business
- Illustrate specific strategies for using social media in business
- Share success stories in social media marketing
- Provide tips for maximizing effectiveness



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What Is Social Media?

“An umbrella term that defines the various activities that integrate technology, social interaction, and the construction of words, pictures, videos and audio.”



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What Is Social Media?

“This interaction, and the manner in which information is presented, depends on the varied perspectives and ‘building’ of shared meaning, as people share their stories and experiences.”

Source: Wikipedia





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What Is Social Media?



- Social media represents the tool box of the interactive web
 - Blogs, micro-blogs, vlogs, wikis, photo and video sharing, tagging and social networking
- Social media is the application of Web 2.0
 - Fundamental shift in how the web is used
 - Revolves around user generated content

 
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Who Is Using Social Media?

- Consumers
 - Nearly 600 million participate globally
 - Cuts a wide demographic swath
 - Different platforms / services attract different users

For instance...



 
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Who Is Using Social Media?

LinkedIn

Users (46 million):

- Average age of 40
- Average career tenure of 9 years
- Average household income of \$110K
- 45% are decision makers

 
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Who Is Using Social Media?

- Companies
 - Those wishing to reach millions
 - That are looking to:
 - Target specific consumers
 - Quantify media effectiveness
 - Reduce marketing and advertising costs
 - Extend brand awareness

For instance...



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How It's Used In Business

- Marketing
 - Extends message far beyond traditional methods
 - Reach targeted groups
- Feedback
 - Provides consumers opportunity to participate, share their experience
 - Reviews are visible to wider audience



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How It's Used In Business

- Collaboration
 - Opportunity to “crowd source” problems
 - Share best practices
- Referrals
 - Expand business relationships regardless of geography
 - Identify and connect with specialists easily



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How It's Used In Business

- Communication
 - Provide instantaneous communication to larger network
 - Still allows for segmented messages to targeted groups
 - May reduce use of email in coming years



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Social Networking


- One example: **LinkedIn**
 - World's largest professional social network
 - Business focus
 - A place to showcase expertise, experience, connections



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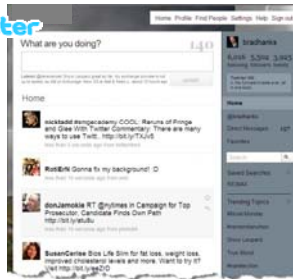
Blogging

- One example: 
 - Cornerstone of successful social media efforts
 - Communication tool used to build community




Micro-Blogging

- One example: 
 - Conversations in 140 character micro-bursts
 - “One-to-many texting platform”
 - Most social of networks



Video Sharing

- One example: 
 - World's most popular video sharing site
 - Gaining favor with real estate brokers



Social Media Strategy



- Strategy #1
 - Establish multiple points on the social web
 - Increases your web footprint
 - More opportunity potential
- Strategy #2
 - Fold into current marketing plan
 - Leverage traditional media with new
 - Apply consistent message to all



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Social Media Strategy


- Strategy #3
 - Create momentum from point to point
 - Drive traffic from your networks to blog sites and web sites



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Social Media Strategy



- Strategy #4
 - Evaluate each social point
 - Reallocate resources based on performance
 - Don't keep all your eggs in one basket
- Strategy #5
 - Monitor new developments
 - Be prepared to shift focus and implement new tools



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Social Media Strategy

- Other considerations:
 - Assess your risk
 - Social media is not without liability
 - Monitor your reputation
 - Be vigilant for “bad press” on the web
 - Develop policies and procedures for use
 - Staff, agents, team members

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Social Media Tips

- Use one or two tools well
 - It’s impossible to implement them all
 - We gravitate to those we like
- Apply discipline to the use of social media
 - Nothing can suck up your time more
- Larger networks = more opportunity
- Cross promote your social networks

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Social Media Tips

- Don’t be afraid to experiment
 - But remember to think before you speak – the web is forever
- Engage in conversation
 - Don’t just talk. Listen.
- Be yourself
 - Show the human side
 - Have fun

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Social Media Tips

But above all...

Be there!

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