

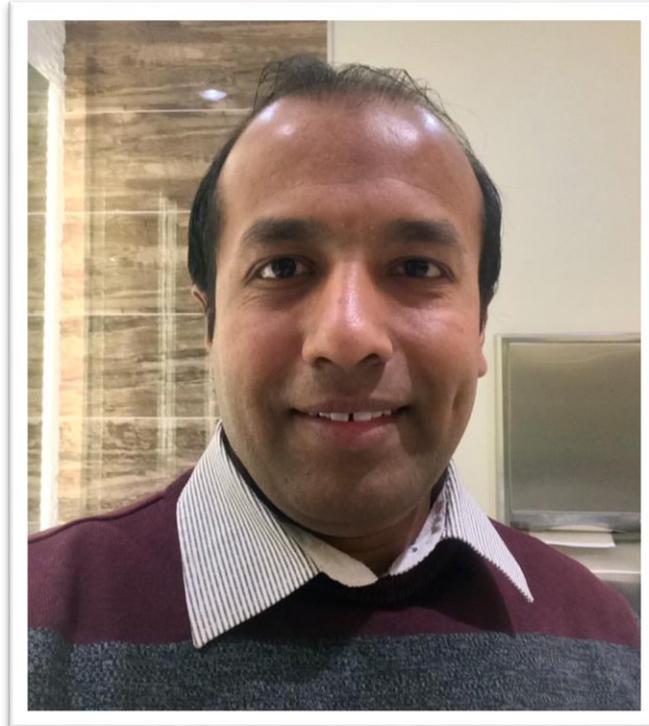


Real Estate Marketing Checklist

TO CONQUER SOCIAL MEDIA



About The Author



Hi there,

My name's Mayur Gudka. I am the CEO of Websum – an online marketing company located in Boxford, MA. It is my sincere hope that this real estate marketing checklist not only empowers you with new and exciting ideas but propels you to generate your own list of ideas.

Wishing you the very best,
Mayur

Your Social Profile

- **Complete your social media profile**
 - Far too many people leave blanks on their social media profile. Complete yours along with a high-quality professional picture.
- **Use a Facebook cover video.**
 - So chic and so different from everyone else. It's bound to make you stand out.
- **Add reviews and services tabs on Facebook.**
 - Facebook offers incredible features to showcase your expertise. Use them.
 - You should also garner reviews on Google in addition to Facebook.
 - And if you're lucky enough to get a video review or testimonial, they should be plastered all over your website and social media platforms.

Creating Content

- **Go Live at a property**
 - Live videos get incredible amounts of engagement. They don't have to be perfect. They just have to be real.
- **Build up trust by creating “How-to” content filled with value.**
 - Education empowers people and arms them with tools to fight misinformation. If you provide them with education, they will remember you every time they use that information.
- **Enlist local celebrities and influencers**
 - Your listings will get much more visibility when partnering up with valued and highly trusted community members.
- **Take 360 degree photo or video of the property**
 - They're just so much cooler than a regular picture.

Make Sharing Easy

- **Social Sharing buttons on listings**
 - This one's a no-brainer. With so many tools available today, make sure every property listing and every open house listed on your website is easily shareable.
- **Celebrate personal milestones**
 - Posts like birthdays, anniversaries and achievements get a lot of love on social media.
- **Boost your listings**
 - Again, a no-brainer. If you're selling a house, it pays to spend \$20, \$50 or \$100 to boost your post. All of a sudden the house is now looked at by hundreds or even thousands of more people. Just make sure you select a targeted audience.

Additional Ideas

- **Create a Facebook group and/or participate in local Facebook groups**
 - Facebook groups can be highly beneficial to your local community. If your community has a group or two, participate in them. If not, build one so you can add incredible amounts of value to the people in your community.
- **Add social-specific landing pages**
 - When someone clicks on one of your services listed on social media, take them to a landing page that captures their information and adds them to an email database.
- **Build your personal Facebook Messenger Chat-bot**
 - So you're available to a client even when you're not.
- **Setup Twitter keyword searches**
 - So you can add value to relevant conversations and create new connections.
- **Sponsor a local event**
 - Strive to be a top-level sponsors of an event. Exposure is higher.
- **Stay relevant after closing**
 - Capture important dates in client's life and send cards accordingly.

Now What?

Now you implement these ideas and conquer social media.

And if you need help, Websum can lend you a hand.

Call **(978) 764-2279** or email me at mgudka@websum.com.

Or, visit Websum online at www.websum.com

And finally,

Three Facts about Mayur ... That's me, the author of this checklist.

Fact # 1 - I was born on November 1st because I was too afraid to come out on Halloween.

Fact # 2 – I tell the best jokes.

Fact # 3 – I eat, live and breathe marketing.