

SHERRIE STOROR

Ep. 13 | How to use social media to level up your real estate business.

Overview:

Does the world of social media confuse you? Are you in constant conversations with potential clients on your social media profiles? Or are you hearing crickets and don't know how to fix it?

If this is you, tune in to today's episode as I share with you my tried and tested strategies that will help you build your celebrity profile, engage and educate your community and get a lead a day!

Hot Gossip:

My 51-Point Checklist: This is a step-by-step 51-point checklist that takes you through going from off-market to on market to exchange to settled to sold. Get my step-by-step process to follow from social media, managing your CRM, working your pipeline sellers, letterbox drop emails to text messages and videos to send. This will help you build your stock list even in this challenging time. You can download it for free from [here](#).

My FREE Webinar Series: Last year I partnered with RateMyAgent on a 3-part webinar series designed to bring my courses to agents all over Australia. During this difficult climate, I want to support and give back to an industry that I love and that means so much to me so I'm releasing the entire series for free!

You'll get access to these three training courses:

Week 1: Build a Celebrity Profile - Become a POWER Agent

Week 2: Find your EDGE walk away with a killer listing presentation.

Week 3: Be a Social Climber - Social Media Strategies to List and Sell Properties. Access the full training series by registering [here](#).

The #BuildYourBestLife Coaching Program + Success Manual

And if you would like to join the #BuildYourBestLife Coaching Program which comes complete with webinars, coaching forum and your own daily Success Manual, for more info [click here](#).

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Sherrie:

Today the typical kind of consumer behaviour is that if we are looking for any kind of product or service, then we Google it. And then we look at those results that are bought up immediately on the first page. And typically, our social media profiles our Facebook, Instagram, and LinkedIn. They're always on that first page. And usually they're right at the very top. So, it's really important that we do as professionals embrace social media. And it truly is a key component in building not only a celebrity profile but becoming a power agent.

And in today's business, this is what the smart agents are striving to be. Power agents and listing magnets, which directly lead to more warm and hot leads and really making those of outdated systems of prospecting and cold calling somewhat extinct. So, I do think that most real estate agents today understand the importance and the power of social media, but I don't think that many agents are completely embracing it.

It's either because it's just too overwhelming or too confusing, which, you know, basically they end up not doing it at all. They may not see it as a priority, or they might see it as an administration task, and they might then leave it to their PA. But I often see a lot of agents choosing to outsource this and they may not give it a lot of attention and thought, look, I'm just sort of paying the money for that, I'm going to leave it up to the agency, but the agency can only do what they can if they don't really know much about you and if you're not having much input into it, and this often then comes across in your feed as your posts as very rigid, formal kind of posts without any true personality. And this can often really perhaps do more damage to your brand than good.

So, I think the importance here is that as an industry, I mean, we post more than any other when it comes to social media, but we actually have the least amount of engagement. And the reality is because we don't really see that these kinds of postings are quality, they're engaging and relevant and they're not really posted consistently. So I guess the question that I want to ask you now is that, if you were getting a lead a day from your social media accounts, how differently would your typical workday and perhaps even your ideal week look? And how differently would you see social media as a tool in terms of writing more GCI revenue and listing and selling more properties? Social media in the past has really been seen to be a standalone process, but it really shouldn't be, it needs to be incorporated into your sales business.

It needs to be incorporated into your sales processes, into your testimonial requests, into your personal marketing and also into your vendor, paid advertising. And most importantly, with your vendor paid advertising, we need to actively be doing campaigns for selling properties that you are operating directly from your own accounts. It should also be utilised to leverage your listings and your results. And today more than ever, we can use it as an additional editorial content because now we have seen a lot of regional newspapers go solely online.

Now we live in a very different world today to even what it was three months ago. And if you're not already, it truly is time to start prioritising your social media as a form of prospecting. Every single lead email inquiry person that you meet at an open home or a networking event, not only today needs to be entered into your CRM and into your database, but also into your social media accounts too, because social media is another database that you can work from and that you can farm.

It is just as important as the database that you have in your CRM. And like your CRM It does have the capability of getting your messages out on mass, but often it can be a more immediate approach. So, as an industry, we have been capturing data and entering it into our database and into our CRM's, but I haven't really been seeing many agents doing this with their social media accounts. And this is a massive opportunity. In fact, it's a massive opportunity to dominate your marketplace. So if you execute this correctly and begin doing this, not only will you have a huge head start over your competition, but you'll also be able to

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show and demonstrate your edge and how you are different to all other agents. Furthermore, this will then see you standing out in a sea of sameness that we hear so much about. And when you are seen as the same as everyone else, as all of the other agents out there, this will then see it resulting when you're at the listing presentation, coming down to commissions, coming down to marketing money and coming down to price. Show the marketplace, what you're really about, what you're able to achieve, and they will want to do business with you.

And here's the thing. If you really do want to create an engaged audience, you need to make this audience, your followers, more about them and not so much about you, because the market is so sick of these slick real estate agents whose social media feeds consist of them, trying to sell their latest listing and boasting about their latest sale. They're truly sick of infomercials and egomaniacs. They don't really care about the cars, the watches, the holidays, what the marketplace is looking for is that they're looking for information that can actively help them. So whether it be inspiration, you know, internally or externally architecturally or interior design, or whether it be to educate them, and this education can be in the form of market information of product knowledge, or even in terms of what's selling in their area. And they're wanting this content to be delivered in a really real, raw and authentic kind of way.

So, if you understand this, you will list and sell more properties, deliver what your marketplace and what your audience is looking for. Because in today's world, it's not about the number of followers or the likes that you have, but instead it's about how high your engagement is. And engagement will lead to more leads, which in turn will lead to more listings and sales. And whilst I do think it is healthy to follow our direct competition, I'm talking about your direct competition of agents, copying them and their strategies is quite often what I see an agent will default to, but this may not necessarily deliver the same results as your competing agent. I mean, after all, why would your clients want to use you or even swap to you if they see you the same as everybody else? So, let's look at our marketplace because they have very, very high expectations.

They have short attention spans today and expect really quick responses. They compare their online real estate experience to all other industries and all other online and buying experiences. And let's be clear here. People are actively shopping for properties on social media. So, it is really important that we deliver an exceptional experience that is of value to them. They are more interested in the individual agent and in following that individual agent because they feel they can actively get more assistance, then potentially the brand that that agent works for. So, if you've been listening to all of this and thinking, well, okay, this is great. It makes a whole lot of sense. And it's all well and good. But if you're sitting here and thinking, okay, well, listen, I'm already flat out, I'm super busy and working in chaos, you might be thinking, how on earth can I possibly fit in the huge task of also upgrading leveling up and managing my social media?

The answer is really simple. We put systems and structures in place, and we plan the content in events. We build a content bank, complete with images, copy, videos, and ads that are ready to go. We can then directly schedule this content, this post, directly into Facebook, or use other posting tools such as Hootsuite, Planoly or Plannable to create weeks and months of posts in advance. And we all know that like all forms of prospecting consistency here really is the key. So, it's all this planning and forward thinking that will ensure your consistency. It's that important that in my build your best life success manual, you will find a fresh new social media calendar at the beginning of every single week. This will truly help you plan it out. And if you are a part of the build your best life coaching program in the next webinar that I'm going to be hosting live on the 18th of June, you'll also learn how you can build your content, what to post. And I'm actually going to give you a little sneak peek into how I built mine, how I brief my photographers and the content writers.

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My coaching business really is a very good example of how using social media as an effective way to attract leads. And this really has been my number one strategy in launching, growing, and building a profitable business. So, let's talk about some key strategies in terms of how you can grow and build your own profitable business and your own social media following. What we want to do is we want to ensure that we hit that right target audience and that they're engaged. So, what I'm talking about here is ensuring that you are attracting people who want to use your services. And what I mean specifically is buyers and sellers who are in your marketplace and are looking to buy and sell. Firstly, I want to suggest that you enter your whole database, your whole CRM into Facebook and into LinkedIn.

You can then create target and look alike audiences that you could advertise to. You can build brand campaigns to advertise your properties for sale. Vendors today, they truly do understand the importance of social media, culturally, it's a thing. We spend one working day per week on social media, and they will pay to advertise to find buyers here. We want to go to where the people are. So, if you're currently not doing this, you are missing out on opportunities. You are missing out on the buyers that are both active and who are actively looking today, and those that are passive and may have just fallen in love with seeing a property in your marketplace. And not only are you missing out on sales, but potentially you could also be missing out on that perfect buyer who might deliver that premium result. So upon launch, it's really important to ask your vendors, to share their property on their social media accounts, get testimonials from your buyers and sellers, and nothing sells you and your service better than someone else's positive words about their own experience in buying and selling with you.

As I mentioned earlier, Facebook and Google, they spend so much money to ensure that they are in page number one of any search results. So, look, there is no point here beating the system, just go with it and work it, work the system. And this is why I love rate my agent, their testimonials carry over to domain, Facebook and to Google. And in the episode, number 11, I gave step by step instructions on how you can leverage your listings and your results, and with it, the need to provide and to add genuine value to your consumers. Following your page is a time and a value proposition for them. So, if your page is too boring, too egotistical, quite simply, they're going to unfollow you. Your consumers are not only comparing you to every other real estate agent, but also to every other social media page out there that they are taking value from and social media today, it is huge entertainment. So, this value that you are providing should be in real time and the value can be in the form of pre-release properties, market updates, and also the story of the sale.

If you're already all of this and you've got this nailed, then I want to talk with you a little bit about my upgrades in order to truly build an even bigger empire. Number one work your stories in Facebook and Instagram and ensure that you're commenting and you're going back and you're actively kind of slipping into people's DMS. Be really consistent with that. Post a weekly blog on your LinkedIn. And this could even be what your posting in your newsletter, but that is a secondary source and LinkedIn has such a different audience to Facebook and to Instagram. And you never know where your buyers and your sellers could be hanging out.

Now here's a great tip. I love this one, create playlists for your sellers, for your open homes and housewarming and barbecue playlist for your buyers. And if you're not really sure where to start here, or if you're looking for inspiration, go and check out my playlist, all you need to do is to hop on Spotify and just search for me, Sherrie Storor and all of my accounts will pop up. So, you can either copy them or you can play mine, whatever you prefer. But anyway, there's your cheat sheet. Finally, I think Tick Tok has really come out guns a blazing. And what we're loving about Tick Tock is that it is just a whole lot of fun. So if you can create a Tick Tock account and post some really kind of witty and hilarious videos, I think that you really have an opportunity here to grow a huge marketplace, because I haven't really seen anybody in our industry doing this as yet. And I think it can be done in a really cool professional, but a fun way.

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Now, on next week's show, I have social media queen, **Stevie Dillon** from **Stevie Says Social**. Stevie's an ex lawyer turned marketer and began her marketing career in the real estate industry. So, after she started her own business and building and managing social media accounts for multiple brands, including my own, she then kind of built this cult following through her own social media channels. She has her own podcast and she now teaches people how to elevate their own social media profiles and how to build their own podcasts. She helps them take their business to the next level. So, if you've been wanting to dominate the social media landscape, build a cult following and learn how you can use social media as a prospecting tool, then do tune in for next week.

And if you'd like access to the transcripts and any other information that's been shared on this podcast, you can find it all in one place. All you need to do is go to sherriestoror.com. And if you are keen to build your best life and harness your real estate career, implement proven sales systems and structures, leverage your results, build your own celebrity profile and learn how to build and grow your own team and EBU whilst making more profit and working less, then make sure that you do subscribe to this podcast series so you get notified every single Tuesday when the episodes go live. And one more thing don't forget about the build your best life coaching program and success manual. It's now available and if you are keen to reboot, refresh and finish 2020 with a bang, head to sherriestoror.com/bybl for more information.

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