

SHERRIE STOROR

Ep.14 | How to build your real estate brand by using Social Media

Show Guests:

Stevie Dillon – [Stevie Says Social](#)

Overview:

Are you wondering how you can build a tribe of mad raving fans? Or are looking at different avenues to prospect other than the traditional options of door knocking and calling?

In today's episode, you'll learn how to build a cult following, how you can use social media as a prospecting tool for your business to lift profit and increase your revenue! Today I'm speaking with social media queen, Stevie Dillon from Stevie Says Social.

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](#).

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Sherrie:

In this episode, we're talking about how you can use social media as a form of prospecting. So, if you have 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 today's episode is most certainly for you. Today I'm interviewing social media queen Stevie Dillon from Stevie Says Social.

So, let's get into today's episode and it is a big one. It is one that I talk about all the time and we are talking all about social media and because it has totally changed how we live as a society, but also how we do business. So, you need to get on board and today's guest is a seriously remarkable person who has really made such a difference for so many different business owners. I'm talking of course about social media, queen Stevie Dillon. Now Stevie is an ex lawyer and she has now turned a social media marketer. We have actually worked together in our businesses and I have seen her work with other business owners to not only lift their social media game but to also increase their profit and their revenue. She has a number of digital marketing programs and she has her own podcast which has been downloaded more than 200,000 times. She has been crowned one of the top 150 most influential female founders thanks to scrunch and she lives on the beach, on the sunny gold coast with her, Bubba, Jimmy and her fiancé Julian.

Stevie, welcome to the build your best life podcast.

Stevie

Hello, I'm so excited to be here.

Sherrie:

I guess I'm super pumped because you have been pushing me to do this podcasts for a number of years now and I am finally doing it, so thank you so much for pushing me and for encouraging me and for being my cheerleader. I know I'm certainly yours.

Stevie:

So excited and I feel really honoured to be the first guest that you're interviewing as well.

Sherrie:

Because basically what that means is that I'm with the pro. Thanks Stevie. We actually started our businesses about the same time two and a half years ago. And we worked together for the first 12 months in our businesses together where you were doing my social media. But essentially, I have loved seeing this kind of metaphoric kind of rise that you have had, you know, and watching your business journey and your social media domination, it's been nothing short of remarkable. And I was looking online and I'm sure by the time this podcast goes to air, it's going to be even larger, but you've now got this huge following of 15,600,000 followers.

Stevie:

15,500, I wish it was millions because I would be probably bigger than Joe Rogan at this point. I would take that.

Sherrie:

I'm sorry, look 15,500 is huge and I remember when your major goal was actually just to get to 5,000.

Stevie:

Oh totally, my goal was to actually get to 1,000 and just for the guys that are kind of like I'm growing so slow, what's going on? It took me a year to get to a thousand. So, you know, quality over quantity and I'm sure we'll talk about that. It's all grown from there.

SHERRIE STOROR

Sherrie:

Well we most certainly will get to that. But I think, you know, today you really focus on your courses and you have so many students that are signing up to be a part of it and we're going to get into that a little bit later in the podcast. But you know, opening your business, this was a very careful and a very measured approach and now one that you probably look back on and think, why didn't I do it sooner right?

Stevie:

100%. And honestly, Sherrie, like we obviously worked together for a few years and I worked in corporate, so that's when I kind of met you first up. And I had always had in the back of my mind that I wanted to do something more with my life and I never hated my job. Like I always liked my job and I had worked really hard, so I think you mentioned, I used to be a Solicitor, so I was a Solicitor for years, changed careers into marketing and then had to like literally go from the bottom up from there, so complete career change. And then I kind of just had in my mind I kind of want to do more with my life, but I don't really know what it is. What is it going to be? I did that for a few years before I ever even kind of thought about potentially it be social media, and then from there it was still a couple of years before I decided to start the business.

Sherrie:

Yeah. But I remember you were super nervous actually about starting your business. Like, and for me, I guess I just have never kind of, even myself, I just had this burning desire I'd be nervous about not starting. So, it was really interesting for me to watch someone who I thought was so remarkable, so incredibly capable, feeling so nervous about this. And I think this is actually something that I have learned to understand a lot more of, particularly over the last few years, because I think you know, a lot of people who are out there who are thinking, okay, I'm a co agent and I want to take the plunge to become an agent, or I'm an agent and I want to go and start my own business. What would your advice be to them?

Stevie:

Oh my gosh. So with the benefit of hindsight, I would say just do it because I think that actually taking the plunge and doing it is the biggest lesson in personal development you will ever undertake and you can take all of the courses in the world and it's not until you actually just go, okay, I'm going to do it and then you kind of go through the school of, you know you're learning by doing, but when you're in that position, it's the hardest thing ever because you have the comfort of, you know, potentially a salary, things are good enough. And what I always say is that until the pain of staying put gets harder than the pain of actually kind of starting, you'll never do anything. So, I would say just do it. And I would say do it before you get so over it that you're forced to take the leap.

Sherrie:

Yeah. Well I think that's actually really great advice. The pain of basically staying put instead of the pain of actually moving forward. I love that. So, I think, you know let's talk a little bit about how you actually got started. So, what was it that finally gave you the push, because obviously you'd been planning for this for some point? So, your initial goal you mentioned was to get 1,000 followers and was it always your plan to sort of create courses and so forth?

Stevie:

So, I'll give you like this short version of the story, but basically I had decided one weekend, I do not know what ever prompted me to do this, but I was working obviously in corporate and I was the digital marketing manager for a real estate agency up in Brisbane and was learning a whole heap of new things and so I decided one weekend to write this 3,000 word blog article, basically going through an element of social media that I had learnt. And so, I stayed home all weekend, wrote this blog article, my partner was like, you are the biggest geek I have met in my entire life, which I agreed with, and it went really well. So, I put it in a few Facebook groups. People were like, great, we are learning something from this girl. So, I started doing it every weekend, and so I'd have one come out every single week. And from there I started to build a bit of a following. And so, I got to the point, so this was in January 2018 I got to August 2018 and I went to Europe. And so, when I was in Europe, like sitting on

SHERRIE STOROR

a beach, basically just drinking lemon cello in Positano in the sun, I was like, what do I want to do with my life? Do I actually want to leave corporate? I'm starting to get a little bit of traction from the blog. People were starting to say, you know, I'd love you to manage my social media. What are your services? I was like, I don't have any services and so, literally from having that month-long break, and I think like it was a pattern interrupt. You know that you go from your day to day life, you go from doing all of the same things that you'd done every day to actually going somewhere else and thinking about what it is you want to do. And so, it was literally from there that I came back, and I was like, okay, so what's the worst that can happen? The worst that can happen is that it doesn't work out. And I go back to the exact same job that I'm in or to another similar job. Okay, I'll just give it a go. So, it sounds so simple, but I literally was like, okay, so I'm going to resign. And I was very well organised. So, I literally got to the point where I had fully booked myself out before I had decided to do it. You were one of my first clients and I've had my resignation letter ready to go and I was going in to see my boss and he's a really nice guy, but I was like googling, how do I resign and still stay on good terms with my boss, literally the second before his secretary called me in and he was obviously understanding and it all worked out fine and literally by the end of that year, I had taken the plunge and done it. That's the short version of this story. And so that was November 2018.

Sherrie:

Yeah. And that was a real-life changing trip for you too, because you got engaged, if I remember on that trip?

Stevie:

Yes, I got engaged overlooking Santorini, which is all pretty much the most romantic thing in the entire world.

Sherrie:

Very beautiful. So, I think, you know, going back to this, this goal of the 1,000 followers and then the 5,000 followers and now you're 15,600 followers, you know, let's not sugar coat it and let's not, you know carbon copy it. Like don't spare us the details. Just tell us honestly, how did you do this?

Stevie:

How did I do it? do I sum it up in one sentence? Honestly, if I was literally going to sum it up in one sentence, it's don't sell on social media, don't be too promotional and simply add value. That would be like the short version of the story. And that can be really kind of overwhelming when you kind of, you know, if you're a real estate agent, you're on there because you want to sell properties and you want to sell your yourself. Basically, you want people to list with you. And so, you immediately go to ok, so how can I basically put this property up so that the right people see it? And how can I promote myself and say, you know, come in, you know, call me for an appraisal. Every single real estate agent does that. So, nobody's going to engage with it. And so, if they don't engage with it, the algorithm doesn't show it to anyone. And so simply you need to flip the switch on your thinking with that. And this is literally what I did. So, writing those 3,000-word blog posts and then into the podcast and basically adding value on social media. It's the way that you do it and connection. So, a little bit of the behind the scenes in storytelling and it is just consistently doing that. And that is all I have done for two and a half years. There are other things in there as well and we can talk about that. That is the short answer.

Sherrie:

But I think you know that engagement is also really important. I remember seeing, you know we are a in a number of different groups together such as likeminded bitches, drinking wine and I would see that you're always, you know, quite vocal in your commenting on other people's posts and putting your own posts in there. So, I think commenting in groups was a really great one for you too.

SHERRIE STOROR

Stevie:

Yes. So, when it comes to socials, there's two different ways that you can grow, the things that you do on your own platform, which is like your own content, which is adding value and creating connection. But if you just stay on your own Instagram account, you could be creating like the best content in the world, but nobody's ever going to see it, right? So there's what you're doing on your own channels and then you've actually got to get off your own channel, it's similar to like, you know, when you're dating and you're like, oh, okay, maybe if I just like sit on the couch and wait for Mr. Right, he might knock on my door. It doesn't happen right, so you've actually got to go out to the bar, you've got to meet people. And it's similar with social media. You've got to, you know, it's what you're doing on your own channels and then it's actually going out and proactively finding those people where they are on social. So, it might be in Facebook groups, it might be, you know, with Facebook advertising. It might be, collaborating with similar but noncompeting businesses, but that's the two approaches.

Sherrie:

I love that. And I think, you know, it's quite interesting because when we have a look at your social media, we do see a lot of yourself on there, which I think is, is really nice. And you know, obviously recently you've just had a baby so you've got baby Jimmy and I think, you know, you've been featuring a lot more of Julian on there as well and sort of showing a lot more of behind the scenes instead of kind of this, initially when you started it was all really about you. And I think, you know, even two years from when we started to now, I think what the audience wants from social media is different. It was kind of like a facade up and whereas now I feel like you've really dropped that and you're showcasing the real you.

Stevie:

100%. So, for the first year and I actually think that contributed to the slower growth. I think there's always like a hockey stick effect. So, you know, you will have that slow growth to begin with and then it's kind of goes up. But with that said, I did not post a picture of myself on my social media accounts for the first year. And then I got a professional shoot done and the first time I put a picture up of myself and then I had something, I can't even remember what the caption was, but it was still to this day, the most engaged post I've ever had because I think people are like, we want to see the person behind the account and we want to know who this person is. And I think that's just gotten more and more important. So, I think that, especially if you're a personal brand, so if you're a real estate agent, you are a personal brand. It's so important to because there's two reasons people work with you, right? Because you know your stuff and because they like you as a person. And so, if there's two, and this is the same for any service business, so say there's two lawyers, right? And you're trying to decide who to work with. It's almost a given that they know their stuff. So, it's almost a given that they're going to be able to get the result for you. You would hope. But the differentiator between those two lawyers is do I like this person more than this person. And so that's literally the reason why I'm comfortable showing a little bit about my family. A little bit about Jimmy and you have to be comfortable with where the line is for you right? I'm a little bit of Julian. He loves that he's like a little bit of a star on my social media account now, he doesn't have his own Instagram, so whenever I post a picture, he grabs my Instagram and he's like how many likes did we get?

Sherrie:

But I think it's quite interesting because in real estate we see one of two things typically happen, particularly on social media accounts. And we're going to really delve into this a little bit later in the podcast. But you know, we see agents who actually don't post about themselves at all. And it's just basically all about the properties, which is really no personal connection or then it's all about themselves, so it's one or the other, but I think, you know, there needs to be a bit of a balance there. And you know, going back to when we worked together, I remember sitting actually close to what, three years ago now, in my apartment in Tenerife not far from here. And we were basically doing the social media strategy and we were coming up with like what my hashtag was going to be. And you're actually the one that came up with the hashtag Build Your Best Life, I look at it now, and it's like you've created like this massive kind of monster, I bet you never thought it was going to go this far. You've also

SHERRIE STOROR

really built your best life. So, you moved from Brisbane to Burleigh Heads, to living on the sunshine coast. And essentially you've kind of created this life of freedom where you don't have to work in a corporate kind of role and you're not necessarily under the pump and you've been able to have a child and have some freedom. So how have you been able to achieve this?

Stevie:

So, when I first started, I started off with services. So, I was managing social media accounts. And what I found was, I was finding two things. Number one, I went from having one boss to having five bosses. And number two, I found that people were price shopping me. So, I had this situation and social media is so competitive. There are a million people out there that can manage your social media, right? The famous real estate. And so, in the absence of any other reason for differentiation, you will always compete on price. And so, what I was finding is people were coming to me and they were saying, what are your rates? And if I wasn't the cheapest, they wouldn't go with me. And so, I was getting the wrong type of clients. And I wasn't the cheapest, I never wanted to be that. But what I was missing was the personal brand that allowed me, because I knew that I knew my stuff right. And I knew that I was without there's a lot of very low barrier to entry, same as real estate. But there's a lot of people that don't have the marketing experience behind social media. And I knew that I had that, and I could charge more, but other people didn't see that. So, the difference for me was building the personal brand. And so, all of that is to say literally from there I kind of went, okay, so, I need to be able to differentiate myself. I need to prove that I'm valuable enough to do this and so I need to build my own personal brand. And so that was really, the podcast was a huge part of that. The value in connection piece on social media and really kind of putting myself out there.

Sherrie:

Which was hard for you, because that doesn't come naturally to you does it?

Stevie:

It doesn't come naturally, no.

Sherrie:

Well your more about behind the scenes, and you're a support and it's all about the marketing and stepping out in front would have been quite nerve wracking.

Stevie:

Even though, you know, like I'm recording my podcast in my walk-in wardrobe, but it's still a lot of people right and putting yourself out there. I remember the first day my podcast came out and I looked on the Apple iTunes charts and it was number two under Tim Ferris and I was like this is not even a real thing, and I was like asking everyone else to check there's. And I was like, maybe it's just mine, I don't understand what's going on. And so, it was really putting myself out there. And so, the happy benefit of doing that is that it has allowed me to build the business I want. And so that has gone from me personally, everyone is completely different and like what it looks like for you is completely different to what it looks like to me, to anyone. But for me, what I wanted, I loved the teaching element. And so, I love teaching people about social media. I also love the idea of digital products. And so, from building my personal brand, I got to the point with my services that I was booked out, my prices were at the limit of what they could be and I had kind of hit the ceiling. And so for me it was like moving into digital products, which then allowed me to not have to kind of see clients in person, which allowed me to live where I want, which has allowed me to sell as many courses as I want, which has retired my partner which he absolutely loves, which is really amazing, but it's all come off the back of having a personal brand of building a celebrity profile.

SHERRIE STOROR

Sherrie:

But I also saw, you know, in addition to that, which I think you've done unbelievably well, which is why we've got this kind of cult following. I think that there is a lot of systems and structures in the back end, which probably comes from being a solicitor. And I think for a lot of real estate agents that doesn't necessarily come naturally. Like we're always chasing like the sale or the problem or whatever the nice new shiny thing that's kind of catching our attention. So, I think putting that systems and structure in has been massive for you. And I know you pretty much have a system for everything don't you?

Stevie:

But I never ever did and I think this is the thing, like when you ask somebody that's like a visionary and so real estate agents, so my parents were real estate agents, I've got a lot of friends that are real estate agents. I was in it for years. I know the real estate persona. It's that person that is always chasing the sale and leaving this trail of organisational chaos behind. And so, I actually was that which might be surprising

Sherrie:

Yeah, that is surprising because you are so super organised now.

Stevie:

It's something that I actually had to learn as well, but what I realised is that I can't actually get to where I want to go without having systems and processes in place. So, for me, what it looks like is documenting absolutely everything in my business. And you would know, you've got my podcasting kind of blueprint. There's a step-by-step for everything that I do. And so, it's kind of like the tip of the iceberg is what you see, which is the personal brand. But underneath what's making it run is systems, processes, sales funnels, all of that sort of thing. Nobody sees that. They just see this kind of sexy personal brand.

Sherrie:

I think the other thing that you really did to create this free life was I think putting some boundaries into place too. So, I'm like, I would just know if I was contacting you about doing let's say strategy, like I wouldn't expect to get an answer back, immediately straight away. I think you put that boundary in into how to deal with me and doing business and anyone who knows me knows that I'm a total pusher. So, I think just creating those boundaries and saying no sometimes. Did you find that that was a difficult thing to put in place?

Stevie:

It is because I'm a yes person. So, I like obviously pleasing people and I think a lot of people are in that boat. And I think when you first start a business, you want to please people because you want to do a good job basically because you're starting out in your business and that's kind of where you're at. I actually worked for a designer in Canada and so she's still my designer to this day, but when I was working with her, I would email her on a weekend and I'd be like, can you do this or whatever. She would never get back to me until Monday morning at nine o'clock. She was just the ultimate, she was still very, very professional at her job. But you knew what the boundaries were with her and I almost respected her more for that. And so, when I worked with her, I was like, wow, I need to learn a lot from you because you're still doing an amazing job. You're still being extremely professional and you're fulfilling and over-delivering on everything that you said that you would do, but you're not doing it at the detriment to your own personal life.

Sherrie:

And I think this is something that we do as real estate agents. We're always saying yes, and I think it comes naturally to us because we are service people, so we want to make everyone really happy. But also, we have this kind of fear of loss and the fear of losing the next listing or the sale or what have you. So, we're always like, you know, yes, we'll go out and do it immediately. And sometimes there is obviously time limits on it, but you know, I think those boundaries are really important. You know.

SHERRIE STOROR

Stevie:

I think it's setting expectations as well. Like I think people actually like to be led and I think that, if you start to, you know, not get back to people until Monday and all of that sort of thing partway into the relationship, it's not going work out. But if you start off on the right foot and you kind of go, this is what working with me is like, and this is why it's going to be beneficial for you and it's going to be actually in your interest at the start of the relationship rather than doing it two or three months down the track. And then it's kind of like what's changed. That is the key. And that is what I have found that I think state at the beginning what it's like working with you, because if you start doing it further down the track, it's going to be a loss of trust.

Sherrie:

Really powerful. Well look, well done you, on building your best life and living down in Burleigh, I just love that. And I hope one day I make it down to the beach full time. But look, let's get down to the business of real estate and social media because I just don't understand. I think as an industry we post more than any other, yet we have the least amount of engagement. Why do you think that this is the case?

Stevie:

Okay. So going back to what we were talking about, I think that real estate agents are the perfect example of not understanding how social media works and being very promotional and not really thinking about what it is that they want to get across. So, at the end of the day, we all want leads and we all want sales. So, we want the commission and we also want obviously our vendors to sell their properties. What I think happens is that we're almost kind of chomping at the bit to do that and we start at the end with social. So, a lot of what you actually need to do in order to have success on social media, it comes back to the algorithm. So social media algorithms, basically everyone says, oh, the algorithm is against me, I'm not getting reach, I'm not getting any of this stuff. At the end of the day, Facebook and Instagram are businesses. They rely on advertising and revenue. And so, they want as many eyeballs on their platforms as possible. They're not going to get that unless people are liking what they see on the platforms. And if you're being super salesy, people are going to be turned off.

Sherrie:

Totally and I think this is one of the things that I talk a lot about actually the fact that when we see real estate agents and we look at a typical feed, all we see is really infomercials being sold to or egomaniacs and the marketplace doesn't want that. So, we need to change our sort of tone of voice and what we're contributing, and I think it's really powerful what you're talking about here. In our industry, we're all about size and the big numbers, right? And so, for a long time when people are being introduced and talking about social media, it's all about the number of followers just as I did with you actually. But do you believe that's important, that it's more about an engaged audience or the size of your following?

Stevie:

You know what I'm going to say in response to this, but I think it's still something that people get, they get distracted by the shiny number. And, so, it comes back to the popularity contest sometimes that you feel like you need to have, and especially with Instagram, that little following number is sitting right at the top of your account, you want it to go up and if its, so if, you're getting 15,000 of the right followers all day every day, you should go for that right. But the way the algorithm works, going back to that is that you need to, basically have people engaged with your content. So, like, comment and not all engagements the same. So, a like is not too much on the scale. Comments on Instagram saves a really valuable, you can get people to save your content, share your content.

Sherrie:

Great tip.

SHERRIE STOROR

Stevie:

Yeah, and there's actually some good tips for real estate agents around how to get the same so we can talk about but yeah, it's so important to have that. And so, if you have a whole heap of followers, generally there's kind of two or three things I find when there's somebody that's struggling on social media. Number one, they've got the followers, but they don't have the engagement. And generally, that will be that they have the wrong type of followers on

their accounts. They've attracted people that maybe they are other real estate agents and they're not engaging with you. They just kind of checking you out to see what you're doing. Right. Or, you have the following, but you don't have the engagement you have no following, in which case you're not proactively going out to the right people and having them come back to your account. And that's really important as well. So, they're kind of the two main ones, but you've just got to make sure that you've got the right type of people, loving your content, engaging with your content, and therefore it becomes that hockey stick effect. You'll start to attract more people that love your content, that engage with your content, and you'll naturally get the numbers and quality numbers over quantity because I think that's super important.

Sherrie:

It's one of the things obviously that I've been so passionate about with my social media, my accounts that you know, my numbers may not be the highest ever yet, they do have really strong engagement and I think it's, it's no different for an agent in a particular marketplace. You know, you don't necessarily want to have, you know, thousands upon thousands of followers. You know, it's really important that you have those people who actually want to do business with you that you can be targeting properties towards.

Stevie:

So, you need to know is this what it is. So, it's actually a step before social media. You need to know like what your niche is. So, you don't want to be a real estate agent in Brisbane. You want to be the specialist for Queenslander homes in Cannon Hill, right? and so there's only a certain number of people that are going to be interested or that have Queenslander homes in Cannon Hill. You going to hit a limit, right? Let's say there is 3000 of those people, your mission is to get all 3000 of those people connected to your account. If you've done that, you've won, you've won more than the person down the street that's got 20,000 followers that are all real estate agents looking to check you out. Right. And there is a lot of, you know, real estate, social media influences out there that are in that, you know, unenviable position. It doesn't matter about the number of followers. You just need to make sure that you've got everyone in your niche market connected to you and you're providing value and they're engaging.

Sherrie:

Well I think you've just said it there, like, that is the "AHHA" moment. So, if you need to go back and rewind and listen to that again, please go and do, so. So, I look now we've kind of built an audience and we've sort of talked a little bit about that. I mean how can you then really, you know, liaise with people to I guess essentially become a listing magnet where people are sort of bringing in listings to you and calling you so that you don't have to go out there and do the cold calls.

Stevie:

Yes. The holy grail, this is what social media is at the end of the day, your goal is to, become an attraction business. So rather than the old days of traditional marketing where you would pay a whole heap of money to put up a billboard on Lytton road where a million people are passing by it and it's costing thousands of dollars and only 2% of those people are your target audience. And maybe some of those people will call, but the flip side of that is that now you can use social media to basically become a magnet is the way that I like to say it. But it's literally having people come to you rather than you having to do things like put the billboard up or cold prospecting. And so, the way that you do that is you need to know where your people are, so, where they are hanging out on social media. And so, a tangible example of

SHERRIE STOROR

that because people are always like, well, how do I know that? So, a good example is you might run a Facebook ad, say you're looking to market a property. So, there's personal brand marketing and then there this vendor marketing, so let's say we're talking about your marketing. You are basically, running a Facebook ad to people within a kilometer radius of a property that you're looking to sell. So that is going to cost a whole heap less and putting up a billboard on Lytton road right, but it's all the right people and then you're starting to pull them into your funnel. So, say for example, they click on that ad. So, say you go out and you put that Facebook ad to 2000 people, right? And so, 2000 people within a kilometer of particular area say 50 people, click on that particular ad. So, potentially they're interested in that property. What you can then do is you can serve what's called a remarketing adjust to those people saying, hey, are you interested in this property? The open home is X Y Z time. They're calling you because they're interested and they're doing it at a fraction of the price of doing something else. And you're not having to pick up the phone and cold call every single person in that scenario.

Sherrie:

Exactly. And cold calling. I just don't understand why we're still talking about it, because really, who even has an actual phone connected to the landline at home? So, it's like looking for a needle in a haystack. I love this concept.

Stevie:

And it's interruption marketing.

Sherrie:

But I think, you know, this is so incredibly important about becoming a listing magnet and I think that we really need to see social media as a form of prospecting. And for me it is that important and that powerful. So that in my sales manual that comes with the build your best life coaching program. Like it's literally in there every single week for agents to create consistency in how they need to do things and I think what's also quite unique is, you know, we talk a lot about, you know, building this sort of targeted ad in terms of location, but there's also another way that we can be doing this. And you know, one of the things that you know, I do speak a lot about is about you need to operate two databases. The first one is your CRM and the second one is your social media because your social media is really a different form of database, right? So, I mean, agents who don't already have put their database into social media, can you just give us a bit of a walk through on why that's important and how they can be targeting ads to those people.

Stevie:

Yeah, so this is one of the cool things that you can do. You can basically upload your email database with obviously the consents. So obviously you've gotten their email address through an open home or whatever and you've got consent, there are definitely real estate agents who are doing it without, so it is really important, very important that you have that and then you can upload that into Facebook and then you can basically serve ads to those people. And so, they will basically think you're everywhere, so this is the thing you want to seem like you're everywhere to the right people. And so you can do that, that's one of the ways you can do it, upload your email address and then basically serve ads to those people and generally I would say they would be personal branding ads would be the focus for that. But there's a whole heap of other ways that you can do it as well. One way that you can really easily seem like you're everywhere and it's really working at the moment is really valued based short social media videos, square format on Instagram and Facebook. No pitch at all. And so, you might just literally be talking about say Cannon Hill. I say this because I used to live in Cannon Hill but say Cannon Hill is your farm area. And so, you might just speak giving really valuable tips about Cannon Hill. And so, the right people, you're serving that just to people in Cannon Hill, they'll start to watch that. You can build a remarketing audience of people that have watched those videos. That is another database. Because then you have that database of people that have watched more than 25% of a video about cannon Hill to market to. And so, you've got your email database and you've got your video views database. Then you can

SHERRIE STOROR

do things like send Instagram DMS, which is another form of kind of email marketing, I feel like these days.

Sherrie:

And do you find that is really gaining traction right now?

Stevie:

Yes. So, I feel like what's really valuable, it all goes down in the DM's. If you can have a really strong Instagram story strategy. So basically, the strategy is you have your short social media videos on Instagram. They're going out to whoever in cannon Hill, people are clicking, they're coming over and they're following your Instagram account. You then have four to five stories a day where you're basically providing value, you're giving people, you know, really practical tips and then you're never actually selling, but you've just giving people enough of a sneak peek that they want to send you a message. As soon as they do that, then you've kind of got them into a more private environment, you can start to have a conversation with them. And that is where the gold is.

Sherrie:

Oh, I love that. So, I mean you're talking a lot here about Instagram and stories. So, you know, stories are certainly, one of the big new sorts of pull factor because we're seeing a lot more sort of authentic kind of connection between people. So, is this your platform of choice?

Stevie:

I love Instagram, but what I will say is that, so Instagram is the fastest growing social media platform in the world, there is over a billion users now. And what I have found is that people are still on Facebook. They kind of mindlessly scroll, but I do feel like it's really where you know, Facebook was the hot thing a few years ago. I really feel like that's kind of moved to Instagram and I do love it. Yes.

Sherrie:

It's interesting that you say that because even myself actually as you, as you're talking now, I've realised that probably I'm spending more time on Instagram as opposed to Facebook.

Stevie:

And I don't think it's even our sort of demographic, like I think it's across the board. So generally, all social media platforms start young and they kind of age up and very much Instagram was originally a female skew as well. It's really kind of moved into that male. So, I do feel like you need to go where the people are and I feel like at the moment Instagram is really hot.

Sherrie:

Yeah, so I mean we talked a lot before about the content and so forth and about, you know, you are doing photo shoots and so forth. So, I like, I'm just such an advocate for building a content bank and being prepared and being organised with your social media so that you can have a consistent approach. So much so that as I mentioned, we've got a weekly calendar in the sales manual, but it's also important to build this kind of content bank. And the content bank that we're talking about is photography. And we're also talking about like blogs and we're also talking about captions and so forth and actually thinking in advance because let's face it, real estate is such a chaotic business. Things pop up and then you know, next thing you know the agents that have seen two weeks go by and they haven't posted, and they have this kind of concept behind it. So, you know talk with us a little bit about building this kind of content bank and what sort of photo shoots you think agents should be doing.

Stevie:

So, and I say this a lot, people come in, generally what happens is people will go to a conference where everyone's talking about how you need to be on social media. And I used to find this when I worked in real estate that would a big conference be AREC, whatever it is.

SHERRIE STOROR

Somebody would talk about social media, the day after I would literally have every real estate company saying I need to get my social media up. This needs to happen; it needs to happen yesterday. What do you need from me? Two weeks later you get busy. It falls off the agenda and nothing happens right? And so that makes me really sad because if you can stay consistent with it, it's so, so valuable. So what I recommend doing, and the thing is two or three years ago, you need to be posting every single day and it's time consuming, right? it's a full time social media manager has five accounts and they have hit their capacity. So, if you think of one fifth of your week being social media, you can never actually realistically do that. So, you need to have little kind of hacks to make it easier for you. So, generally what I recommend is starting off with a 90-day launch and promotions calendar. So, you need to go, okay, so what are, so say January, February, March, what are going to be the key things that you want to launch within this particular period? So, you might say January, it's a slow time to list. I'm really going to kind of like pump up that particular thing. So that is my key message. For January, you might have three hot properties really coming on. So, whatever it is for you, right? So, you have a good idea of what your kind of launches are going to be for that 90-day period. Then you have one form of pillar contents. So, you can either be video or it could be something like a podcast or it could be blog posts, whatever it is. And then you literally produce whatever you can commit to. So maybe it's fortnightly, maybe it's weekly one piece of pillar content, or you outsource it. If you're a real estate agent. Generally, I find video works well. And then from there you literally take pieces of your pillar content and you put it on social media three times a week. I think we can kind of commit to. And then what I always recommend is having what's called a remarketing ad, just running in the background. So rather than having to constantly have new content going out, look at what your best most engaged with post was. Turn that into a remarketing ad and just have that running all the time to anyone that's been on your website or on your Instagram account in the last five days?

Sherrie:

So essentially, you're again becoming this listing magnet where businesses coming to you and you're not having to go out and do the hard yards. You're using the power of the internet to come behind you. And I think one of the other things that's so important with becoming a listing sort of magnet and this attraction kind of business is also lead capture pages. Let's talk a little bit about that because I know I've been talking a lot on keynotes in the last sort of 12-18 months about lead capture pages. And most of the audience are kind of looking at me quite blankly to be frank because it's like, you know, we're so busy in the business of listing and selling real estate that we quite often don't pop our head up to sort of see what other technology we could embrace to work in our businesses. So, tell us about lead capture pages Stevie.

Stevie:

So, when somebody is searching passively for a property, right, generally there'll be on REA, they'll be searching REA or domain and there'll be kind of going through and they'll be, you know, deciding, you know, oh yeah, this might be the short list or actively searching, you know. What I recommend though, as a real estate agent that's marketing a specific property, is that you don't just rely on those platforms in order to kind of get traction. So, if you want to market a property to the best of your possible ability, which we do, yes, you need to look at what people are doing outside of real estate. And so generally what you'll do is you'll have a one-page landing page that is the best of the properties. So, it might have the video on there. It's really a sales page. And so, this is big in online marketing. Sales pages for things like digital products have a sales page for your property where you just literally by the end of that sales page, people just absolutely want in, you drive traffic through organic means. You could have it as a link on your Instagram, on your Facebook, in LinkedIn, wherever. Also, with things like Facebook ads, you drive traffic to that page. Now stay with me here. I know that you get this, but I know as soon as I say the Facebook pixel, people's eyes glaze over, but you can basically have a little bit of code on there that tracks whenever somebody hits that page. So, you market your property, leading people to that page. There is a call to action for people to opt in if they want to find out more information and generally rather than giving it all away, gives somebody a reason to opt in. So, you might have, you know, maybe it's the floor

SHERRIE STOROR

plan, maybe it's whatever it is as a reason to opt in. Once people opt in, they get an email with whatever it is that you've been holding back and it's an opportunity for you to contact them if they don't actually opt in at that point. You've got your little piece of code on there; you have a Facebook ad that tracks them around Facebook and Instagram until they come back, and they do.

Sherrie:

And you remarket to them, which is great. And I think, you know what's so interesting is as you're talking, you obviously really get this, personally myself, I don't understand how all of this works. And you know, just like I don't really understand how electricity works, but I know if I flipped the switch, you know the lights turn on and I don't think you need to know it all in order to make it work for you. And I think this is why we do, you know, we're speaking to you today is because you do have professionals out there who can actually do this for you and engage in it. But I think, you know, one of the biggest fails that I see in agents is that we just go out and we get a social media manager and we think, okay, this is all done now and they're just going to basically magically bring all these listings in and when that doesn't happen because there's no engagement and no content that's really been driven to make it personalised, then they go, well social media didn't work, so I mean, what are your sort of thoughts on, on this? What do you feel that you need or that you know, agencies might need from real estate agents to really create that engagement and that connection?

Stevie:

Yeah, so generally I think that it's, and the hard thing with social media is it's not necessarily something that you can 100% outsource, especially these days, especially with the importance of personal branding. I think that you can still get there much more slowly if you outsource the right way and you have someone that's very, very savvy. But I do still think that there's an element of your social media that you need to keep to yourself. Because it's that personal connection that you have with people, right? So, if you're going to outsource, generally I have a four-part framework and so there's four things that basically create success on social media. Only one of them is the actual social media, so it's brand. When I say brand it is what makes you different to every other person in your service area and you just need to reiterate that over and over and over because people don't know just because it's in your head.

Sherrie:

But I also think agents really struggle with actually knowing why that they're different to their competition

Stevie:

And if you are struggling, how is anyone else going to know and then you will ultimately compete on price, you will have people coming to you saying, we cut your commission, will you do X, Y, Z

Sherrie:

Or will you pay for the type of the advertising? and this is something that's so common and you just need to find your edge and your point of difference in your marketplace. So important so that's number one.

Stevie:

That's number one. So, in the brand kind of bucket, which is number one, it is point of difference. It is your brand personality. So, what are three words that you want to really encapsulate who you are? And so, this is where some real estate agents go wrong, and that ego thing comes out. Do you want people that you know, you're selling the properties of to know or to think of you as somebody that is flashing your latest watch or your brand new car or that sort of thing? That's not the perception that your kind of, I would guess I want to get across. And so, you need to go what is three words that are going to sum up who I am as a person and who I want my vendors to think I am. So, you need to write those things down and

SHERRIE STOROR

then you need to kind of actually encapsulate that into your videos, your captions and your images on social media. And so that is something you need to do yourself. If you're going to outsource, you need to have that kind of work done before you ever outsource. So that's really important. And that can be good for things like having a consistent tone on your social media. Having you know, a consistent look and feel all of that sort of thing, which is really important. Social media and content are the second pillar. So, making sure that you've got pillar content, so key content that's really adding value and you're showing the behind the scenes of what it is that you do and you really do need to take ownership of a certain percentage of that. Then this is where people go wrong. So that's the brand side of what you do. Then the business end. So the brand side is almost like the iceberg sticking out, underneath, you need to have what is called a simple sales funnel, which is a path for taking people that have hit your social accounts on the personal brand side, into your ecosystem. And so, it might be an automated series of emails. This is the part you can actually outsource, so this is the goal. Do you need to have this in place before you do all of the other stuff, you can outsource this stuff because this is a tech stuff that isn't your zone of genius, right? But you need to have it. You need to have a simple sales funnel. So, for marketing yourself and then consistently for marketing every single property. So for example, you might have as a sales funnel, for every single property you list, you have a landing page, which is a replicable sales page that literally you just put all the bits in for every new property and then on the,

Sherrie:

That should be in your VPA right? It should be in your listing presentation when you go and sit down at your listing presentations. It's not you that's doing it. It's somebody else that's doing it. Set it up once. So, you outsource it and then you can have, you know, your personal assistant or whoever actually going in and doing it each time. But then what happens after that? So, they've left their details. You might then have a second page that's like, thanks for leaving those details. Would you like me to XYZ? So, you just need to map out what the customer journey is, but that can be outsourced. And then the final part is traffic. So, 1, brand, social media, sales funnel and traffic. So how are you going to drive people to all of this stuff? because there's no point in having it all set up if it's just sitting there and nobody's seeing it. And that is the biggest frustration that people have are putting all this work into it. I've got 200 followers and not engaging, and I don't know what's going on.

Well I think that's the thing about our industry. We have been collecting data for so long and not engaging. So here is like literally society has changed and we need to do things a little bit differently too. So, I think that's super powerful. Thank you so much for explaining that because I think it's just overwhelming to a lot of agents and certainly, you know, we want to make sure that everyone's aware of this, but we also want to make sure that this is practical and implementable and you can go out and sort of take care of it straight away and actually have some knowledge that when you're sitting in front of somebody to engage, you know, as social media manager that they're actually going to be the right person. You know, what you need to do, you know, what they need to do. And I think also too, you know, talking about building this personal brand within a brand I think is incredibly powerful and something that we don't quite often see agents do because we just leave it up to our agencies and our franchises. And I think, you know, it needs to be the responsibility of the agent. At the end of the day we're responsible for our income. It's our commission. But you know, we are seeing now today that, you know, our youngest sort of greener agent into the marketplace can come out and have more market dominance than a career agent who might've been there for 10, 15 plus years. So, you know it's really important to embrace this because you are going to be left behind, correct?

Stevie:

So important! And it's actually really interesting. I think the lay of the landscape at the moment, it's not just real estate, but it's people that are coming in and they understand the importance of differentiating yourself from every other real estate agent in your business. Because the thing is, so say somebody goes to XYZ agency and then there's 10 agents within that agency. So, if you're just resting on the laurels of XYZ agency to do all of the marketing than they are going to be happy to go with any of the agents within that agency.

SHERRIE STOROR

So, you literally need to do everything that that agency is doing to promote themselves to promote you! and if you do that then you'll stand out above every other person in there. And that's by niching, so knowing what it is that is your unique thing and by the connection side, which is getting people to like you by sharing things that traditionally you wouldn't have shared when you were advertising yourself five years ago.

Sherrie:

No, it's completely different and what society wants from individuals and business is completely different as well. But I think, you know, on that point it's really important that you dominate digital, but you also need to dominate, you know, the letterbox and you need to dominate the marketplace as well in terms of being seen out there in public. And I know for you with what you've built with your brand, you know, obviously predominantly what you've done has been social media, but there have been other things that you've been doing, like I've noticed that you've been doing a lot more speaking, I think you were just away speaking over the weekend and you've been on television, you've been doing a lot of PR and so forth. So, I mean, tell us about this secondary side to support the social media in building your profile.

Stevie:

Yeah, so, a lot of people say to me, how did you build your social media? So, some of what I did has to do with social media and going out to proactively go to Facebook groups and to Facebook ads and collaborating with other people on social media. But a lot of it actually the flow and the halo effect of what I've done with things like guest podcasting and speaking guest podcasting is gold. And all of those other kinds of PR, all of those other kinds of personal brand building things have had the halo effect on the social media. So I think that it all kind of works together and there's a lot to be said for the warmth of audiences when you do things like speaking and guest podcasting and other people are introducing you to an audience, it builds you as the go to person and it builds you as somebody that somebody else already trusts. And the halo effect of that is so, so powerful. Like, the speaking event that I did last week for example, like literally from that I had people saying, okay, great, where do I buy your course? Where do I sign up? I want to do it yesterday. You wouldn't have that if you're going out to a cold audience on a Facebook ad, right? So, it's so, so powerful. And so, from that speaking event, I got 600 new Instagram followers.

Sherrie:

Because two weeks ago I looked and you had 14,300 followers, now you're 15,600, like in two weeks. I'm like, what is this woman doing?

Stevie:

Literally the difference is, one speaking event and two guests' podcasts. So that's the power with social media for number one, letting people know about your social media profile. So, I didn't go to that speaking event and not say that I had an Instagram account. I said, my Instagram, Stevie Says Social I'd love it if you guys follow me, you know, so you've actually got to tell people what you want them to do, but that's the kind of the flow on effect. It is a full-on ecosystem, so you need to proactively go to wherever your people are. Are they at an event or wherever they are, and you need to bring them back into your little sphere where you can start to provide value to them? So that's kind of the two prompts.

Sherrie:

So very powerful. Well I think let's talk a little bit about your courses because hashtags aren't the answer is the name of one of your courses, which I have done. And I think quite often agents, we're so busy that we don't have time to do courses, but you know, there is so much value in this, particularly when it's a bit unknown and the world is kind of changing. It's really important to embrace that. So, tell us a little bit about your course.

Stevie:

So, a lot of people that buy the course actually buy it for their PA or somebody to actually implement it. And the good thing about it, is it's literally every template you need to go in and

SHERRIE STOROR

kind of implement it yourself. But it also has the thinking that you need to do it because I think a lot of people just outsource it to, you know, their PA and kind of go, you go with it and they don't have the understanding, you know.

Sherrie:

Then they don't value it. So, you can't put the time in to actually enjoy it and with the support staff actually implement this.

Stevie:

Actually in the course you really need to have KPIs behind what it is that you're doing. Like, so you're not just going on social media for social media sake. What is the outcome here? Like, in the next 90 days I actually want to get a hundred new subscribers from what I'm doing with my Facebook ads, for example. What do I need to do to do that? So, I know that in order to, this is getting a bit technical, but to get a lead it's \$3 a lead, therefore I need to spend \$300 to get a hundred leads in the next 90 days. So, it can be as specific as that. right? So, the course is basically going through that four-part strategy. So, brands, social media, having a funnel and then having the traffic so that you've got the whole ecosystem set up and then it's just making new goals every 90 days for what you're going to do.

Sherrie:

Oh, I love that. Look, I really loved the course. So, you know, if you're listening to this and you're taking value, which I know that you are, jump on and have a look at Stevie's course where can we find you?

Stevie:

Steviesaysocial.com

Sherrie:

Nice. And sort of simple. So, tell us, you know, what is next for you in your business?

Stevie:

It's very exciting. I know that we have chatted about this a little bit offline, but I am very much kind of moving from social media is still kind of the backbone of what I do. But I'm actually really passionate about what I have done in my business, has allowed me to do personally. And I know we talked a little bit about moving to the Coast and all of that sort of thing and the business model I have, so really kind of moving into helping people build a personal brand through things like podcasting and all of the things that we've talked about and then monetizing it through online courses and having that kind of whole ecosystem. And honestly, even when I think about it, I'm so passionate about it because I know what it's done for me and how impactful it can be when people know how to go in and do it the right way.

Sherrie:

Look, I just think that for me personally, I have, as I said earlier, you know, I'm just such a mega fan and I'm so grateful, you know, for your support in my business. And I know that at times our businesses have kind of crisscrossed in different ways. But even just in terms of putting this podcast together, you know, to sit down and do some strategy with you, which I know is not sort of something that you do a lot of, but I'm just so incredibly grateful and you know, I'm just really blessed to not only call you a friend but also somebody who's made a massive difference in my business. So, thank you so much.

Stevie:

But I think it is so cool we started at the same time. It's so nice to have good friends in business.

Sherrie:

I agree, and it can be a very lonely journey. So, it's nice to sort of talk about that. So, look, thank you so much for joining us today, Stevie. I think we have covered a lot. We've talked a lot about, you know, having the courage to go out and, you know, follow your heart and find

SHERRIE STOROR

your own journey and to sort of take the plunge. We've talked a lot about the practicality of, you know, social media and some actual things that you can do to, to market properties, which I think is really important, how you can create and how you can engage with your audience. So, look, you've been a tremendous guest, Stevie, Thank you so much.

Stevie:

Thank you so much for having me. I've loved it.

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