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Social strategy success

For many business owners, social media is a minefield and a source of much confusion. But it doesn't have to be this way.



When choosing a real estate agent, most vendors are looking for a point of difference to help them make their decision.

For some businesses, finding a unique selling proposition (USP) is not a problem. But for many industries, like real estate, finding a way to set yourself apart from others in a cost-effective and practical

way can be difficult. Presenting a social media add-on to the selling campaign could be just the thing you need to get you over the line.

There are only so many ways a vendor can assess an agent to help them choose one over another. So, assuming all things are equal (price, service, level of rapport), how can you get the vendor to choose you?

Social skills

Offering clients a simple social media strategy to help advertise their property not only adds value for your clients, but it's also a great way of creating a sustainable and credible point of difference between you and other agents.

Including a social media strategy as a component of the vendor marketing campaign will

also give you an opportunity to talk to your client in more depth about their needs, thereby giving you the chance to build that all important rapport.

All clients really want is a good reason to choose one agent over another. By giving them a new and innovative way for them to advertise their property, you're giving them a solid reason as to why you are the better choice.

Lead the way

It won't be long before every real estate agent is expected to include social media as a standard component of a marketing campaign. So why not get in early and develop the skills and expertise you need to offer it now?

Don't let fear and apprehension of how social media works stop you from getting involved. Get comfortable with the right tools now so you can start offering your clients a significant point of difference sooner rather than later. ♦

Download Bernadette Schwerdt's ebook *How To Write Headlines That Sell* by visiting www.copyschool.com

CASE STUDY: SOCIAL MEDIA CAMPAIGN IN ACTION

A real estate agent from Northcote, an inner-north suburb of Melbourne, worked with his vendor to create a very successful social media campaign that led to the house being sold for \$135,000 over reserve in a very quiet market.

The auction attracted 80 people (more than most auctions that day) and had the added side benefit of giving the agent a massive windfall in free promotion and publicity.

To get the full story, including videos and statistics, visit www.copyschool.com/

northcotehouse, but if you just want a quick overview of what they did, read on.

The vendor, a self-confessed computer nerd, set up a simple blog website using a domain name that was aligned with common search phrases used by people searching for real estate in Northcote (www.northcotehouse.com.au).

He then set about writing a series of blogs on what it was like to live in the house and in the suburb. The blog was called, *Why You Might Want To Live Here By People Who Have*.

Stories were written and posted daily on a range of subjects designed to inform potential buyers about the house and increase their interest in the property. Each story was embedded with specific keywords that would boost the site's ranking on Google. Other platforms like Twitter, YouTube, Picasa and Posterous were used to support and drive traffic to the blog.

This simple blog received hundreds of hits throughout the campaign and delivered an avalanche of publicity for the property (and the agent).

Like to sell your rent roll?

Right now is the perfect time to sell. If you would like a confidential discussion about your rent roll call us today and together we can plan your selling strategy. We have a wide range of genuine buyers ready right now to negotiate confidentially and discreetly.

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