

# Let's Get Social

Keeping It Real Podcast 2022

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# Your message shapes your brand. Your brand shapes your sphere. Your sphere promotes your success.

## What is your brand?

**YOU.** You are the brand.

1. Social Media is our handshake from business owner to client. And it's *free*.
2. When I look at your page, do I immediately know what you do? Is it public?
  - a. Your name/handle
  - b. Your bio
  - c. Your cover photo



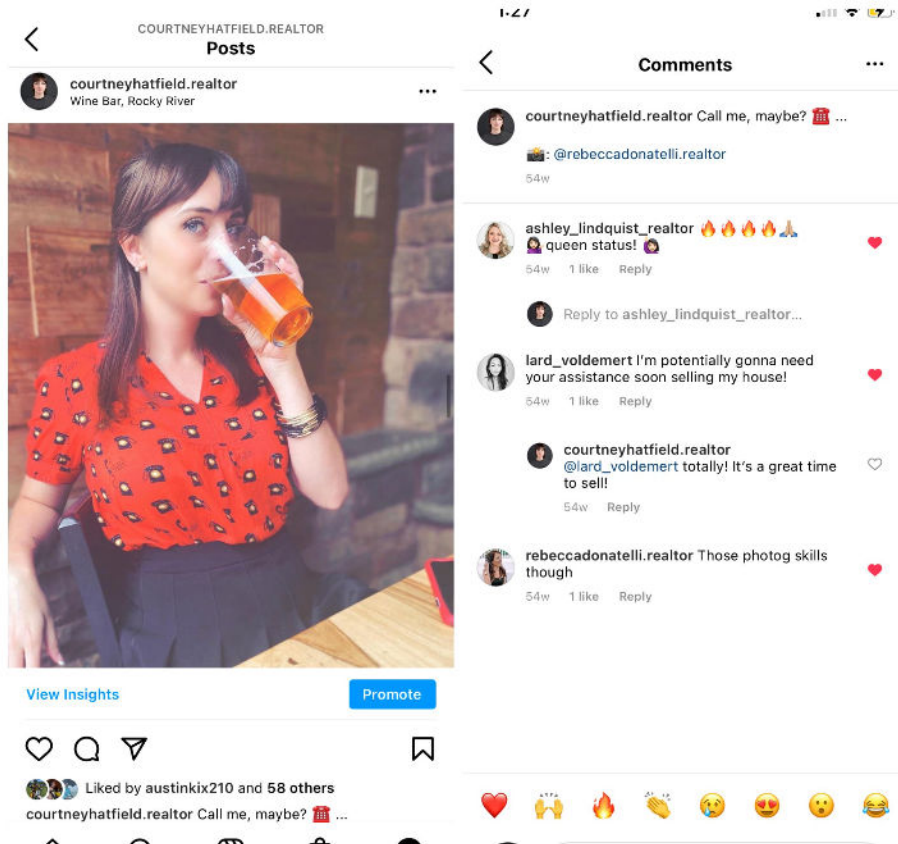
## Courtney Hatfield

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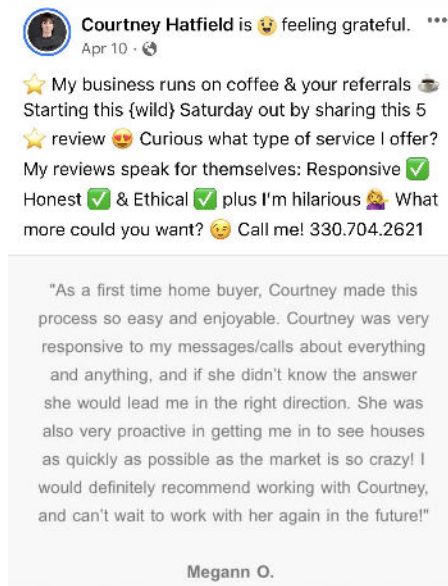
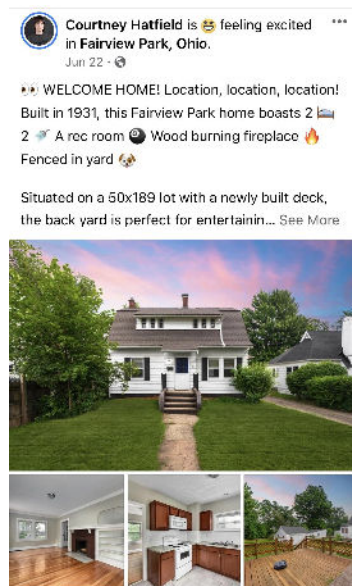
3. Content matters. Consistency is key.

a. Choose 3-5 categories to rotate posting. Here are mine:

i. **Myself - Did you know that photos of faces get 38% more likes?**



ii. **Work - New listings, sold listings, reviews, market news, team news**



iii. My family - Lainey or Nolan with a listing sign



iv. Quotes - Branded with my name

**THEM: WHAT SIGN ARE YOU MOST  
COMPATIBLE WITH?**  
**ME: SOLD SIGNS.**

@courtneyhatfield.realtor

## v. Bevvies 🍷



4. Repeat after me: I will not give opinions on the virus/politics. Just don't.

**The magic is in the consistency.**

# If Zillow is doing a better job at staying in touch with your past clients, there is a problem.

## Who is your sphere?

Followers are great but unless these followers are recommending you or using you-- they are just a number.

Your sphere are the people that interact with your posts.

These are the people you want to engage, educate & serve.

But how? Here are a few ways to stay top of mind:

1. Friend-request every client AND agent that you work with.
2. Acknowledge life events.
  - a. Birthdays
  - b. Anniversaries/Babies
  - c. Home-Anniversaries
3. Promote and support local stores/restaurants and check-in -- you're the market expert!
4. Go live at your listings and open houses. House of the week?
5. Feature local events.
6. Create a contest for followers.
7. Make a facebook page for community listings: "Portage Lakes Properties"

**If you need to increase production, increase the number of people you are talking to every day.**

### **Social Media Key Performance Indicators**

1. Post a photo 2-3 times a week.
  - a. Photos need to be a stopping point - should be visually appealing
    - i. A person sees 7,500 ads a day and the average attention span is 8 seconds
    - ii. Unsplash.com free stock images
    - iii. Canva.com event graphics, just listed/just sold graphics
    - iv. ColorStory App for photo editing
  - b. Don't get hung up on the caption - get to the point & then add emoji's 😊
    - i. Top performing online content is at a 9th grade reading level
    - ii. If you can't think of content, create a call to action
2. Post on stories DAILY.
3. Go live once a week at a showing or a listing.
4. Post a market update video once a month.
5. Hashtags.

# Social media allows you to network, collaborate, and share your work with others. Building a solid network via social media is the most valuable thing you can do for your business or personal brand.

## Social Success.

Social success comes from making new connections, following up & keeping in touch.

*Build your brand.*



*Build your network.*



*Build your success.*



**Karissa DiVincenzo**  
Courtney Hatfield 100%!! She's AMAZING & local to the Canton area! One of the nicest ladies you'll ever meet. 😊

She's with [McDowell Homes Real Estate Services](#)



**McDowell Homes Real Estate S...**  
Real Estate Agent

1y Love Reply



*Closed this referral on 11/04/20 for \$100,000.*

SEP 03, 2020, 4:29 PM

Hey do you have a business card or number i can share with my ex husband. He's on the hunt for a house and wanting to sell his.



For sure! Does he live in Jackson too?



Yes. Aberdeen Ridge

← *Showing homes, approved for \$300k, listing for \$400k.*





Hello! 😊 My parents are moving here to Ohio from Oregon, but have yet to find a home. They're hoping to move close to us in the Carrollton area, is that something you could help with?

MAY 27, 8:15 PM

Absolutely, Mike mentioned it! What's their timeline?

If the appraisal on their house goes through as planned, they are signing July 8th and would like somewhere to be able to move to ... that's not my house lol



*Touring houses now that they're here.*

AUG 14, 2020, 8:18 AM

Hi Courtney. Need some help pls. My daughter is going thru a divorce. Needs to find a 4 bed house not in Manchester. Taxes to high. U know if anything in Coventry or Green. Going to have about \$100,000 to put down after all said and done???



AUG 14, 2020, 8:42 AM

Good morning! I'm so sorry to hear that but definitely here to help 😊 What is her time frame? ASAP? Is she financing the rest or does she want to stay around 100k total?

She should get \$125,000 from her place. She has been a stay at

JUL 24, 2020



Hey lady! My dad is looking for a small house. I see a lot of your listings are in Cleveland / up north but I was wondering if you have any in north canton area ???! :)

Absolutely! What price range is he looking to stay in? Is he already working with an agent?

No he isn't. He's just now considering



*Closed on his house for \$115,000.*

← *I met Carolyn at a beer crawl event I hosted in November of 2019. Not only did I gain her daughter as a client from the networking event but I also got an agent on my team from the same event. (Hi, Denise!) 🙌*

**And that's a wrap!**

**(Post this class on your stories & tag me 😊)**