



Social Media Marketing Tips

Being active on social media is a powerful and necessary way to establish a strong online presence, position yourself as an expert, connect with your client and prospects, and build relationships.

Build an Online Audience & Strengthen Relationships

Post relevant, engaging content on your social channels, consistently.

Use feedback and questions from your sphere to get ideas for content to post.

Use the business-focused tools on your social channels, like boosting posts on Facebook, to maximize your audience-building.





Optimize Your Online Marketing & Listing Tools

Make sure your social channels are completely filled in with bio, contact, and additional information.

Sync your MLS to your Elevate account to make sure your listings will be prominently displayed.

Make sure your CRM is up-to-date with your most recent leads.

Integrate everything, so your blog shares to your social channels, which will direct traffic back to your website.

Connect With Other Local Businesses, Communities, & Potential Clients

Showcase a local partner, business, hot-spot, or local celebrities in social / blog posts, and tag them to gain the attention of their followers.

Don't be afraid to reach out through hosting events and promoting yourself in the community.

Partner with local businesses to do giveaways and contests.



Develop Your Online Personality & Recognition

Engage with your audience & be interactive online!

Find something that you can be known for, that makes you different from other real estate professionals in the area, and focus on that.

Use your phone to capture video walkthroughs, client testimonials, and just your daily musings to share with your followers.





68%
OF AMERICAN
ADULTS USE
facebook.

169.5
MILLION
PEOPLE
IN THE
UNITED STATES
USE **facebook**.

74%
OF AMERICAN
facebook
USERS VISIT
THE SITE
AT LEAST
ONCE
A DAY

24%
OF AMERICAN
ADULTS USE
twitter

55.2
MILLION
PEOPLE
IN THE
UNITED STATES
USE **twitter**

LARGEST
USER GROUP:
25-TO-34
YEARS OLD

2ND LARGEST
USER GROUP:
35-44
YEARS OLD

35%
OF AMERICAN
ADULTS USE
Instagram

104.7
MILLION
PEOPLE
IN THE
UNITED STATES
USE **Instagram**


HIGHER
INTERACTION
RATE THAN
ANY OTHER
SOCIAL
PLATFORM

25%
OF AMERICAN
ADULTS USE
LinkedIn

ABOUT
50%
OF ALL
DEGREE
HOLDERS
USE **LinkedIn**

#1
AGENT
TO AGENT
REFERRAL
PLATFORM

73%
OF AMERICAN
ADULTS USE
YouTube

ON AVERAGE
PEOPLE SPEND
40
MINUTES
PER DAY
USING
YouTube



2ND LARGEST
SEARCH
ENGINE IN
THE WORLD

SOCIAL MEDIA USERS BY GENERATION



90.4%
MILLENNIALS



77.5%
GENERATION X



48.2%
BABY BOOMERS



**ARE YOU READY
TO INCREASE
YOUR PRODUCTIVITY?**

To schedule a complimentary product demo
and consultation with our Elevate Success Team...

SCHEDULE NOW

or call us directly at 805.719.7394.