

Internet Social Networking for Realtors



Jon Varsano



- I. Introduction
- II. Social Networking Defined
- III. Set Up & Strategies
- IV. Internet Marketing & Social Networks



web retool

- Web Design & Online Marketing for the Real Estate Industry
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Jon Varsano

- Designer & Developer of Websites since 1999
- Licensed Real Estate Broker
(former Vice President at Grubb & Ellis)
- Commercial Property Owner/Operator
- Los Angeles Native

What is a Social Networking Site?

- Any Web site that enables users to create public profiles within that Website and form relationships with other users of the same Website who access their profile.
- Social networking sites can be used to describe community-based Websites, online discussions forums, chatrooms and other social spaces online.

Online Relationships

- People are becoming less social offline and more social online.
- Since real estate is a relationship and network-dependent business, Realtors should be wondering "How does this apply to me?"

Which Social Network is best?

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

facebook

The Myspace logo, featuring a white icon of three stylized figures on a blue background, followed by the text "myspace.com" and "a place for friends" in white.

myspace.com[®]
a place for friends

The Twitter logo, the word "twitter" in a light blue, rounded, lowercase font with a white outline.

twitter

The AOL logo, the letters "AOL" in blue, followed by a blue circular icon with a white play button symbol and a "TM" trademark symbol.

AOL[®]

The LinkedIn logo, the word "Linked" in black and "in" in white inside a blue square.

LinkedIn

The Ning logo, the word "Ning" in white serif font on a green rectangular background.

Ning

The Plaxo logo, a blue circular icon with a white play button symbol, followed by the word "plaxo" in black lowercase letters.

plaxo

The AgentSpring logo, featuring a background of green grass and a blue sky with sun rays, with the text "AgentSpring" in green and yellow.

AgentSpring

The active rain Real Estate Network logo, with "active" in orange and "rain" in blue, followed by "Real Estate Network" in black.

active | rain
Real Estate Network

Top 20 Social Network Sites, December 2008

Site	Dec-08		Dec-07		YOY Growth	
	Unique Audience (000)	Time per Person (hh:mm:ss)	Unique Audience (000)	Time per Person (hh:mm:ss)	Unique Audience	Time per Person
Myspace.com	58,418	1:40:17	60,104	2:21:33	-3%	-29%
Facebook	55,217	2:07:58	22,574	1:09:03	145%	85%
Classmates Online	15,143	0:07:27	10,748	0:09:43	41%	-23%
LinkedIn	11,814	0:13:11	4,804	0:10:11	146%	29%
Reunion.com	11,733	0:04:53	4,090	0:04:26	187%	10%
Windows Live Home	10,833	0:03:29	8,856	0:07:12	22%	-52%
Club Penguin	6,835	0:37:46	6,358	0:10:40	8%	254%
AOL Community	4,775	0:12:48	4,069	0:40:23	17%	-68%
Tagged.com	3,884	0:46:53	745	0:11:15	421%	317%
Flixster	2,923	0:03:04	3,097	0:04:00	-6%	-23%
Ning	3,017	0:13:07	748	0:09:50	303%	33%
Twitter.com	2,665	0:07:46	349	0:09:35	664%	-19%
Imeem	2,545	0:09:52	2,335	0:22:46	9%	-57%
Last.fm	2,527	0:04:01	832	0:05:03	204%	-20%
MyYearbook	2,427	1:49:49	2,063	0:41:05	18%	167%
Bebo	2,368	0:09:04	2,088	0:13:30	13%	-33%
hi5	2,137	0:10:10	1,469	0:35:48	45%	-72%
Meetup.com	2,110	0:07:38	2,260	0:08:44	-7%	-13%
Care2.com	2,002	0:03:30	1,403	0:04:33	43%	-23%
Gaia Online	1,709	2:09:54	1,391	2:39:10	23%	-18%

* Blue data indicates these estimates are calculated on small sample sizes and are subject to increased statistical variability as a result.

Basic Set Up Your Account

1. Complete a professional profile
2. Invite professional contacts to connect to the profile
 - Most sites offer the possibility to upload contacts from an email system and/or a file of contacts.
 - After a few days, old friends and business associates will find you on their own.

Social Network Etiquette

- Give before you ask (comment on other's posts)
- Send an introductory e-mail asking to have a conversation about a common interest or point
- CALL, talk about the point or interest and DO NOT ask for business. Rather, ask the person what would make a good referral for them.
- Secure permission to have conversations in the future.
- Don't abuse the privilege!

Social Network Realtor Marketing

- Encourage past clients and new clients to ‘friend’ you to create a new, online “sphere”.
- Creating a Group and **leverage your experience** to become the expert in the group.
- Keep in touch with business networking contacts you meet in a neutral open forum
- Market properties to a select group or share properties with your friends.
 - Add a link to a property from your own site.
 - Share listings with each other even before they hit the MLS.
- If you’re a blogger, add your RSS feed to your profile.

Facebook Detailed Set Up

- **Profile:** more about connecting with the individuals on a personal level rather than professionally through a corporate identity. professional and personal life shine through.
 - **Privacy Policies:** give access of your profile to all Facebook members
- **Status Updates:** publish real time personal and professional news, price reductions or new listing info.
- **Marketplace:** great housing marketplace to show off properties for sale or rent.



Stay Up-To-Date

Don't miss out! **Get email** from the Marketplace.



Post

Search Listings

start over

Refine

 Listings from Friends Only

 Photos Only

Type

 Sell It

 Sell for a Cause

 Give It Away

 Ask for It

Category

 Baby & Kid Stuff

 Books & Magazines

 Cars & Vehicles

 Clothes & Accessories

 Collectibles

 Computers & Accessories

 Electronics

 Entertainment (Movies, Music, Video Games)

 Furniture

 Home & Garden

 Housing - For Rent

 Housing - For Sale

 Jobs

 Musical Instruments
All USA **90024 (+10 miles)** Location Settings

Results 1 - 25 of 75

\$ Trevor Eyster is selling **1 bd/1bath apt in Playa Del Rey - 1st Mo Free - High Amenities** for \$1,550.



posted 1 hour ago in Venice, CA

\$ Sanja Komljenovic is selling (renting my apartment) **2 bed 2 bath. Great location in LA. huge** for \$2,000.



posted 5 hours ago in Los Angeles, CA

\$ A Facebook user is selling **her apartment on Ellendale for the summer** for \$450.



posted 7 hours ago in Dockweiler, CA

\$ A Facebook user is selling **spring qtr sublet near UCLA, share 1BR, 1BA, \$400/month+utilities** for \$400.



posted 17 hours ago in Los Angeles, CA

\$ Nancy Thieu is selling **1bd/ba on Ellendale for summer or longer** for \$1,280.



posted 21 hours ago in Los Angeles, CA

\$ John Yu is selling **looking for sublet for my apartment** for \$2,700.



posted 1 day ago in Los Angeles, CA

\$ Chad Kutting is selling a **2br - 2 bath condo for rent in Beverly Hills** for \$3,200.



posted 2 days ago in Los Angeles, CA

\$ Alexandra Aukes is selling **room for rent in Thailand, Silom Soi 3 starting 1st of May** for \$28,000.



posted 2 days ago in Beverly Hills, CA

Advertise

Are you an LA Foodie?



Tasting Table is a free daily email that delivers the best of LA eating and drinking culture direct to your inbox. Sign up now.



Who is searching for you?



Track and see who has searched for you online.



Make Money w/ Organizing



Host your own Organizing Party and make money while doing something good for you and those around you. Check out our services page.



More Ads

Facebook Detailed Set Up

- **Groups:** Join or Form a Group
 - Being the leader you get the most exposure
 - Invite those on your friends list and customer list
 - Do not brand the group in your name, you are part of the group.
 - Real Estate Group Examples
 - Realtor Referral Group
 - Real Estate Investment Group
 - Local Community Home Buyers Group
- **Photos:** Creating albums per property and have conversations via photo comments.
- **Real Estate-Related Videos:** online slideshows, video tours of your properties, and discuss real estate topics into the web camera.

Commercial Real Estate Club of Los Angeles

Global

Basic Info

Type: Business - Real Estate
 Description: Anyone involved in the Los Angeles commercial real estate market and surrounding submarkets. Welcome all owners, investors, brokers, lenders, appraisers, etc.

Contact Info

Email: jeff.ringgenberg@grubb-ellis.com

Members

Displaying 8 of 82 members

[See All](#)

Victor Stamboling

Dee Nep

Susie Glass

Elaine M Lyles

Peter Sorensen

Rory Nomoto

Jason White

Qubyc Architectural Tile

Discussion Board

Displaying 3 of 4 discussion topics

[Start New Topic](#) | [See All](#)

SOUTHERN CALIFORNIA RESORT & SPA FOR SALE!!!

1 post by 1 person. Updated on January 19, 2009 at 12:59pm

2 Properties with Las Vegas Blvd (STRIP) Frontage For Sale!

1 post by 1 person. Updated on September 12, 2008 at 10:14pm

Developer seeking investors

1 post by 1 person. Updated on September 3, 2008 at 8:22am

The Wall

Displaying 5 of 9 wall posts.

[See All](#)

Write something...

Post



Amanda Russell (Washington, DC) wrote
 at 11:59am on February 5th, 2009

Lee Technologies invites you to attend this free seminar on the current commercial real estate market. In today's commercial market, learn how it is in the broker and owner's power to

[View Discussion Board](#)[Invite People to Join](#)[Leave Group](#)

Share

Group Type

This is an open group. Anyone can join and invite others to join.

Admins

- Jeffrey Ryan Ringgenberg (Los Angeles, CA) (creator)

Related Groups

- Commercial Real Estate Gurus
Business - Real Estate
- Young People in Real Estate
Business - Real Estate
- Real Estate Investing Network
Business - Real Estate
- REAL ESTATE
Business - Real Estate
- Real Estate on Facebook
Business - Real Estate

Advertise

Hollywood, CA Condos

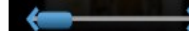


New loft style condos now selling on Hollywood Blvd. at Vine Street from \$490,000. View pictures and floor plans of the remaining units



See it
 before you
 click it

The visual
 search engine for
 a visual world



searchme:

Internet Marketing & Social Networks

- Building a brand online takes time and effort but it works.
- Increase website traffic through marketing
 - Add Website Address to Profile, Blog Posts, Comments, Groups, etc.
- Boost your website's Search Engine results through SEO
- Search Engine Optimization (SEO) Best Practices
 - Have numerous inbound links to your website
 - Update your site content often
 - Blog Posts
 - Add Photos

Internet Marketing & Social Networks

- Become a **Trusted Resource Online**
 - (1) be found easily on the web
 - (2) establish yourself as an authority for the services you offer in your area.
- Inbound marketing
 - not intrusive or interruptive
 - organic and effective
 - employ professionals to manage or consult with you on your social networking strategies

Marketing & Networking through Comments






- **To be successful, participate, assume leadership, and earn respect**
- Popular Social Networks with active discussions and comments
 - **Twitter, Facebook, MySpace, Xing, Plaxo, AOL Chatrooms, Linked In (Q & A), Agent Spring, ActiveRain, etc.**
- Photo/Video Sharing sites with marketing and networking opportunities
 - **Photos: AFlickr, TwitPic**
 - **Video: YouTube, Google Video, Vimeo, WellcomeMat**
- Non-Social Network Sites with Social Network Opportunities
 - [Home Q&A](#) on Zillow -Each question you answer helps solidify you as an expert in the neighborhood.
 - "[Tell Us It's for Sale](#)" feature, which is a way to inform the Zillow community of homes currently on the market that are not currently posted on Zillow.
 - [Trulia](#) could build out its Voices product so you could ask and answer questions to Trulia experts through the Facebook environment.

Paid Social Network Marketing

- Facebook recently added the ability for you to create flyers — which is accessible under the advertise link at the bottom of any Facebook page — that you can target very precisely across their network.
- CPM (cost per 1000): Your flyer gets served up in the general inventory for each network you have targeted. The more impressions you purchase the more times it will get served up.
- Flyers Pro which is a CPC (cost per click) buy

Search ▾

Applications edit

-  Photos
-  Groups
-  Marketplace
-  Mobile
-  Keep up w/ the Jones

▾ more

Flyers Basic

Save time and money reaching any audience with Facebook Flyers.

We display your Flyer 5,000 times for only \$10 to people you choose. Target based on age, gender, and network. Pay for the number of times your Flyer is shown.*

Examples: [Flyer Board](#). Questions: [Flyer FAQ](#).

New! With Flyers Pro, only pay for the clicks you receive. [Click here to try it out.](#)

What should your Flyer look like?

Theme: Basic ▾

Photo: Upload a Photo ▾

[Change Photo](#)

Title: Real Estate 2.0?

(max 25 characters)

Body:

Want to know what's happening in online real estate these days? Read the blog and find out.

(max 200 characters)

Link: www.futureofrealestatemarketing.com

(optional) Click the flyer to test your link.

Posted by: Show my name.

facebook Profile edit Friends ▾ Networks ▾ Inbox

Search ▾

Applications edit

-  Photos
-  Groups
-  Marketplace
-  Mobile
-  Keep up w/ the Jones

Facebook Flyer
Click Right
Now you get after a while?
Apply Now
No experience necessary. Bring your vision!

Flyer Preview

Facebook Flyer

Real Estate 2.0?

future or more about real estate

Want to know what's happening in online real estate these days? Read the blog and find out.

Posted by Joel Burslem

Action Plan

- Secure more clients by utilizing your internet tools
 - Your Website, Your Blog, Your Lead Capture Forms
 - Social Networks: Friends, Groups, Discussions
- Increase website traffic through marketing
 - Set Up Multiple Social Network Accounts
 - Add your Website Address to Profile
 - Add Website Address to Discussions & Blogs
- Update Your Content on a Regular Basis
 - Blog, Discussions, Photos, Videos, etc.