

SOCIAL MEDIA: ARE YOU LEVERAGING FREE MARKETING?

From Facebook and LinkedIn to YouTube and TikTok, social media channels are proliferating. Roughly 80% of the U.S. population uses social media, and 90% of businesses leverage social media to connect with their customers. But what are the best channels? How do you create an effective and memorable presence? What kind of results should you expect and how do you measure success?

To better understand the world of social media, we talked with Mallorie Rife, a Realtor® at Edina Realty in Prior Lake and marketing veteran with a decade of corporate brand marketing experience. As a new agent already doing 20 sales a year, Mallorie uses social media as a supplemental form of free marketing. Following are a few of her tips for putting it to work for your business.

Find them on Facebook

Facebook is a good place to start. More than 69% of all adults in the United States are members, so, your clients and prospects are already on it. Mallorie's channel serves up a mix of testimonials, links to stories about local housing markets, and tips on everything from redecorating to finding your first home after years of renting. She also posts short selfie-style videos showcasing her real estate expertise.

"It's a great way to stay engaged and demonstrate your knowledge and expertise without been overtly salesy," Mallorie said. "The goal is to cultivate long-term relationships and stay top of mind so your name is there when they or someone they know is looking for a Realtor®."

Network on LinkedIn

Like Mallorie, many Realtors® who enter the industry after successful careers in other professions have cultivated a wealth of contacts. With over 100 million members in the United States alone, LinkedIn is home to the past, present, and future of your individual professional networks. Yet although the channel's 25-54 age bracket includes the prime-time demographic for home buying, it is often underutilized by many Realtors®.

"LinkedIn has been invaluable because my sphere of



Mallorie Rife, Edina Realty

contacts knows my work ethic," Mallorie said. "So, when I made a career change to real estate, they supported me, and the referrals started coming in. So much of my business is from LinkedIn contacts and networking referrals."

Mallorie's success with LinkedIn is not a one-way street. A firm believer in helping others make connections and explore new career paths, she frequently taps her network on their behalf.

"I think people see my willingness to help others which helps them remember me when they or someone they know think about real estate," Mallorie said.

Make an impact with videos

Video provides Mallorie with a way to showcase her expertise while connecting with viewers on a warmer, human scale. Regularly posting simple smartphone videos on Facebook and YouTube, her free free-ranging topics include maintenance tips for owners of newly constructed homes; ways to improve credit scores; and market expectations for 2020. There's even a TikTok music video in the mix featuring Mallorie dancing in her kitchen.

"Videos get watched," Mallorie observed. "So, I have made it a goal this year to do more of them even if it means showing a

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more human and silly side. It doesn't always have to be about real estate. Again, it's about staying top of mind.”

Whatever her subject, Mallorie maintains an approachable, down-to-earth demeanor, as if she were sharing a cup of coffee with a friend.

“I try to remain conversational in my tone. Making things I share relatable,” she said.

Experiment & measure your success

Mallorie always has her eyes open for emerging channels

and stays open to new possibilities, like TikTok, a channel for creating and sharing short home-spun music videos. Although currently dominated by people in their teens to early 20s, Mallorie noticed that moms like herself have been playing with the platform.

“It's a continuing process of education,” Mallorie said. “See what channels your friends, colleagues, and the younger people in your life are using.” She also recommends taking classes to stay current with web trends and new technologies.

“Measuring success is about more than seeing which channels bring in new clients. It's also about how much time you invest to get that payoff,” Mallorie said. She added that her social media efforts typically lead to about a dozen conversations through comments, items she shared, or direct messages. And for Mallorie, that is time well spent. Still, she acknowledges, it is not an exact science.

“No matter how dialed in you have it today, you can count on it all changing tomorrow,” she said. “And that's where the fun and the opportunities lie.”

EDUCATION + EVENTS

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