

The 5 P's of Real Estate Social Marketing

A Social Marketing Workbook



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The 5 P's of Real Estate Social Marketing

Table of Contents

Overview of the 5 P's of Real Estate Social Marketing.....	3
The First P is Purpose.....	4
Common examples of purpose include.....	4
What do you want to accomplish.....	4
List your expected results.....	4
The Second P is People.....	5
Who is your target audience?	5
What are your target markets? Niche or specialty areas?	5
Define your perfect customer?	5
What social networking sites are they using?	5
Who is going to maintain your social marketing strategy?	5
Do you have the time and personnel to sustain your strategy?	5
The Third P is Parts	6
Personal Social Marketing	6
Real Estate Social Networks	6
Consumer/professional Social Networks	6
Social media content networks:	6
Business Directories & Review Sites.....	7
Brand & Reputation Monitoring.....	7
The Forth P is Profile.....	8
Profile Area.....	8
The Fifth P is Process	9
Step 1: Initial Set-up of selected <i>Places</i>	9
Step 2: Set up your monitoring and online reputation tools	9
Step 3: Establish your schedule of social marketing activities	10
Real Estate Social Marketing Wrap Up.....	11
Other Real Estate Social Marketing & SEO Services provided by 1parkplace:.....	11

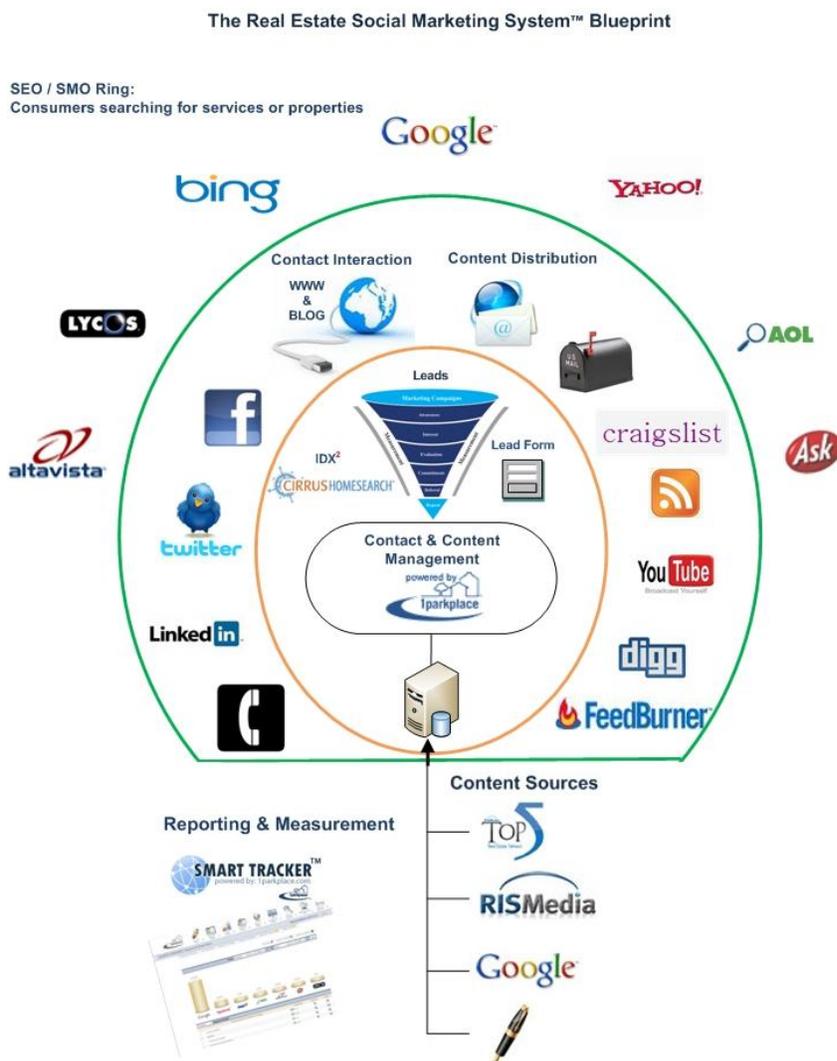
The 5 P's of Real Estate Social Marketing

Overview of the 5 P's of Real Estate Social Marketing

Successful Real Estate Social Marketing FOR BUSINESS requires a coordinated and succinct implementation of our 1parkplace 5 P's formula. Everyone has heard of the 4 P's of Marketing and we felt that Real Estate Social Marketing needs its own set of P's since it is so unique to traditional marketing, since you are really marketing with value and thought leadership and not straight promotion. This is the key to success when composing content and interacting with friends, fans and followers.

This approach to the overall strategy will ensure a properly executed system that creates value for your audience as well as revenue in your pocket. The 5 P's consist of the following; Purpose, People, Parts, Profile and Process. As we embark upon our 5 P journey there are two critical things to keep in mind, consistency & patience (which could in fact be a 6th P).

The image below is the blueprint for a complete **Real Estate Social Marketing System™**.



The 5 P's of Real Estate Social Marketing

The First P is Purpose

Before anything else, you should fully understand why you are embarking on a real estate social marketing program and what you expect to gain from the program. This is by far the most important step as it defines your plan, determines your commitment and establishes the baseline for accountability.

The following will assist with defining your purpose. Whatever your purpose is, make sure you are ready to embrace it completely. If not, you will find yourself wasting your time or not having any framework to measure your success.

Common examples of purpose include:

- Awareness/branding
- Target buyers and sellers
- Lead capture
- Market your listings
- Establish a local network of buyers/sellers
- Elevate website ranking and SEO
- Networking
- Recruiting
- Promote/sale of a product or service
- Establish yourself as a topic thought leader

What do you want to accomplish with your social marketing plan? List your purpose(s) below:

List your expected results – Identify your measurement(s) of success: (i.e. increase market share by x %, decrease marketing costs by x %, close x more transactions, earn x more \$\$). Whatever you select, make sure it is quantifiable with measurement or reports)

The 5 P's of Real Estate Social Marketing

The Second P is People

The key to a successful social marketing plan is to fully embrace the concept that social networking for business is all about providing value first, building relationships and trust which then leads to the sales opportunity.

The first **People** consideration is to identify your target audience and discover what places they frequent online. The next step to success with social networks is to listen & observe. This will allow you to discover what and how to engage with the audience so you can provide valuable content and engage in the conversation. Finally, you will want to attract friends, followers, connections and subscribers as appropriate to the platform.

A second **People** consideration is to identify who will be executing your social marketing plan. Are you going to do this by yourself, delegate it to an assistant or outsource some of the tasks for maintaining your online presence?

The following questions will assist you in defining your target audience, your perfect customers and people resources to implement your plan:

Who is your target audience?

What are your target markets? Niche or specialty areas?

Define your perfect customer?

What social networking sites are they using? (Conduct an informal or formal survey of your existing clients)

Who is going to maintain your social marketing strategy? (Write and upload blog posts; Status updates; Post content to our targeted social networks)

Do you have the time and personnel to sustain your strategy?

The 5 P's of Real Estate Social Marketing

The Third P is Parts

This phase is where you begin to gather all the networks, platforms and content sources that will make up your real estate social marketing system. There are many variables in this section depending on your purpose and goals. For instance, you may only want to use Facebook to interact with close friends. In this case, Facebook will be the only part. However, if your purpose is a more elaborative one in which you expect to prospect via social networks, create your own social community, integrate video into your social networking and focus on SEO as a derivative; you will have many more places to consider. You will also need to consider a time and possibly dollar commitment to reap your expected success and meet your original purpose.

A *sample* list of available parts is outlined below. Check off the social marketing parts you need and assure that you have an account and optimized profile on those that you choose:

Category/Product	Need it?	Subscribed?
Personal Social Marketing		
• Professional blog	_____	_____
• Marketing website	_____	_____
• Google profile	_____	_____
• Keyword research worksheet	_____	_____
• Social Profile template	_____	_____
• Blogging worksheet	_____	_____
Real Estate Social Networks		
• Active Rain	_____	_____
• RealTown	_____	_____
• Trulia	_____	_____
• Zillow	_____	_____
Consumer/professional Social Networks		
• Facebook	_____	_____
• Linked In	_____	_____
• Twitter	_____	_____
Social media content networks:		
• Craigslist	_____	_____
• You Tube	_____	_____
• Slideshare	_____	_____
• Flickr	_____	_____
• Delicious	_____	_____
• DIGG	_____	_____
• StumbleUpon	_____	_____

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The Third P is Parts - continued

Business Directories & Review Sites

- Google Local Business Center
- Yahoo Local
- Zoom Info
- Yelp
- Angie's List
- Real Estate Agent Review Sites

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Brand & Reputation Monitoring

- Google Alerts
- RSS Feeds
- Yahoo Alerts
- Discussion Boards
- Twitter Search
- Blog Comments

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

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The Forth P is Profile

All social networking sites start with a **Profile**. The profile is your opportunity to make a first impression with others and to convey your message, value proposition and provide your contact information.

Here are some tips to building better online profiles:

- Select a User Name that brands you or your company
- Create a Social Network Account Template to keep track of your login information
- Create a document that contains all the information that you will need to build your profile so you can easily cut and paste.
- Here are the major areas to start gathering information for your Profile Template:

Profile Area

Your Contact Info

- Phone #'s
- Email
- Websites
- Blog(s)
- Address
- Photo

Work Experience

- Positions
- Descriptions
- Summaries

About You

- Short Bio
- Value Proposition
- Market/Niche
- Interests
- Hobbies
- Activities
- Favorite Movies
- Favorite Books
- Favorite Music
- Favorite TV shows

Education

- School/College
- Activities
- Affiliations

Other Info

- Associations
- Honors/Awards
- Specialties

The 5 P's of Real Estate Social Marketing

The Fifth P is Process

This is where the rubber hits the road, meaning the integration, execution and management of the previous four P's. There may be a host of initial issues to iron out depending on how complex your purpose, however, once the wrinkles are ironed out and you can get a handle on results, your comfort level will increase. You will also have a more accurate estimation of the time and resources it takes to meet your expectations.

Now that you have defined your purpose and connected all the parts, it is time to prioritize your schedule (or the schedule of your team) to prepare for the execution of your plan. Up until this point, you have *really* good intentions, but now it is time to block the time required to meet your purpose. You may realize at this point your initial purpose is overwhelming and you may need to break up your original plan into smaller fragments so that your goals are attainable.

Each social marketing function takes time and unless you commit to a dedicated outsource solution or delegate to your team, then you may need to revise your purpose to fit into your priority schedule.

Step 1: Initial Set-up of selected Places

- Create your account and build your profiles on the social places you have selected
- Select the business photo and/or company logo you will use in all social places
- Connect with others using the available tools within the network. Most networks have a feature to check your email contact list to find other members using that specific network. You may be able to upload your contact list.

Facebook has
know on

For example,
“Find people you
Facebook”

Step 2: Set up your monitoring and online reputation tools

- Google Alerts
- RSS Feeds
- Yahoo Alerts
- Discussion Boards
- Twitter Search
- Blog Comments

Step 3: Establish your schedule of social marketing activities.

You will need to build your specific schedule based on the social places you select and your allocated time and resources.

The following is a recommended schedule based on a person who has selected these social places:

- Professional Blog
- Facebook
- Twitter
- LinkedIn
- You Tube
- ActiveRain
- RealTown
- Trulia Voices
- Zillow

Daily

- Interact on Facebook – some ways to consider:
 - Post a link to a blog post
 - Engage in conversation – select targets wisely
 - Respond to friend requests/Add friends
 - Send a message to someone you know – watch for special events
 - Encourage friends to become a fan (like) your business page
 - Post on someone’s wall – don’t promote, but thought lead
- Post something of value on Twitter (your blog post, a resource, an article, tip, new listing, etc)
- Review and answer any comments, emails
- Review your RSS feeds

Weekly

- Write and Post 2-3 blog articles that provide compelling, valuable content
- Post a blog on Active Rain, Real Town – at a minimum
- Review your alerts and other monitoring tools; respond to any activity
- Review and answer applicable questions in Zillow and Trulia Voices
- Check your LinkedIn account and post a status update
- Other LinkedIn Activities may include:
 - Reviewing posts and interacting with any groups you belong to
 - Responding to applicable questions in LinkedIn Answers
 - Connecting with other LinkedIn members

Monthly

- Create 1- 2 videos based on your strategic plan
- Upload and optimize your videos to YouTube and other video distribution channels
- Post a blog on Trulia and Zillow
- Review and assess the metrics established to measure your social marketing ROI

Quarterly

- Review your Real Estate Social Marketing plan and make any necessary adjustments toward your desired outcomes

The 5 P's of Real Estate Social Marketing

Real Estate Social Marketing Wrap Up

Remember, with real estate social marketing, time is a virtue. This means, in order to see results, you must be patient. Do not expect a flood of business overnight. I say this so you will not give up on your journey if the results are slow. My recommendation is to monitor your overall plan every 90 days and make adjustments if need be to account for the reality of the situation. The key to ANY marketing program is consistency.

How would you like to hire a Real Estate Social Marketing Virtual Assistant?

1parkplace offers several levels of Social Marketing Management and SEO services and we encourage you to inquire by visiting <http://SEM.1parkplace.com> or calling us at 888-425-2300.

Other Real Estate Social Marketing & SEO Services provided by 1parkplace:

- Social Marketing Virtual Assistant
- Social Networking Profile Assessment
- Strategic Marketing Consultation
- Competitive Keyword Research
- Facebook Website Creation
- SEO and back linking Service
- Strategic Ghost Blogging Service
- Custom Twitter Background
- Real Estate Brokerage Social Marketing Systems

