# Social Strategy 101

With
Aaron Singerman



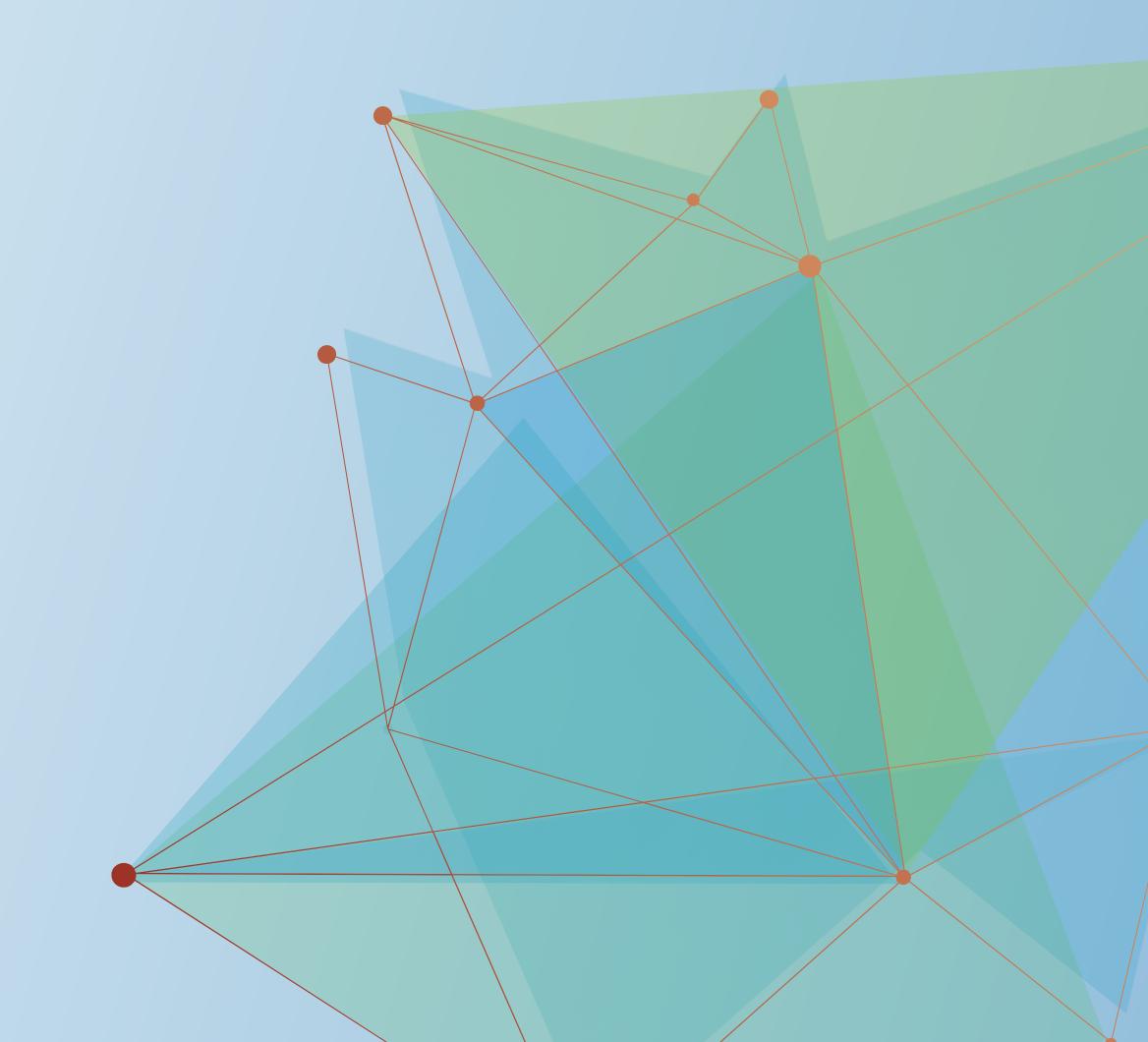


# If You're Not Trying To Grow Your Brand On Social Media I Predict You Will Become Irrelevant In Our Market In The Next 5Yrs.

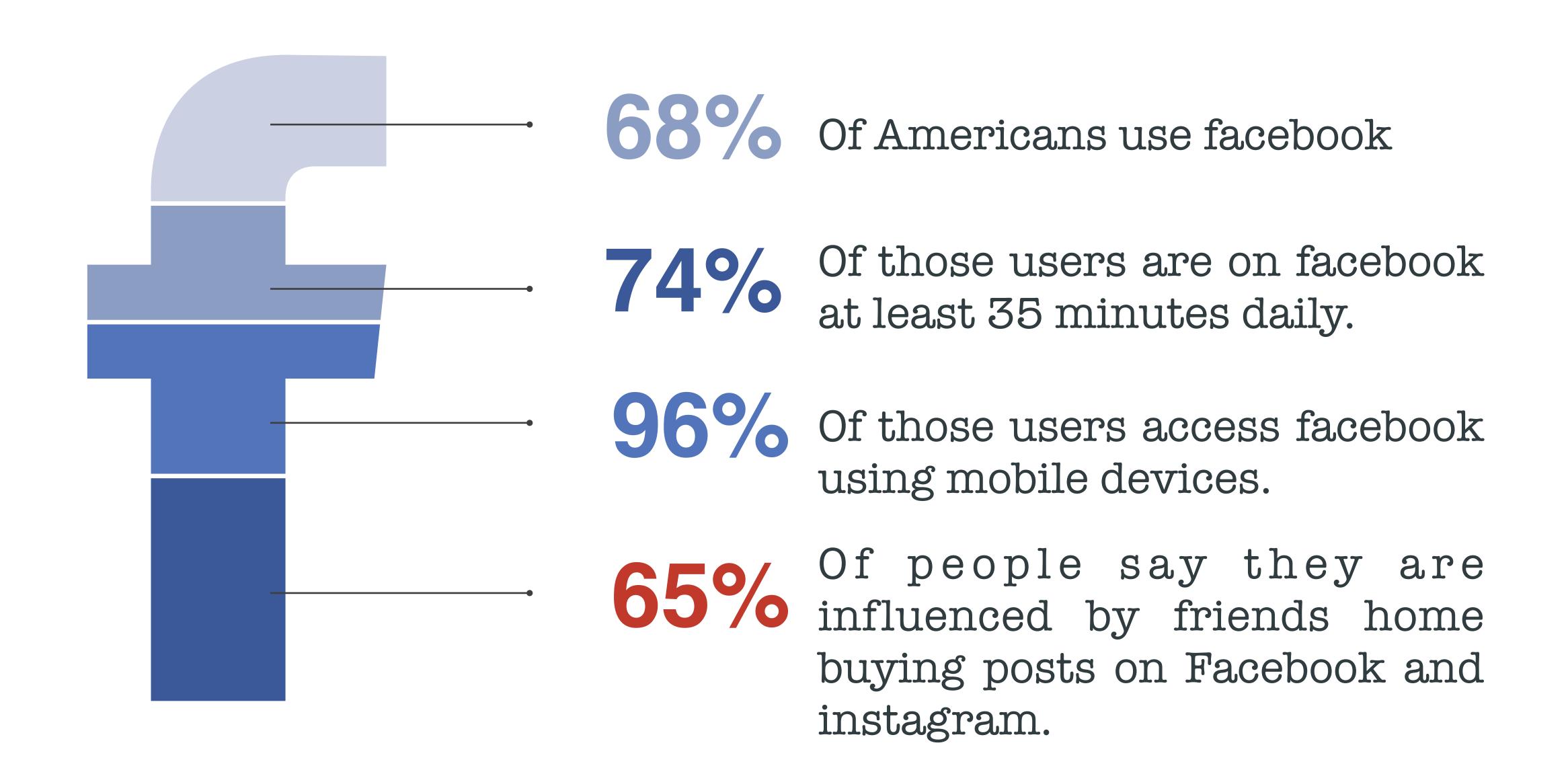


# Does your SOI on Social?

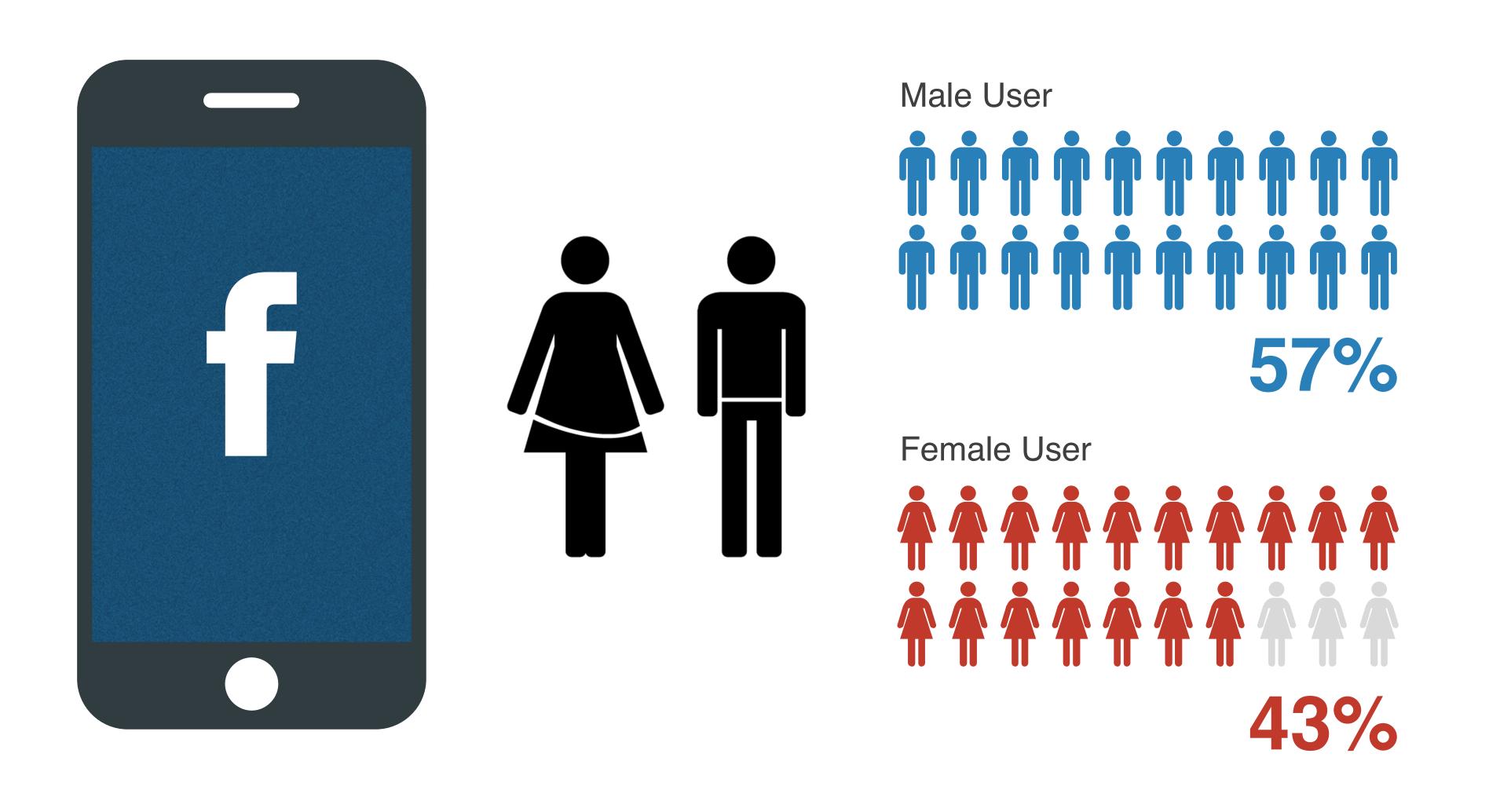
- Know
- Like
- Trust
- W Value



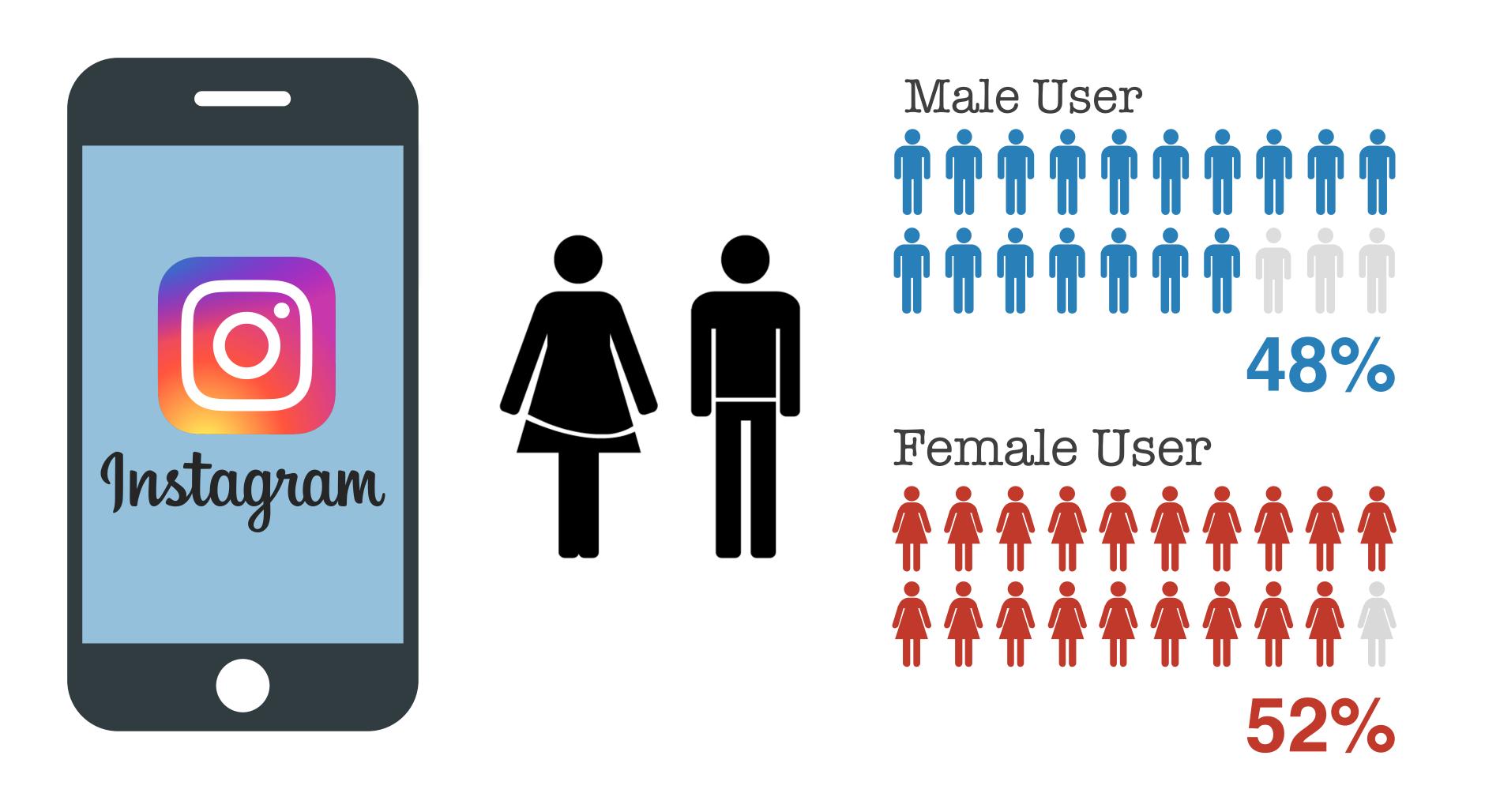
#### FACEBOOK FOOD FOR THOUGHT.....



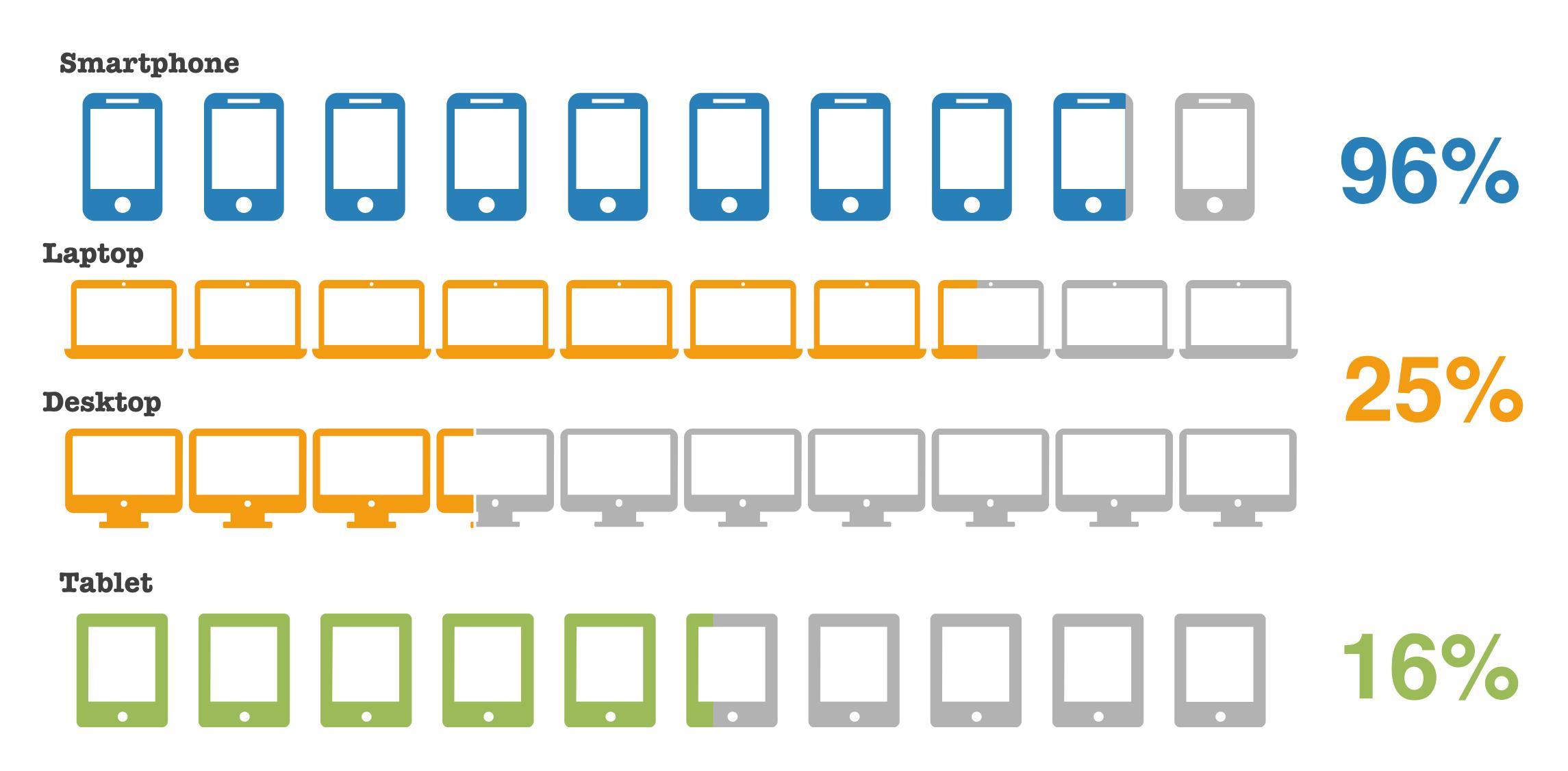
#### Facebook User Stats 25-35yrs old



#### Instagram User Stats 25-35yrs old



## What are they using?







#### Facebook At A Glance:

Daily time spent on Facebook:

58 min

Monthly Active Users:

2.2 Billion

Photos Uploaded Daily:

300 Million

Daily Active Users:

1.4 Billion

Video Views Daily:

8 Billion



#### Instagram At A Glance:

Daily time spent on Instagram:

53 min

Monthly Active Users:

800 Million

Photos Uploaded Daily:

95 Million

Daily Active Users:

500 Million

Stories Daily:

250 million



Founded: 2011

#### Snapchat At A Glance:

Daily time spent on Snapchat:

49.5 min

Monthly Active Users:

301 Million

Snaps Created Daily:

3 Billion

Daily Active Users:

178 Million

Video Views Daily:

10 Billion



The National Association Of Realtors<sup>®</sup> Total Membership For December 2018 Month End Is 1,359,208.



Columbus Realtors<sup>®</sup> Is Comprised Of Over 7,656 Real Estate Professionals As Of September 1, 2019.



How Will You Stand Out From Your Competition?



KNOW LIKE TRUST VALUE

# Brand Awareness

How You Market Yourself. How People Think, Feel and See You Online.

- 1. Community
- 2. Family
- 3. Business

#### BRAND AWARENESS - THINGS TO THINK ABOUT?

- Do you create content that is relevant to your community and target demographic?
- Do you engage in threads on personal pages as well as groups? (Don't be a spam bot BRING VALUE!)
- Are you knowledgeable about real estate in your community and industry?
- When someone thinks about Real Estate are YOU the first person that comes to mind?
- When someone searches you is it clear you're a Realtor?
- Are your profiles updated? Zillow, FB Personal & Business, Instagram, Linkedin......
- Do you consistently post on all these networks? If no, why not?

#### ARE YOUR PROFILES RELEVANT?

- Every Business Profile Should Have Professional Headshot, at Least Something Professional or Family Oriented on FB Personal Page.
- Username Should Be the Same Across all Profiles. FB Business, Snapchat, Twitter, Instagram (Consider Using Realtor, Real Estate Agent, Homes, Houses in the Name)
- In Bios Use Words Such as Real Estate in Columbus, New Homes in Columbus, Building, Land, This Helps SEO
- Add Phone Number, Email and Website to Bios.
- Ask Past Clients To Leave You a Review.

#### NETWORK-LEARN-GROW

- NETWORK WHO YOU KNOW MATTERS
- YOU CAN AND WILL GET REFERRALS FROM OTHER AGENTS, TITLE AGENTS, HOME WARRANTY PEOPLE, ATTORNEYS.
- FRIEND REQUEST/LIKE BUSINESS PAGES FOR AGENTS, TITLE, INSURANCE FRIEND REQUEST EVERYONE.
- TAG/MENTION BUSINESSES/PEOPLE IN POSTS, TWEETS AND STORIES
- •COMMENT ON OTHER AGENTS POSTS (NICE LISTING, I LOVE THIS BATHROOM)
- •BY DOING THIS PEOPLE GET TO KNOW YOU. GIVES YOU LEVERAGE IN THE FUTURE.
- •JOIN GROUPS LOCAL AND NATIONAL AND LEARN THEN SHARE ABOUT IT.- KNOWLEDGE IS POWER

#### Post Etiquette

- Get vulnerable, Be Yourself, Educate, Be Kind
- Respond to all comments facebooks algorithm likes this.
- Tag when mentioning a person or a business.
- Ask open ended questions (use the polls) this is very engaging people love to share on FB.
- Use pictures, videos, live video, FB stories and share links.

#### Post Etiquette

- Short & Sweet Keep posts under 100 Characters
- Family pictures people love family and kids.
- Animal Pictures dogs/cats/pets.
- Informational articles, blogs and news. (Share or write your own)
- Recent sales, accomplishments in real estate & life events and reviews
- Know the best times of day to post. (For organic reach)



#### • NO POLITICS

- Facebook is not a laundry mat, don't air your dirty laundry.
- Don't criticize others Or Competitors.
- Don't over use hashtags on FB they won't help your organic reach like they do on instagram.
- Don't just post about real estate everyone knows you're a Realtor. CREATE VALUE
- Don't over post in buy, sell and trade groups.
- Use 90/10 rule. 90% Fun & Informative 10% Promotion

# Covid - 19

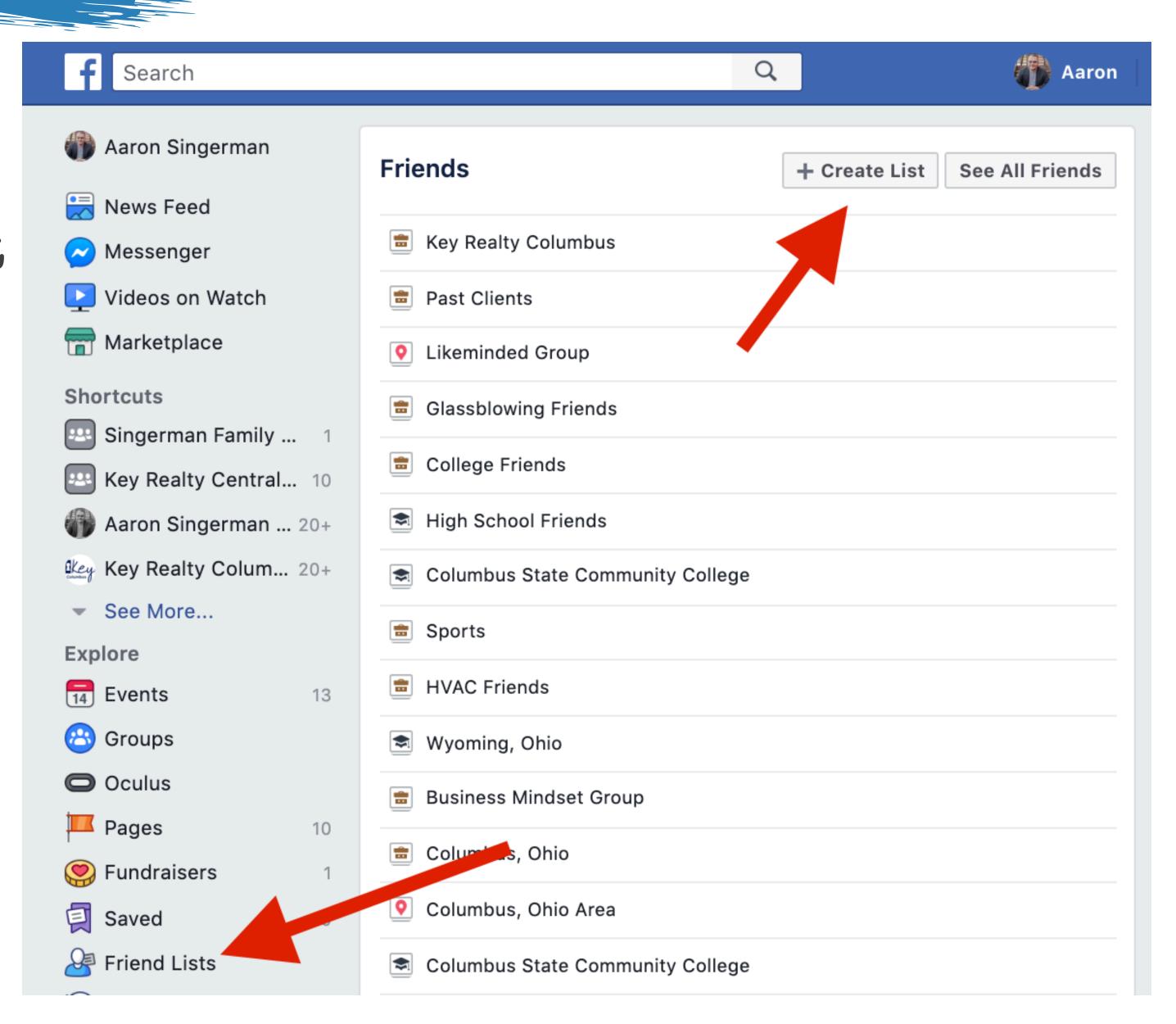
- Be positive during the pandemic fear brings uncertainty. Uncertainty = Less Business.
- Post factual information.
- Stay away from conspiracies
- If you check in or post while out and about make sure you're posting yourself making healthy choices.
- People want to hear about safety and comfort does your social presence provide this?

  Remember...... KLTV

#### Beat The Algorithm

- Create Friends Lists
- Past/Current Clients List
- Vendor List
- Send Message to New Friends





Ask your clients to tag you!





**C** Love

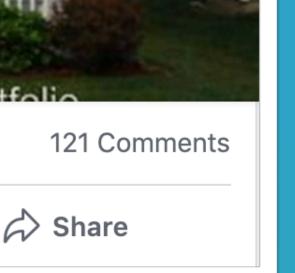
John Owen and I are happy to announce that we are buying a house!! We got final approval on our loan today!

Thank you Aaron Singerman for being an awesome realtor and helping us find the perfect starter home for us.

#SingermanSellsGalloway #SingermanSells



Comment



#### POST YOUR ACHIEVENTES



Aaron Singerman is at Aaron Singerman - Key Realty.

January 23 at 10:59 AM · Worthington · ♣ ▼

2nd year in the business I got my \$1 Million.

3rd I got my \$5 Million.

On track to hit my 10 Million in 2019!

Thanks to all my past/current clients couldn't have done it without you!





80 Comments



I am speechless and beyond grateful to be the April 2020 REAL Producers of Columbus Featured Leader. This rewarding career affords me the ability to be of service to others in the community and at Key Realty. The best part is, I'm just getting started!

A special thank you to Katie Milgate, Bobby Wright, Jennifer Davis McIntyre and the whole Real Producers Staff. Most of all my wife Kim Singerman and my family for being my biggest supporters!







she knew," thanks Aaron. "I annoyed verything and snything. Heck, I prob

"I felt like it was the life-changing move I needed, and I get to follow

to invest in themselves."



#### Aaron Singerman is with Kim Singerman in Great Barrier Reef. March 1 at 3:42 AM ⋅ ♣ ▼

Never let anything or anyone stand in between you and your dreams. Anything is possible. Today I scuba dived on The Great Barrier Reef. My #1 bucket list adventure! The best part was my amazing wife tagged along to see me fulfill my biggest dream! Dad would be so excited to hear about this adventure. It felt like he was down there with me. This is something I'll never forget! Mark my words I'll be back!











38 Comments

#### Chris Sauerzopf Yesterday at 4:13 PM · 🔇

Hope . #MentalllinessAwareness

Left. 2009. Suffering from unhealed traumas and treating it with whatever would numb me from it.

Typically booze and food. Both are great at that. Untreated alcoholism is mental illness.... See More





95 Comments 2 Shares



2004/2019

#BobRoss #DavesNotHereMan #ThenNow #GratefulDeadShirt #iCleanUpWell #ZigZags







17 Comments

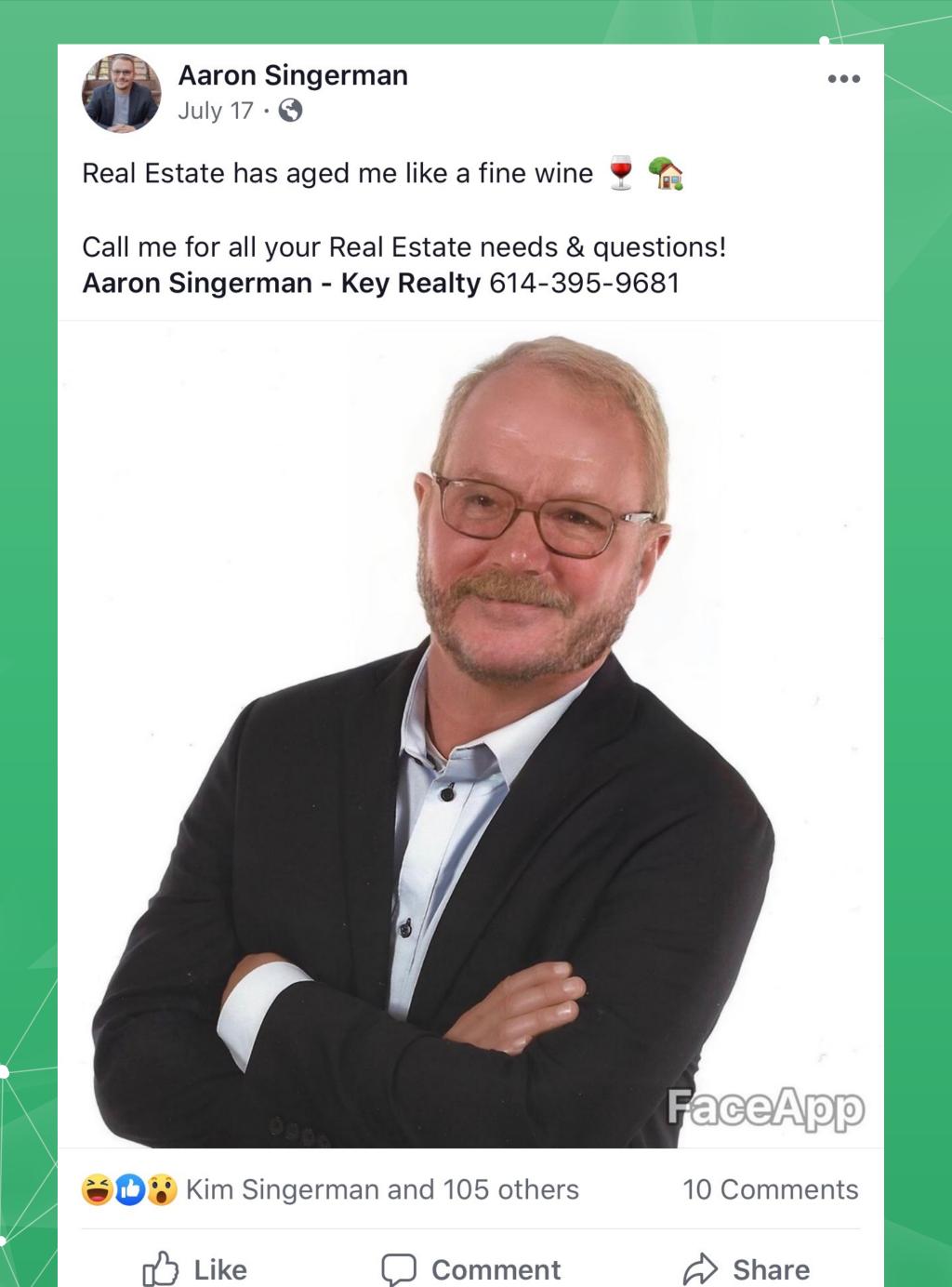


Comment



Share

# Put Your Face in Your Content



# Downat's Trending

# Be Silly









#### Aaron Singerman updated his cover photo. October 9 at 3:56 PM · 3



**132** 

5 Comments





Kim Singerman is with Aaron Singerman and Lucas Joel. September 17 at 9:29 AM · ♣ ▼

When you leave daddy in charge 🍪 🍪

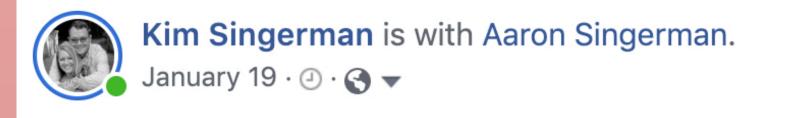


#LucasJoel #DaddysMiniMe #HappyBaby





100 You, Sarah Singerman, Karen Martin and 80 others 8 Comments





#### Married Aaron Singerman

January 19

You, Zac Hunley, Samantha Cronin and 357 others 33 Comments 1 Share

C Love

Comment

Share

# Post Life Event's



Aaron Singerman is with Kim Singerman.

July 13 · 🔇

On July 12, 2019 at 7:16pm Our family welcomed Lucas Joel Singerman into this world.

He is a healthy 8lbs 7.2ounces 19inches long.

#babySingerman #lucasjoel #singermanfamily







**625** 

281 Comments





Comment



# Post Curated Video





## Non - Curated Video



Sends me a friend request!

Check out my Facebook Page for ideas!

Aaron Singerman & Real Talk with Aaron



**Aaron Singerman - Key Realty** 

April 3 · 🕙

I love seeing pillars of the Columbus community leading our workforce in the right direction! Bravo Nationwide Children's Hospital



DISPATCH.COM

Nationwide Children's Hospital raising its minimum wage to \$15 an hour

417

People Reached

42

Engagements

**Boost Post** 





**Aaron Singerman - Key Realty** 

August 13 · 🔇

Katzingers is coming to Dublin!!!



614NOW.COM

Kat[zinger] is out of the sandwich bag, Dublin open date announced

**354** People Reached

28

Engagements

**Boost Post** 

**(1)** (2) (1)

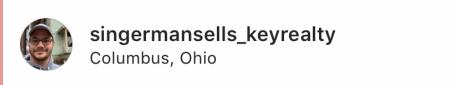
2 Comments

Community





Use Apps to Create Eye Catching Content





**View Insights** 

Promote

 $\mathbb{N}$ 









singermansells\_keyrealty When my clients are happy I'm happy!

#keyrealty #buyers #columbus #luxuryhomes... more

View all 2 comments

MARCH 7





**View Insights** 





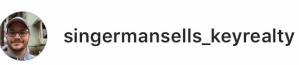






singermansells\_keyrealty @landseltitleinc Real Social CE. #CE #singermansells #keyrealty #socialmedia #realtor #realestate #asseenincolumbus #centralohio #realtorlife #sold... more

FEBRUARY 5



#### JUST SOLD



**View Insights** 

Promote









singermansells\_keyrealty Another New Albany, Ohio home Sold!

#keyrealty #buyers #columbus #luxuryhomes #singermansellsllc #justsold #thankyou #buyersagent #centralohiorealestate #realestate4sale #realestatelife #reviews #cbus #realtors #luxurystyle #luxuryhome #columbusohio #realestate #ohio #expcols #columbusalive #asseenincolumbus #columbusgram #realestatephotography #househunting #614 #sellers #realtorlife #realestateinvestor #dreamhome

AARON WAS GREAT TO WORK WITH! HE KEPT ME UP ON ALL DEVELOPMENTS, PAID ENTION TO MY PREFERENCES AND NEVER PRESSURED ME. HE EVEN WHEN OTHERS, MYSELF INCLUDED A FEW TIMES, GOT EXCITED AND EMOTIONAL. SHERRY W.

**View Insights** 

**Promote** 

• • •









singermansells\_keyrealty 5 Star Review.  $\Rightarrow$   $\Rightarrow$   $\Rightarrow$   $\Rightarrow$  #killinit #slaying #realestate #realtor #realtorlife #realtorlifestyle #reviews #singermansells #singermansells | lc #keyrealty #bexleyohio #dublinohio #centralohio #ohiorealestate #realestateagent

Aaron has been a true pleasure to work with. He was there at the drop of a hat to show us any house we wanted to see. He worked around our schedule and made the entire process as seamless as possible. Not only was Aaron accommodating, he went out of his way to make sure we found the house that was just right for us. Buying our first home was a bit intimidating but Aaron was honest and reassured us every step of the way. Jeff & Katie E.

**View Insights** 







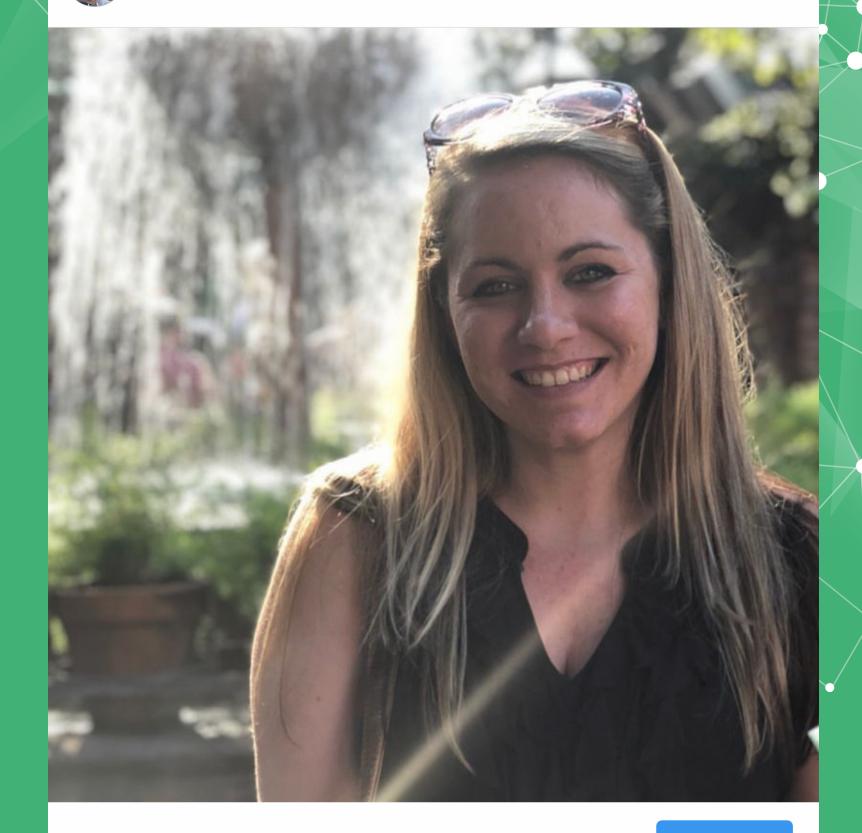




singermansells\_keyrealty Thanks for the kind words Jeff & Katie 5 review.

#realestate4sale #luxuryhomes #realestateagent... more

View all 5 comments



**View Insights** 

**Promote** 









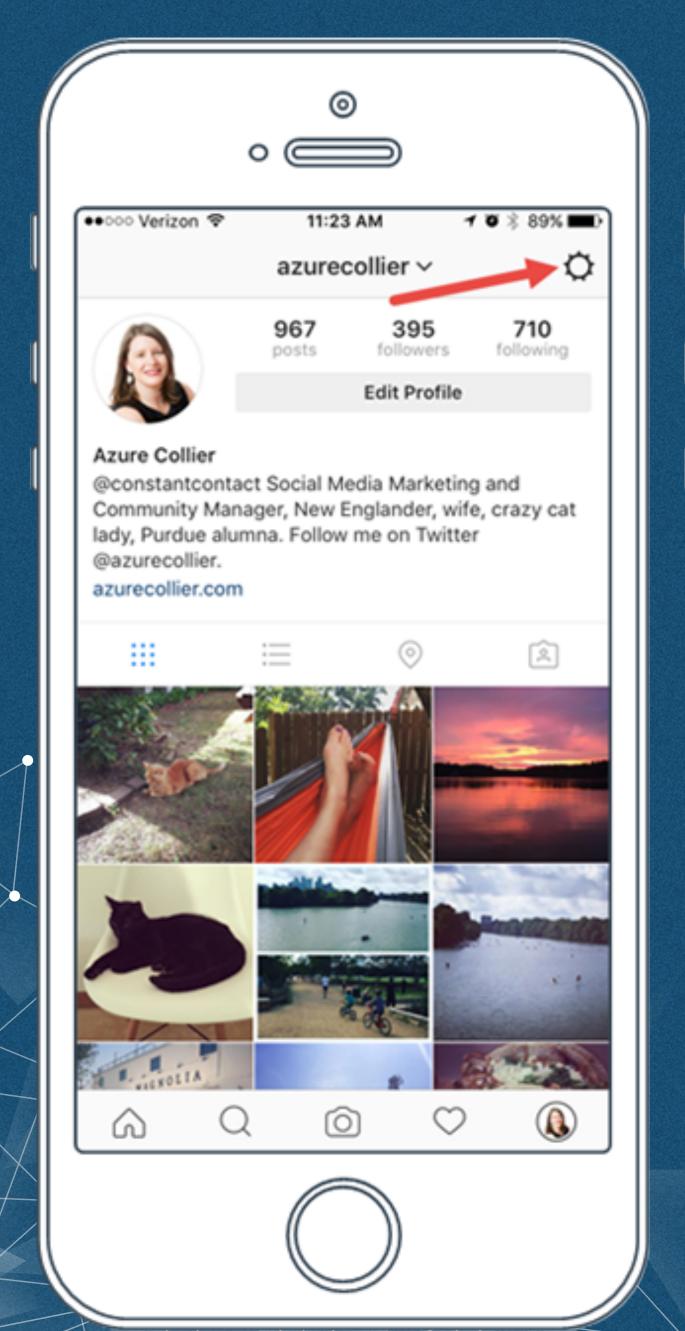


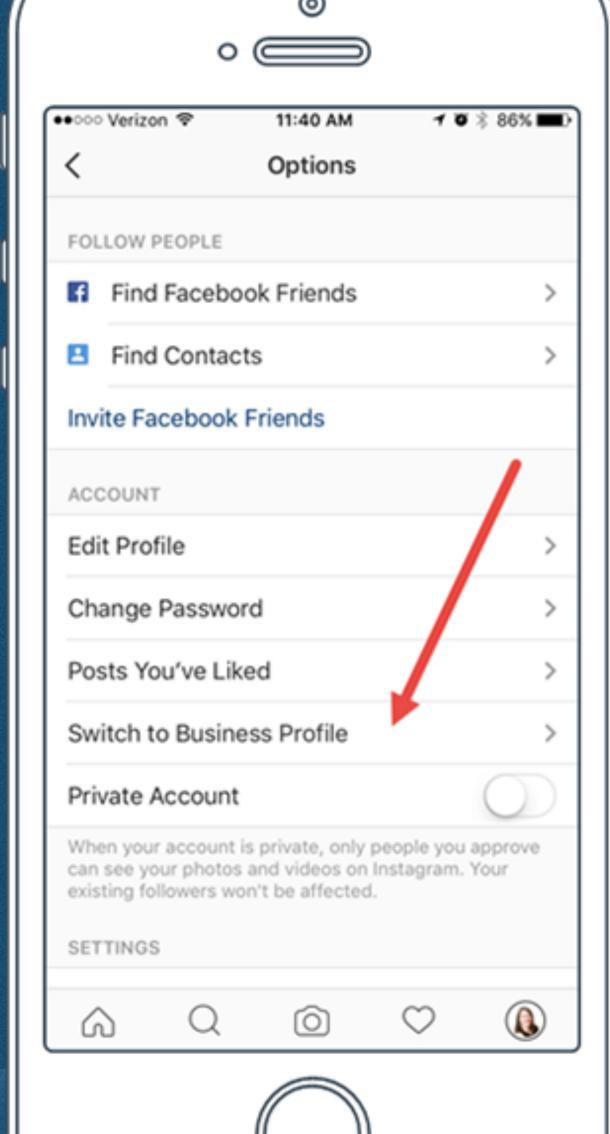
Liked by kayault and 87 others

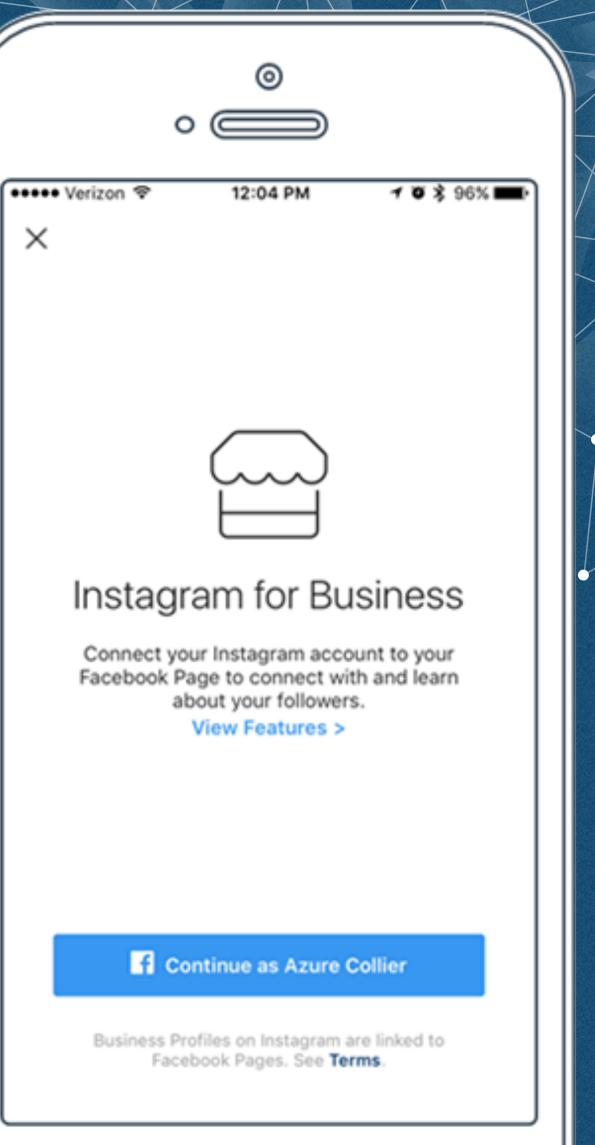
singermansells\_keyrealty 16 days until Mrs. Singerman. #wedding #SoldOnSingerman #January2019 #cincinnati #kentucky #weddingparty #marriage #bridetobe #instawedding... more

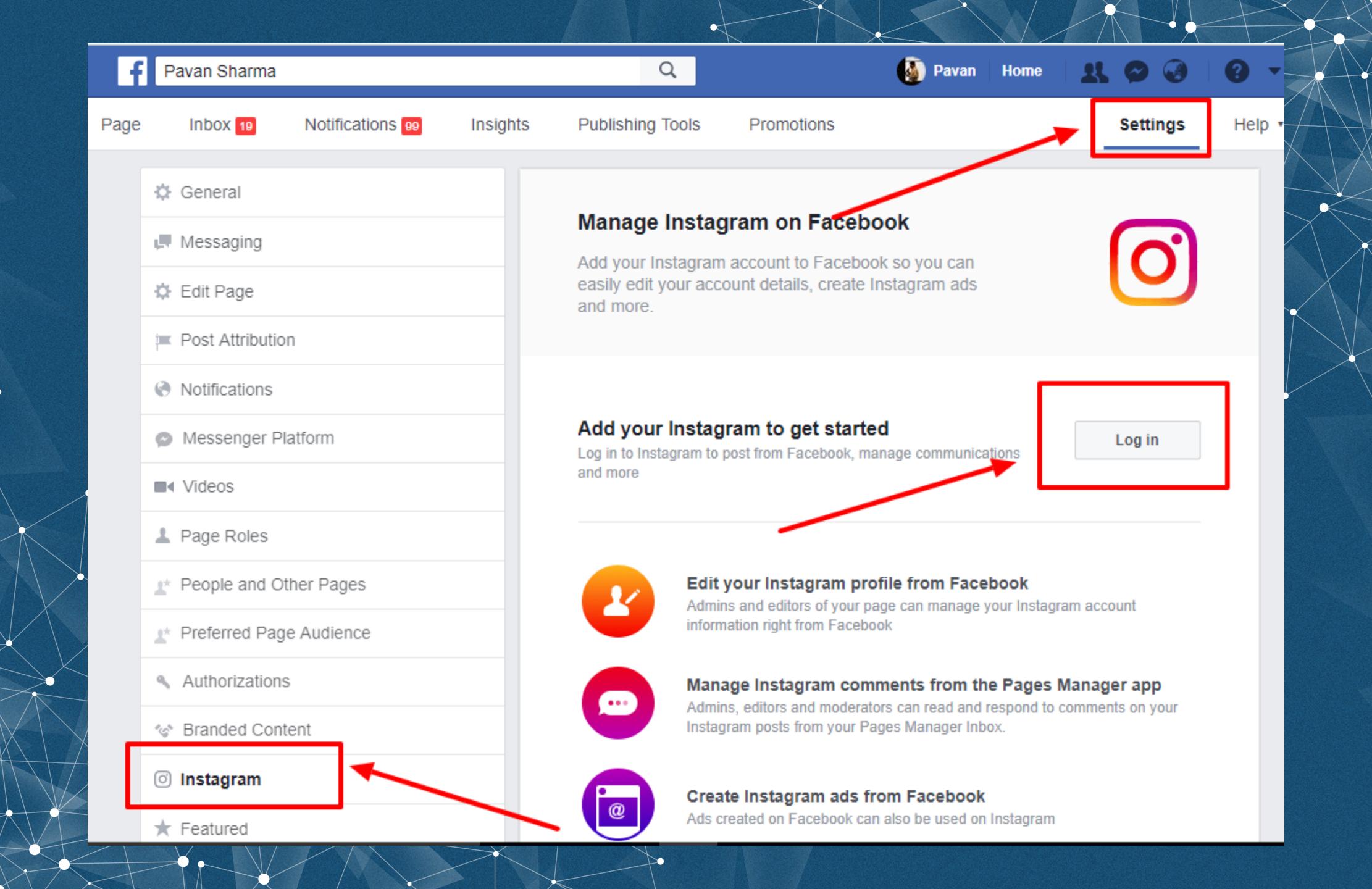
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#### HELPFUL APPS

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# Thank you for joining me today!

