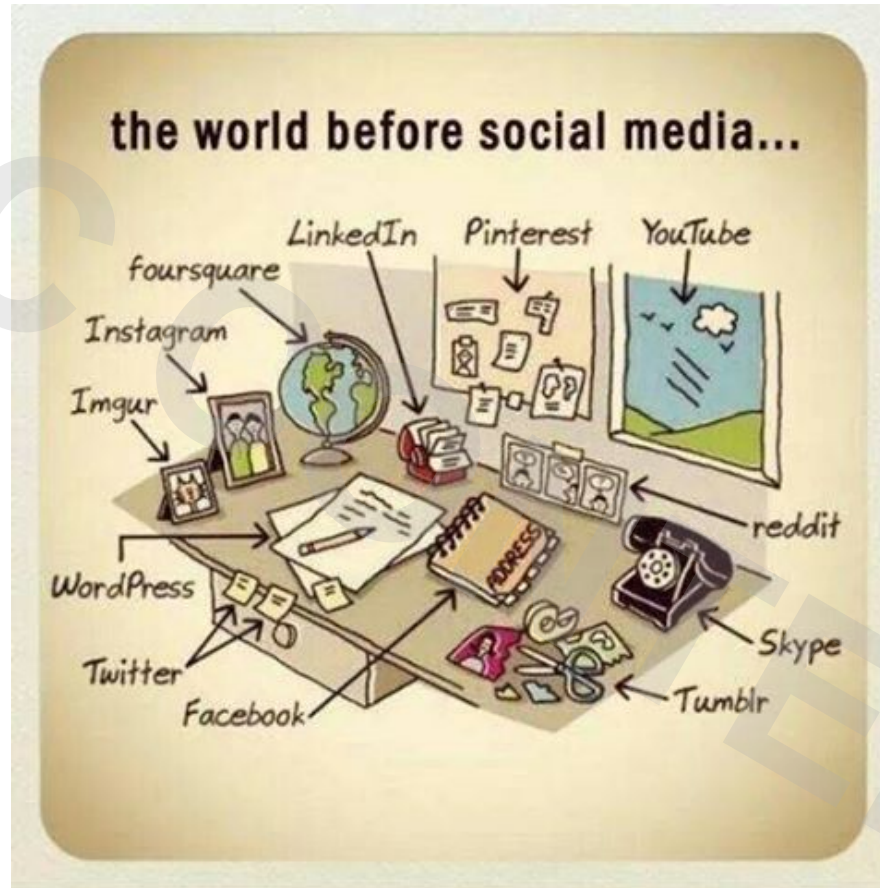


Gaming the System

Your Guide to Social Media



Alex Camelio - <https://agentinnercircle.com>



Do I really need to use social media?

Alex Camelio - <https://agentinnercircle.com>



Do I really need to use social media?



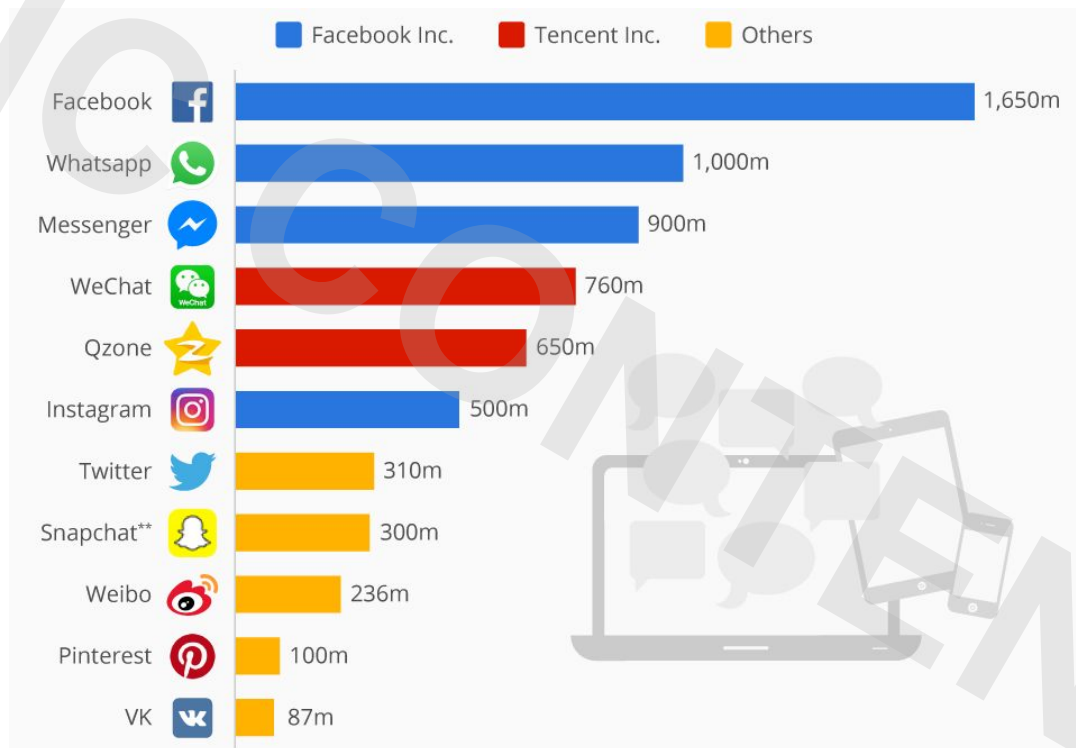
Do I really need to use social media?



Alex Camelio - <https://agentinnercircle.com>



Do I really need to use social media?



Social Media Is:

- Personal publishing platform
- A way to build relationships
- Word of mouth at its best and worst
- A way to influence your audience



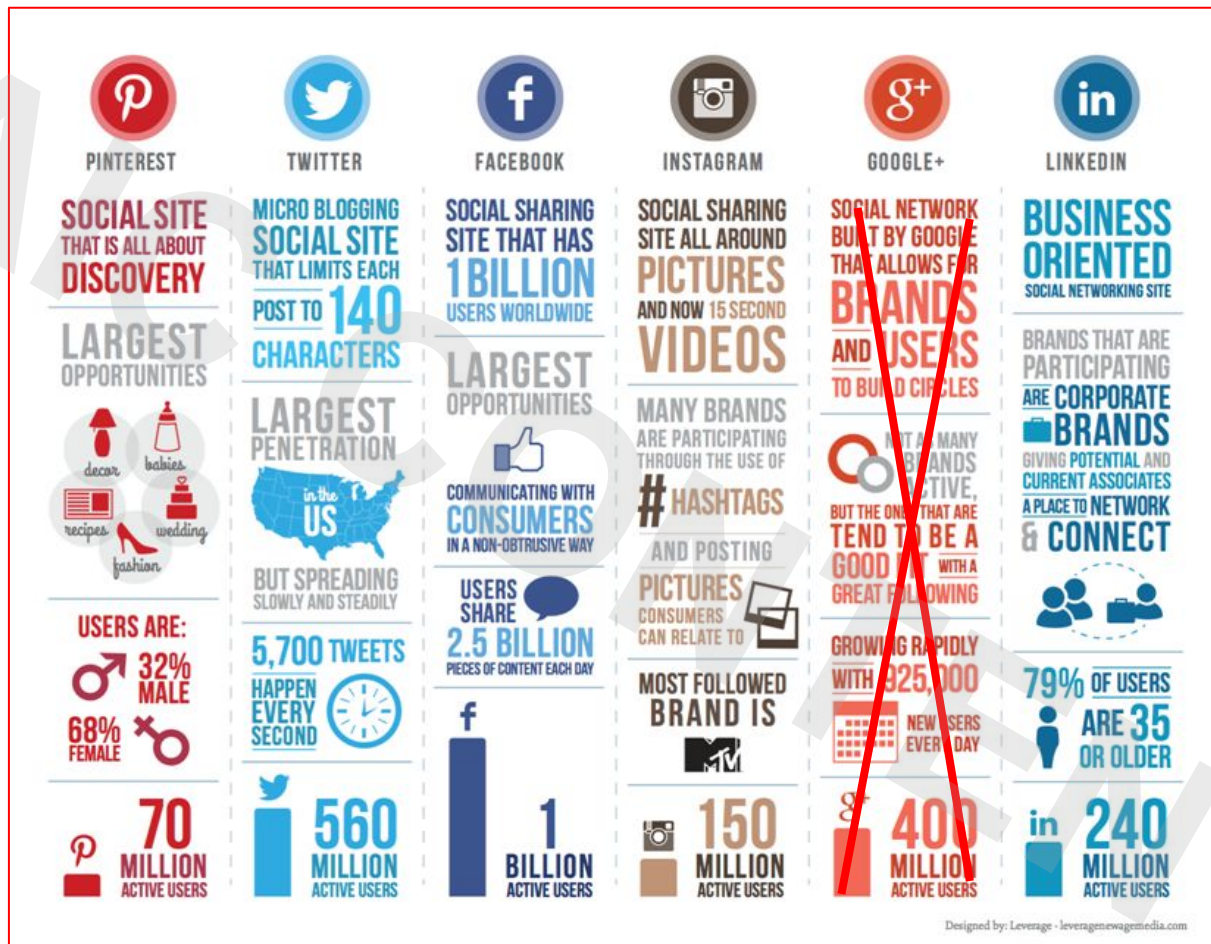
Do I really need to use social media?

**Social networks in the U.S reach
80% of active U.S. Internet users**

How do Americans spend their time online?

- 18-29 - 89% daily usage
- 30-49 - 72% daily usage
- 50-60 - 60% daily usage
- 65+ - 43% daily usage





Designed by: Leverage - leverage.newgamedia.com



Do I really need to use social media?



Alex Camelio - <https://agentinnercircle.com>



Are You Focused?

- Build a following of people like you
- Don't only post about business
- React and reply to every single comment
- Interact with other people in groups

-



Facebook Overview

- Facebook
 - Largest social network
 - More than 2 billion users worldwide
 - Owns Instagram (more later)
 - Mutual connections
 - Groups
 - Pages



Building Your Following

- Personal Page
 - Don't leave anything blank
 - Multiple photos always help
 - Fill in your about me page
- Business Page
 - Fill in every detail
 - Post regularly
 - Boost your posts



Twitter

- Short and to the point - 280 characters
- Use hashtags (#) for targeting
- Tweet directly to others to create engagement (@)
 - Use a period in front of a username to publicly speak with them
- Hashtags in your bio for search



LinkedIn

- The professional network
- Only share articles about business
- Keep your recommendations strong
 - Request them monthly
 - Recommend others (so they come back to you)
- Best place for professional recommendations
- Complete your entire profile
- Great SEO benefits



LinkedIn Engagement

- Endorsements/recommendations
- Join relevant groups
- Exporting your contacts
 - A hugely powerful tool that is not well known.
 - Download the emails and contacts

<https://www.linkedin.com/people/export-settings>



Pinterest

- Great for picture heavy industries
 - 15% occurring on brand's boards
 - 85% occurred elsewhere on Pinterest.
 - Over 80% of pins are repins.



Instagram

- For the visual person
 - People love pics
 - Over 95 million photos per day posted
 - Hashtags are king
- Easiest place to build a following
 - Success means a 2% engagement rate
 - 4% engagement makes you an instagram power user

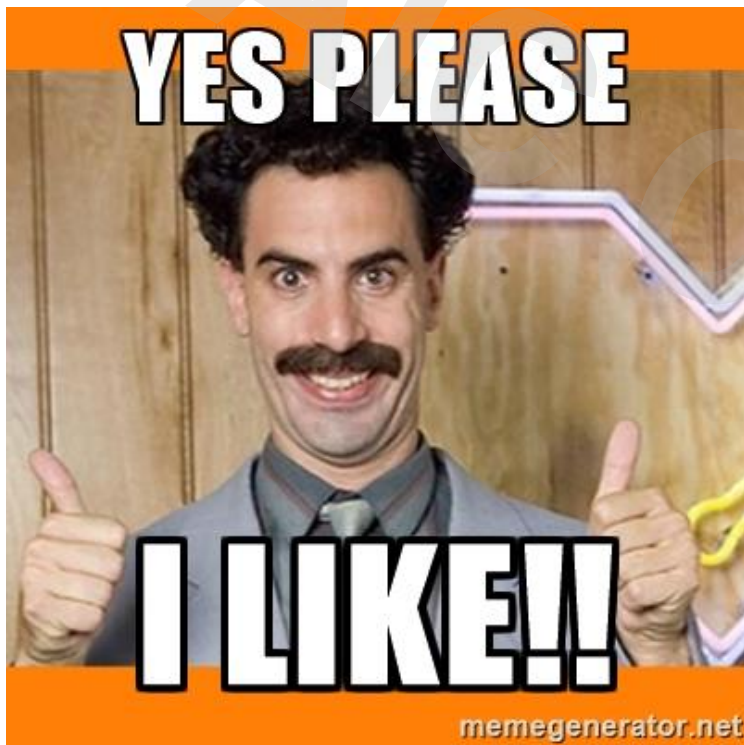


Should I Use Hashtags on Facebook?

Alex Camelio - <https://agentinnercircle.com>



Should I Use Hashtags on Facebook?



#YES



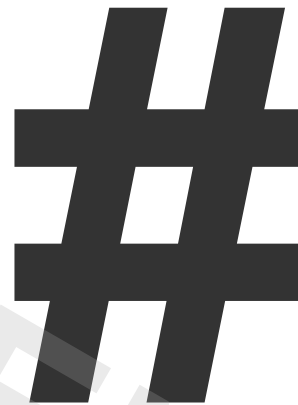
Should I Use Hashtags on Facebook

- Trending
- Spike in popularity
- Personalized
- Location based
- Pages you like



Should I Use Hashtags on Facebook

- Topics into clickable links
- Phrases into clickable links
- Discovery tool for others
- Discovery tool for you



Should I Use Hashtags on Facebook

- Category
- Rank
- Popularity
- Influence
- Performance



Should I Cross Post Content on Facebook and Twitter?

Alex Camelio - <https://agentinnercircle.com>



Should I Cross Post Content on Facebook and Twitter?



Maybe?
Yes... No, but
sometimes.



Should I Cross Post Content on Facebook and Twitter?



Alex Camelio - <https://agentinnercircle.com>

Should I Cross Post Content on Facebook and Twitter?



- Full post sometimes doesn't transfer properly
- Hashtags don't transfer over easily
- Links sometimes get broken
- Different audiences
- People tagging does not transfer across platforms



Should I Cross Post Content on Facebook and Twitter?

- Short form medium
- 280 characters maximum
- Extremely fast moving
- 1000 followers = Less than 18 minutes
- 10000 followers = Less than 6 minutes



Should I Cross Post Content on Facebook and Twitter?



- Long form medium
- As many characters as you want
- Hard to get noticed in a newsfeed
- Video/Photos rank higher



Should I Use a Company That Automatically Posts for me?

Alex Camelio - <https://agentinnercircle.com>



Should I Use a Company That Automatically Posts for me?



#NO



Should I Use a Company That Automatically Posts for me?

- Same content for many people
- Not allowed to add flare
- No “personal” touch
- No control over content



Should I Use a Company That Automatically Posts for me?

- They only post about one thing
- Never gear content towards you
- Hard to generate influence
- Who cares about what they're posting?

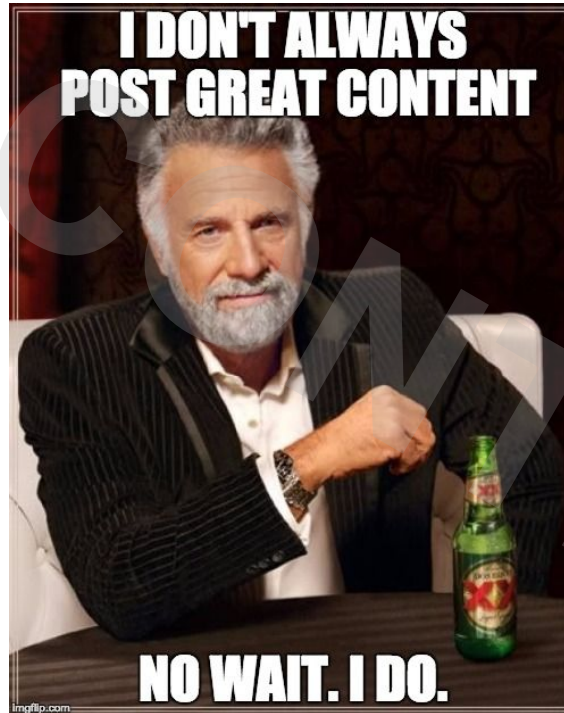


Where Do I Find Great Content to Post to My Networks?

Alex Camelio - <https://agentinnercircle.com>



Where Do I Find Great Content to Post to My Networks?



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Where Do I Find Great Content to Post to My Networks?

Facebook Tips: What's the Difference between Top News and Most Recent?

By Matt Hicks on Friday, August 6, 2010 at 1:55pm

The following is part of our series, Facebook Tips, which answers some of the most commonly asked questions about using Facebook. While we hope these tips are informative, we are unable to answer individual questions on this blog. Visit the Help Center for more information about any topics we cover.

Last time I checked, I had 845 Facebook friends. That's a lot of people with news to share, but Facebook's home page can organize these stories for me into two easy-to-follow views of my News Feed—a summary of some of the top stories called "Top News" and a live feed of all stories called "Most Recent." Here's how the two views work:

Top News

If you haven't logged onto Facebook in a while, your home page will default to this view.


Top News shows popular stories from your favorite friends and Pages, many of which have gained lots of attention since the last time you checked. In this view, you might find out about an old friend becoming engaged or see a hilarious video that your sister posted and that tons of your friends liked.

Since Top News is based on an algorithm, it uses factors such as how many friends are commenting on a post to aggregate content that you'll find interesting. It displays stories based on their relevance, rather than in chronological order.

News Feed

Top News · Most Recent

What's on your mind?

 **Help Center**

Hi Alex, how can we help?

[Return to Facebook](#)

[Home](#) [Using Facebook](#) [Managing Your Account](#) [Privacy and Safety](#) [Policies and Reporting](#) [Support Inbox](#)

[Creating an Account](#)
[Friending](#)
[Your Home Page](#)
[Messaging](#)
[Photos](#)
[Videos](#)
[Pages](#)
[Groups](#)
[Events](#)
[Apps and Games](#)
[Facebook Mobile and Desktop Apps](#)
[Accessibility](#)

What's the difference between top stories and most recent stories on News Feed?

[Desktop Help](#) [Mobile Browser Help](#) [Other Help Centers](#) [Share Article](#)

News Feed will eventually return to the default **Top Stories** setting. Learn how to view stories on your News Feed in **most recent order**.

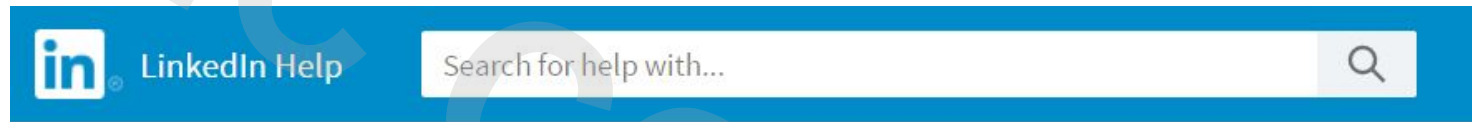
There are two ways to view stories on your News Feed:

- Top Stories** (Default): Shows the most popular stories from friends, Pages and groups at the top of your News Feed
- Most Recent**: Shows stories from friends, Pages and groups in the order that they were posted

How helpful did you find this answer?
😊 😐 😞 😡 😠



Where Do I Find Great Content to Post to My Networks?



Sorting Top Updates and Recent Updates in Your Feed

You can control how updates in your network are displayed in your LinkedIn feed on the homepage.

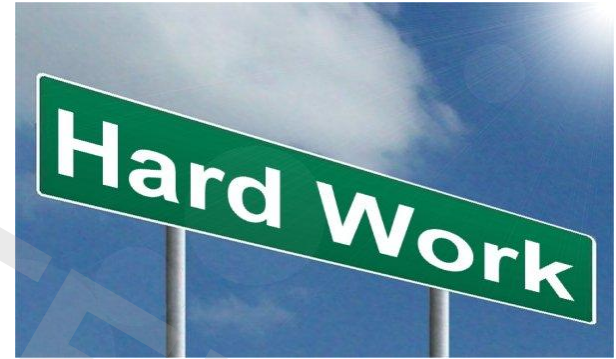
The feed by default is set to display **Top Updates**, which are selected according to relevance, based on your activity.

On desktop, you can also view your feed by **Recent Updates**, which are organized chronologically. This setting must be manually selected for viewing.



Where Do I Find Great Content to Post to My Networks?

- Figure out what's trending
- A tool to help find content
- A hashtag generation tool
- Easy way to post to multiple networks



Should I Be Using Facebook Ads?

Alex Camelio - <https://agentinnercircle.com>



What Will I Get?

AIC CONTENT



Alex Camelio - <https://agentinnercircle.com>

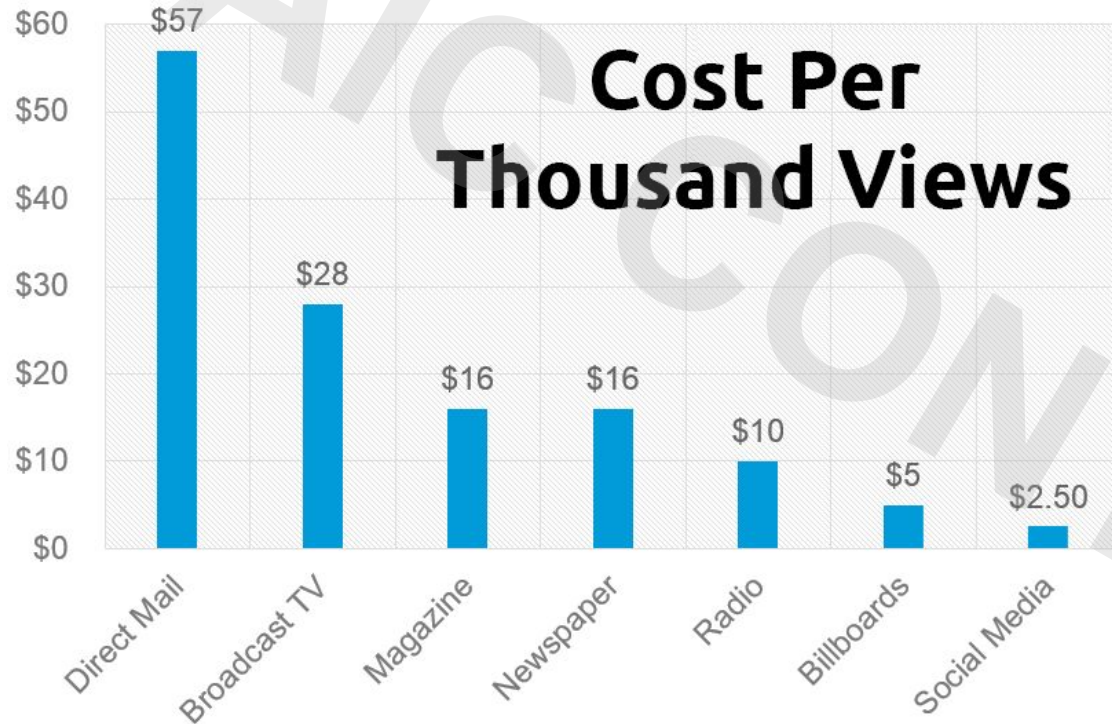
What Will I Get?

Facebook Ads will allow your business to

- Spend less money to reach a larger audience
- Choose your targets to save more
- Track your results and make adjustments in real time.



Spend Less, Get Seen



With Facebook Ads you can spend as little as \$5 to reach 1,000 people.



Choose Your Target

Detailed:

- Zillow.com
- Realtor.com
- Trulia.com
- Homes.com
- Redfin
- Apartments.com

Exclude Titles:

- Realtor
- Real Estate Agent
- Real Estate Broker

Narrow:

- Lowes
- Home Depot
- Mortgage Loan



Track & Adjust Your Marketing

- Set automatic triggers based on tracking benchmarks to optimize your marketing.



My 3 Secrets for Great Facebook Ads

Alex Camelio - <https://agentinnercircle.com>



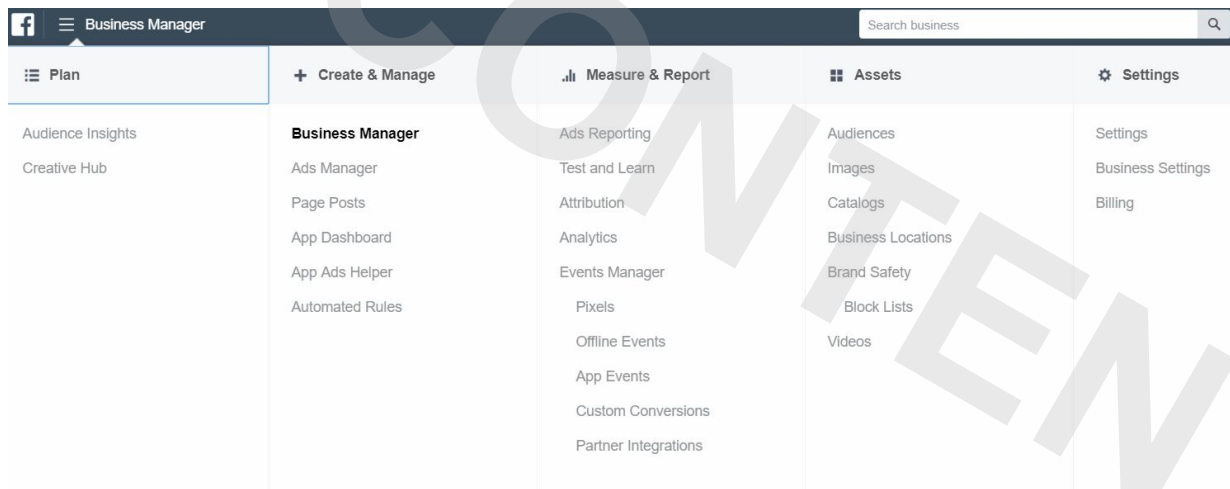
THE FIRST SECRET

Secret #1: How to Properly Target an Audience of Buyers, Sellers, Investors or Realtors®, to Ensure you NEVER Waste a Penny of Your Advertising Budget Again



When I First Started

I Could Not Figure Out a Single Thing on the Facebook™ Ads Dashboard - It was a MESS!!!



Alex Camelio - <https://agentinnercircle.com>



So Then This Happened

I Spent Thousands of Dollars, and GOT ABSOLUTELY NO RESULTS

Seriously... NO RESULTS

- No Leads
- No Signups
- No Meaningful Clicks
- NOTHING!!!!

I had to MAKE A CHANGE!!



Alex Camelio - <https://agentinnercircle.com>



I Had To Make A Change

Here's What I Did Know

- My Targeting SUCKED
- My Ads SUCKED
- My Ad Copy SUCKED
- And in general... I SUCKED

But I Also Knew...

People were Out There Using Facebook™ To Make REAL MONEY



The Experience

Once I Truly Understood Targeting, It **CHANGED MY WORLD**

- I Never Realized How Much Data Facebook™ Really Has on EVERYONE
- I Learned to TRUST The Algorithm and FINALLY Understand How it Works (As much as you can)
- Most of All, I Truly Began To Understand What Being Successful on a Platform as BIG as Facebook™ Meant, it Meant I was BEATING OUT MY COMPETITION



Locations ⓘ

United States

Include ▾ | Type to add more locations | Browse

Add Locations in Bulk

Age ⓘ

18 ▾ - 65+ ▾

Gender ⓘ

All Men Women

Languages ⓘ

Enter a language...

INCLUDE people who match at least ONE of the following ⓘ

Interests > Additional Interests

Realtor.com

Zillow

Detailed Targeting ⓘ

Add demographics, interests or behaviors | Suggestions | Browse

Exclude People or Narrow Audience

The One Thing I Learned (about targeting)



What You Need To Do

- **NARROW Your Audience**
 - Make Sure To Be Specific
 - Make Sure to Include REAL Data Points
 - Who is Your Ideal Client
 - Make Sure to Use Exclusions
 - Realtors, Agents ETC
 - Save Your Performing Audiences
 - Create Copy and Ads REGULARLY



Example Targeting

Audience

Create New **Use a Saved Audience ▼**

18-65 - Defined Audience

Location: United States: Wantagh (+15 mi) New York

Age: 18 - 65+


Exclude: Job title: Real Estate Agent/Broker, Licensed Real Estate Broker, Real Estate Associate or Realtor

People Who Match: Interests: Realtor.com, realtor.com, Redfin, Trulia, Homes.com or Zillow

And Must Also Match: Interests: Mortgage loans

Edit

Audience Definition



Your audience is defined.

Potential Reach: 120,000 people ⓘ

Estimated Daily Results

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.



So Far We've Covered

Secret #1: How to Properly Target an Audience of Buyers, Sellers, Investors or Realtors®, to Ensure you NEVER Waste a Penny of Your Advertising Budget Again



THE SECOND SECRET

Secret #2: How to Properly Conceptualize a Stunning Ad That is Sure to Truly Engage People Who See it, and Make Them Want to Give You Their Contact Information



Your Ads Probably Suck

Personal Ads

- Look at me and how great I am
- I'm the #1 Sales person in the state
- Look how amazing this property I got is
- Look How great this neighborhood is

Business Ads

- Look at how awesome my team and company is
- This is the best place in the world to live
- Please come to my open house so I can annoy you



What's the Pain Point

You're Not Calling Out to Their Pain Points (Buyers)

- They just want to see CERTAIN properties
- They Don't Trust You
- They Don't Want Know What The Process is Like
- Why Should They Choose You as Their Agent

You're Not Calling Out to Their Pain Points (Sellers)

- THEY WANT MORE MONEYYYYYYYYY!!!!!!!
- They can do your job better than you
- Why Do They Need You
- They Don't Know What They Don't Know



What Do They Desire

You Need to Get them to WANT to Give you Their Info

- They are not voluntarily going to join your mailing list for fun
- They want as much as possible on the sale of their home (seller)
- They want to SAVE as much as possible on their purchase (buyer)
- Provide MASSIVE value upfront or you'll never hear from them again

Seriously, Make them feel like if they don't, they just won't have a good agent looking out for them

If they don't use you they will get a crappy deal



Be ENGAGING!!

Peak Their Interest in **EVERYTHING** they see

- Provide Value
- Provide Reports (That are actionable)
- Keep Them engaged (at the bare minimum monthly)
- Retarget Them CONSTANTLY
- Continue to keep them interested from Day 1

Help them get to know you as a *person* **AND** a *professional*



So Far We've Covered

Secret #1: How to Properly Target an Audience of Buyers, Sellers, Investors or Realtors®, to Ensure you NEVER Waste a Penny of Your Advertising Budget Again



So Far We've Covered

Secret #2: How to Properly Craft a Stunning Ad That is Sure to Truly Engage People Who See it, and Make Them Want to Give You Their Contact Information



THE THIRD SECRET

Secret #3: How Your Ads Can Attract Higher Quality and Higher Quantity Leads To Your Inbox, Phone, and CRM while Spending Less Money and Generating More Commissions.



Lead Quality?

Most leads you get will be “awful”

- Lots of tire kickers
- Lots of people who just want something for nothing
- Some people who just want to waste your time
- People who simply won't answer or email you back



At least that's what people *want you to think...*



Here's The Reality

If you target the *right people*, with the *right offer*, at the *right time*...

- You will FILL your pipeline with quality leads
- You will get calls and emails DAILY
- You will close more deals
- You will be more successful

BUT HOW??!!!



Use What Already Works

Real Estate is an OLD Industry

- What worked 20 years ago...
 - Still works today
 - Still resonates with people
 - Still produces results

Ok... But WHAT works?

- Direct Response Marketing
 - Neuro Linguistic Programming - Basically, Using Language that RESONATES with People
 - It's EVERYWHERE



Creating Great Headlines

From Annoying Pest to Welcome Guest

- Create a Headline that Captivates
 - Who else wants _____?
 - Are you _____?
 - How to _____.
 - If you are _____, you can _____.
 - Thousands (millions) now _____ even though they _____.



Get It Read!

Headlines should ideally speak to 3 main categories to deliver Emotional Marketing Value

Intellectual	Empathetic	Spiritual
Words which are especially effective when offering products and services that require reasoning or careful evaluation.	Words which resonate in with Empathetic impact often bring out profound and strong positive emotional reactions in people.	Words which have the strongest potential for influence and often appeal to people at a very deep emotional level.

<http://www.aminstitute.com/headline/>

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Headlines That Work

Favorites From: HubSpot

- 7.) 1,750 points for you, Valentine's flowers & more for them." - JetBlue
- 8.) Rock the color of the year - Etsy
- 10.) *Don't Open This Email* - Manicube
- 12.) Zillow: "What Can You Afford" - Zillow
- 15.) Where to Drink Beer Right Now - Eater Boston



Great Ad Examples



A Social Strategy

Sponsored · 🌐



🏠 Looking for a Completely FREE list of homes in XXX for UNDER \$xxx?

✅ Good News!

✅ Get the Most up-to-date Homes on the Market in Just One Easy Step!

Click This Link to Get it Now: XXX



[HTTPS://WWW.ASOCIALSTRAT...](https://www.asocialstrat...)

📄 Download Your **FREE** List of Homes Now!

DOWNLOAD



Dean Miller Real Estate

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ATTENTION NASSAU COUNTY:
FORECLOSED PROPERTY LIST

These homes are priced BELOW the market value!

Government Auctions, Bank Owned, REO, Foreclosed and more!

Don't Miss out on the opportunity to find homes below... More



Free List of Foreclosures!

Get current prices, photos, details...

Learn More



805-Sell-Now Property Solutions

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UNDERWATER? CAN YOUR HOME BE SAVED??

Free Consumer Report shares 10 options to avoid foreclosure.

Download the FREE Report Now:

<https://www.805sellnow.com/avoid-foreclosure>



[HTTPS://WWW.805SELLNOW.C...](https://www.805sellnow.c...)

10 options to avoid foreclosure



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Time To Review

1. Do I really need to use social media?
2. Should I use hashtags on Facebook?
3. Should I cross promote content on Facebook and Twitter?
4. Should I use a company that automatically posts for me?
5. How do I find great content to post to my networks?
6. Why are Facebook Ads important?
7. How do I target my Facebook Ads?
8. What types of Facebook Ads work?
9. Crafting Your Own Great Ad!



Your Social Media Questions, Answered

It's your turn to ask
some questions

Alex Camelio - <https://agentinnercircle.com>



Gaming the System: Your Guide To Social Media

Thank you!

Alex Camelio - <https://agentinnercircle.com>

