

HootSuite for Real Estate: 4 Tips for Using Social Media to Build Your Business

The real estate industry has shifted because of social media. Long gone are the days of real estate agents being limited to costly bus stop advertisements with enlarged portraits or newspaper pull-outs. Potential clients are now online and social has become a pivotal resource for marketing and business transactions.

We will cover 4 social media tips for real estate success including how to:

- Be consistent and schedule in advance
- Use Twitter Lists to your advantage
- Geo-target your audience and stay local
- Use analytics to measure your social ROI



The real estate industry is competitive, and in order to succeed you need to understand how to find and attract prospective clients. The social media messages you share need to be relevant to your brand and audience.

Katie Lance CEO/Owner
of **Katie Lance Consulting**
suggests to:

“Become a resource for local anecdotes by sharing information about free concerts, farmers markets, and other interesting local activities. When your community needs to make a decision, you’ll be the one they seek out, since you’ve branded yourself as a priceless source of relevant news. You can also curate content by using Google Alerts or by creating specific lists on Twitter for specific types of content you’d like to re-tweet or re-post.”

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Tip 1: Be Consistent and Schedule in Advance

The key to branding is to be consistent. Maximize your outreach activity by making sure that the content, links and advice you post to your social networks is at regular intervals and is authentic.

Dewayne Hankins, the Director of Digital Media for the LA Kings, lives by this tenant and says that “social media is about adding a more informal, human element.” For more insight into his social media strategy [read our latest interview with him](#).

Become a trusted resource, respond to relevant questions and topics while online and when you’re not able to be online, schedule messages in advance.

For example:

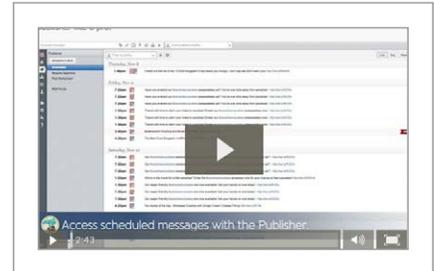
If you are hosting an open house on the weekend and have limited time, take advantage of HootSuite message scheduling options. You can schedule all your messaging in advance so that your updates can be released while you are busy. This way the conversation with your audience continues regardless of whether or not you are in the office. Also consider sharing content such as a link to a map to the location of your open house, and photos of the property.

Plan and publish updates across social networks. The Publisher view within HootSuite helps you manage your social media campaigns with an editorial calendar view. If you are unsure what time to schedule your posts, use the AutoSchedule feature to do the scheduling for you. You can continue to publish and share content by building out a schedule of messages that can be uploaded in bulk (up to 350 at once).

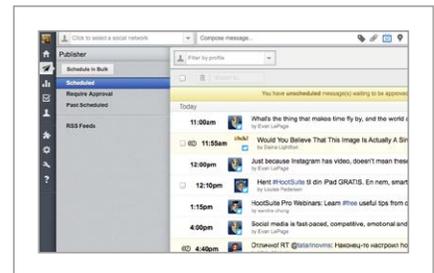
Tip 2: Use Twitter Lists to your advantage

It’s easy to get side tracked, distracted or overwhelmed with the amount of social messages from colleagues, clients, prospects and more. Cut down the noise with Twitter Lists. Use [Lists](#) to monitor groups that you put together as opposed trying to keep up with a constant broad stream of messages and updates that often are not always relevant for you.

Put together your Lists and follow those who are interested in buying a new home, clients seeking local resources, and even colleagues or competitors who are offering interesting industry information.



View the Publisher with the HootSuite University video above



HootSuite Publisher:
[Learn about scheduling in bulk](#)

Bulk Scheduling is a Pro feature. Want to learn [more](#)?

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A public List of community resources, is a great way to show your followers that you're a knowledgeable resource and opens up the conversation for advice and recommendations. Lists are easy to manage and maintain right in the HootSuite dashboard. You can also update your Lists with HootSuite's [mobile applications](#).

Tip 3: Stay Local and Tune in to Your Audience

General search terms can often return an overwhelming amount of information. This means your social searches can turn up a broad range of information that will take hours to search. For example, a Twitter search for "real estate" is going to return thousands of hits. Narrow your focus on the areas you serve. Use the Twitter geo-located search feature in HootSuite to filter your search results according to distance and see only the messages sent locally. For example, set up a geo-search for #realestate or "new house" and you will be able to strategically engage with local prospects who are interested in real estate. Also, consider monitoring your competitors to build from their successes and learn from their mistakes.

Targeted listening and audience engagement is important for organizations of all types and sizes, but it is especially relevant for real estate agents that want to connect with local customers.

Interested in [Geo](#)? Learn more about how the [Five Guys](#) use it.

"Buying or selling a home is so much more than the home—it's the local parks, the school districts and so much more. Your audience and potential clients love that hyperlocal information—and as a real estate pro that is one area that will really set you apart. When you are planning your content strategy make sure to include things that only locals know—like the best place to get a slice of pizza or the best place to get a cup of coffee."

-Katie Lance



Add a List Stream



Geo-location in the dashboard

Keyword Search Streams Tip

Search for all mentions of your name, your areas of expertise, your core neighborhood and other keywords which set you apart from the crowd. For example, search "#JeffResidences" to follow specific news, reactions and updates on a new housing development.

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Tip 4: Use Analytics to Measure Your Real Estate Social Media ROI

Measuring and reporting is important. Do you know which Facebook posts or Tweets get the highest number of clicks or engagement? Do you know how much of your web traffic is coming from social networks? Do you know where your audience is?

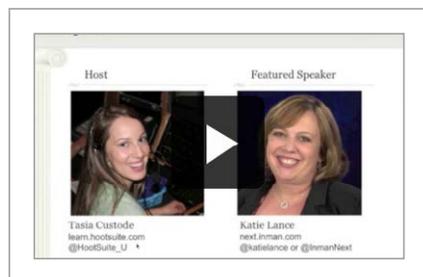
By using the different HootSuite Analytics tools, you can gauge how your social media strategy is doing. Start with tracking the Like, @mention, Retweet and Follows, but also build the capacity for measurement into every social action. Use URL shorteners, like our own ow.ly links or use your own vanity URL to track your click-throughs. Integrate Google Analytics and Facebook Insights to track on-site conversions or drill into geographic disparities in data.

Analyze the most successful Tweets and investigate why they were interesting for your audience: Was it the tone? The content? A specific campaign? The use of hashtags? Constantly modify and refine your strategy to improve your communication outreach.

Analytics Tip

Use The Quick Analytics resource within HootSuite to decrease the amount of time you spend analyzing your messages. At a glance, you can see which of your followers are more likely to visit your links and which of your posts were the most successful.

Resources



For more tips on how to leverage social media for your real estate business, check out our [HootSuite University Lecture with Katie Lance](#).



Learn more about analytics and other HootSuite Pro features from the Social Media Coaches in this webinar: [Track & Measure with HootSuite Analytics](#)