

Headline:

How to increase your potential buyer base by half a billion

Article Text:

Facebook is a social networking platform that allows people to connect with others by building a contact base or “friends” list. Savvy Realtors have realized the substantial amount of marketing power available on Facebook, and are capitalizing on the massive reach that this service has to offer.

Why should YOU be using Facebook?

- Over 50% of home sales right now are to first time homebuyers with the average age of 30. Where can you find them? On Facebook!
- 500 million Facebook users = 500 million prospective clients!
- Like personal Facebook Profiles, a Facebook page is free of charge.
- A Facebook Page can publicly showcase your business information to millions of users - without having to alter the personal Facebook Profile that you probably already have.
- Applications for business purposes are now only allowed on Facebook Pages. These types of apps can no longer be configured to your personal profile.
- Easily incorporate other social media platforms like blogs, photo sharing and Twitter into your Facebook Page.

What are the benefits of using a Facebook Page for your business?

- Use and customize special tabs and applications that are helpful, like Immobel’s IDX-Buzz, the world’s first multi-language MLS listing app for Facebook. Literally turn your Facebook page into its own real estate portal.
- Search engines index Facebook Pages regularly – so you can generate more traffic to your company.
- Everyone can see your page, even by those who are not your friends.
- Pages are customizable, which means you can sell with your own personality inside Facebook. Events, links and discussions can be added so that your contacts have more reasons to visit your page.
 - To keep your contacts interested, you have to constantly provide fresh content for them, in whatever language they prefer. Not only can you display your listings on Facebook, you can do so in 13 different languages.
- Once someone chooses to press the “Like” button on your page, you are instantly connected to him or her through the different marketing channels built into the Facebook platform.
- An unlimited number of people can “Like” your page. All of them will be automatically notified of any updates to your page through their Facebook news stream.
- Ripple marketing – any of your connections can suggest your page to their friends in just one click, building your market base in the process.
- Virtual tours – invite your connections with ease to live and virtual events, including online open houses and video walk-throughs of any of your listed properties.

Despite the fact that you will be able to reach Facebook’s 500+ million users, there is one obstacle that must be overcome in order to effectively tap into the marketing power this website has to offer: the communication barrier. Half of all Facebook users do not access the site in English. To combat this, Immobel developed the IDX-Buzz application, which translates your listings to any user, instantly! Destroy the language barrier and connect to millions of Facebook users who are in the hunt for a new home by using IDX-Buzz. To learn more, visit <http://www.IDX-Buzz.com>.

The marketing possibilities on Facebook are endless, as it has quickly become a mainstream communications channel. With users totaling over a half a billion, you can effectively build your brand AND capitalize on many marketing opportunities to both new and existing customers – right where they are spending most of their time.

Headline:

Facebook + Marketing = Hundreds of Millions of New Prospective Clients!

Article Text:

According to a recent report published by NAB, over 50% of home sales are attributed to first time homebuyers with an average age of 30.

Where can you find them?

On Facebook, of course!

Connect to a growing international market through Facebook. Just follow the steps below to reach over half a billion Facebook users in minutes!

How to Set Up your Facebook Page

1. Go to www.facebook.com and log on to your personal profile. If you don't have one, you can create a profile by going to <http://www.facebook.com>.
2. Go to <http://www.facebook.com/pages/create.php> to be directed to the "Create a Page" wizard on Facebook.
3. Begin customizing your Facebook page by clicking the "Edit Page" button.
4. Upload a profile photo or your business logo. This will be the thumbnail photo that will appear whenever your page is "Liked" or shared on Facebook.
5. Fill in the information fields with data you would like your potential clients to know. Add basic information like your website URL, company overview and description of services.
 - Carefully choose the name of your Facebook page since you will not be able to change it. If you ever decided to move to a different company and subsequently tried to change your Facebook page name, you would lose your Facebook connections. You can edit information on the rest of the page as many times as you want.
 - Great results have resulted from names like "Insiders Guide to Sarasota," a Realtor page, written from the perspective of a long time resident, that provides a lot of helpful information about where to go and what to do in Sarasota, FL.
 - Whenever someone would search for information about Sarasota, they will be able to find this Facebook page easier compared to searching for a realtor by name. Facebook searches work like Google searches, triggered by keywords, a trend that is likely to continue long into the future.
 - The aforementioned information will help users find your page when they search for certain keywords, so make sure that you choose words and phrases that best describe your market – for example: beach homes, Tribeca lofts, etc.
 - Keep in mind that certain information will be displayed at the top portion of your Facebook page as a brief description of your business.
6. Upload videos and photos of properties so you can immediately start engaging with visitors to your Page. This will bring color and life to your page, which will be more interesting for both existing and potential clients.
7. Create wall posts and discussion topics to start engaging with your Page visitors. Make them comfortable enough to post information and questions. Personally engaging in conversations will make your Facebook Page livelier than your actual website.
8. And last, but certainly not least, start promoting your page. During set-up, you will be prompted to upload your contacts and invite them to visit your page. Make sure that all of your information is accurate and that your initial listings are ready before this "grand opening."

By creating a Facebook Page for your business, you will be able to reach over 500 million prospects – even the ones that don't access the site in English. Using Immobel's IDX-Buzz

application, you can display listings to new potential clients in whatever language they prefer. Learn how to turn your Facebook page into a real estate marketing portal that can be understood by the world by visiting <http://www.IDX-Buzz.com>.

Headline:

Introduce Yourself to Over Half a Billion People – Today!

Article Text:

So, you've managed to successfully set up your Facebook Page – and perhaps even installed IDX-Buzz. Now, comes the most critical part: growing your contact base by millions... or more!

The reasoning behind creating a Facebook Page is to tap into the websites 500+ million users, building a bigger network for yourself and thus generating more exposure for both you and your business. While this may seem like a challenge, fret not! It's easier than it may seem.

One of the best - and easiest - ways to start building your network is by tapping into your pre-existing contact base. With Facebook, you can import e-mail addresses from a variety of different email accounts including Gmail, Hotmail, AOL, MSN, Skype and Yahoo Mail. You can also locate long lost friends, former co-workers and old contacts through Facebook's Friend Finder application.

In addition to connecting and interacting with your current contacts, you can further build your network by using these tips:

- Place a link to your Facebook Page in your e-mail signature.
- Talk about your Facebook Page in your blog. Create blog posts about what is happening on your page that would be interesting to your readers. Include a direct invitation to connect with you by "Liking" your Facebook page.
- Post an icon or a link on your website that will direct people to your page.
- Mention your Facebook Page's URL on other social media profiles like ActiveRain and LinkedIn.
- Incorporate your Facebook Page into your existing marketing campaigns. The most effective marketing campaigns are well thought out and executed. Make sure that all of your marketing efforts to tied together.
- Once your page has enough "likes", you can apply for a vanity URL within the Facebook platform, which is like having a customized Facebook domain name. Adding this information to your business card will direct people to your Facebook real estate portal.

The bottom line: Link to your page from everywhere. If you want to establish and build your Facebook network, you have to let people know you're actually on Facebook.

Once you have a base of connections, use the "Suggest to friends" and "Share" buttons to promote your Facebook Page to them. Every time someone "Likes" your Page, "Likes" a listing, comments, or shares your post, it shows up in that contacts news feed for all his or her friends to see. This "viral" word-of-text marketing is already built into the Facebook platform, which extends your marketing reach farther and wider than your network alone. Virtually, you can connect to almost any Facebook user anywhere in the world – which is where you will truly enjoy the benefits of IDX-Buzz.

Keep in mind that out of the 500 million people on Facebook, only half access their accounts in English. Since Immobel's IDX-Buzz enables you to display your Facebook Page content in 13 different languages, you can extend your marketing reach throughout the world. Facebook users in different countries will be able view your listings in their preferred language. Someone in Spain or Venezuela might come across your page after her friend "Likes" your page. Imagine how astonished she will be to find your Facebook page in Spanish! The same thing can happen to a man in China or a woman in Germany. The possibilities are endless! To learn more about IDX-Buzz, visit <http://www.IDX-Buzz.com>.

Headline:

Maximize your presence through Facebook!

Article Text:

In the last article, we discussed on how you can start building your contact base within Facebook through:

- Finding old and new contacts with Facebook's Friend Finder.
- Inviting people from your address book.
- Incorporating your Facebook page's URL in all your marketing efforts: e-mail signature, business card, website, blog and other types of social media.

Now, let's take a look into advanced techniques that will help you further expand your Facebook network.

FACEBOOK SEARCH

By using the search engine within Facebook, you will be able to uncover pages, groups, events, people and even messages that are relevant to your business. Easily track mentions and information about your business or brand and provide feedback, if appropriate and/or necessary.

For example, you may stumble upon a message posted by someone looking for real estate in your area. This is just one of many results you may get from searching within Facebook - which is precisely why you should do it regularly.

PAGES AND GROUPS

Once you join groups and other pages that are related to your business, you will be able to participate in conversations with others by posting comments and sharing information. This is an effective method of direct promotion. By actively joining other groups and pages, you will be able to see the group membership list and easily add other members to your contact base.

A few pointers for engaging with others:

- Regularly participate – By maintaining visibility, you will make your presence known. People will ultimately get to know more about you and what your business can offer.
- Be a conscious user – Avoid engaging in activity that could potentially make people feel as though you are coming on too strong. For example, avoid posting your listings outside your own Facebook page.
- Let your page do the work for you – Let other people promote your listings by having them request listing alerts, "Like" your posts and share them with their contacts.

By being active – yet not too pushy - your page and its content will spread far and wide. Always remember, however, that your participation should be about the people receiving the right types of information, when they need it. It should not be all about self promotion.

VANITY URL

Once your page has at least 25 "Likes," you can submit a request to Facebook for a vanity URL (<http://www.facebook.com/username/>). Vanity URLs make it easier for people to remember a link. After all, using a URL branded specifically to you is a lot easier to remember than a long URL with strings of letters and numbers. A vanity URL will make it easier for you to share your Facebook page with others – plus it will seal your "ownership" of your business and content inside the platform. Include your vanity URL on your business card as your real estate website in Facebook. Vanity URLs are assigned on a first come, first served basis. So, the sooner you claim yours, you can use it before others can.

WRAP-UP

If you've followed the tips listed above and the ones highlighted in the last article, you should be well on your way to a growing and active network on Facebook, meaning that you have a totally independent and personal way to interact with potential buyers, supporters and loyal followers. Keep in mind that your activity on Facebook is a direct correlation to the number of

eyes that will see you and your listings. The more users who see your presence, the more marketing power you ultimately have.

As your contact base continues to grow, viral marketing will expand your marketing reach. Immediately after someone "Likes" one of your listings, it will be broadcast to his or her personal network. One of that person's friends might also "Like" your listing, which means it will then be broadcast to everyone in that person's network. If you've set up IDX-Buzz on your Facebook page, when someone registers for listing alerts, listings that match the specified criteria will be posted directly and immediately to that person's Facebook wall – with your name and contact information on it.

Your next buyer may be across the street or across the world. By building your network on Facebook and properly engaging in conversations with others, it won't matter where in the world your next buyer is located. Facebook will help you to find them.

Headline:

Build and connect with your millions of potential clients, personally.

Article Text:

If you've been following this Facebook marketing series, by now you should've:

- Successfully set up your Facebook Page
- Installed IDX-Buzz on your Facebook Page
- Got more than 25 people to "Like" your page
- Chosen an easy-to-remember vanity URL
- Joined other pages and groups to increase your visibility

Once you've completed these steps, you can then start connecting to your contacts personally!

Here's a short list of tips to help you get started:

1. **Post quality content daily.** You should do this two or three times a day. The formula for this is 1 part business + 2 parts personal. This will increase your visibility and also let people to get to know you. Remember the old saying: "People buy from people they like"?

Your Facebook page is about your business; however, it should be light and fun while showcasing your professional personality. Post notes, photos and other information about your passions, hobbies, the arts and/or sports. These topics are of general interest and may spark interest with other Facebook users. Think about things you like to do and what you like to read – things that will make other Facebook users see that you share common interests. This will make them more at ease with you and comfortable enough to connect with you whenever they need anything related to real estate. Of note: you should put a limit on what you post, making sure that it is not too personal. Avoid posting about your family, gatherings with friends, etc.

If you're having a difficult time coming up with ideas for content to post, you can start by making a list of your favorite websites - aside from your own website - whether they are news sites or recreational ones about travel, gardening, etc. Visit these pages every day so that you will continuously have interesting things to share. Many websites include a button, "Share this on Facebook." By clicking on this button, your chosen article, photo or video will be posted directly onto your Facebook Page. There are 2 benefits of doing this:

- You will be providing content of interest to your audience, thus making them want to visit your Facebook Page on a regular basis.
- You will be increasing your search engine rankings. Search engines will rank your Page higher simply for continuously updating it.

2. **Ask questions, start conversations.** By posting questions that are related to real estate and the lifestyles of your contacts, you will get an idea of what they like. This is a great opportunity for you to get to know your network, which just might help you close more deals.

Sample questions you can post:

- Which town would you rather live in, _____ or _____?
- When in _____, what does your family like to do?
- What is one thing you have always wanted to ask a Realtor?
- Would you buy if you were sure that property prices have reached its lowest?
- Do you know a great place in _____ town to do _____?

3. **Personally manage your Facebook Page.** You need to set aside time to post, read

and answer everything on your page. If you let someone else manage your account, opportunities may slip through the cracks. If you personally manage your page, you will appear much more genuine to other Facebook users.

4. **Respond quickly.** When people ask questions or leave messages, you should answer immediately. The pace of Facebook is lightning fast. You must be able to keep up with this pace, which will demonstrate that you are efficient and a true professional. Taking several days to respond will result in ultimate failure for your efforts. Installing the Facebook app on a Blackberry, Droid, iPhone or iPad will enable you to correspond immediately to any query.
5. **Little things make a big difference.** Practice common courtesy. By doing simple things like addressing people by name and thanking those who connect with you, you will be building your reputation and solidifying your relationship with others. Always put your best professional foot forward because you never know who will see your comments, photos and responses.
6. **Make your presence felt.** Take time each day to look at what others are posting. Comment as appropriate. "Like" other posts. By maintaining a constant connection with other Facebook users, you will be more visible and people will get used to your presence.

Remember that converting an acquaintance into a friend can have lasting effects on your business. For example, anyone who submits a request for listing alerts from your Facebook IDX-Buzz application will automatically be added to your Immobel management console – meaning that you can market to them outside the Facebook platform. Whether you add them to your monthly mailing list or holiday card list, you are taking these business relationships to a more personal level, which builds trust in the buyer-seller relationship.

Personally connecting with others will help you in your quest to build a massive network on Facebook. Be engaging by asking questions, posting photos, answering inquiries and commenting on the profiles/pages of others. Present your views and opinions about a new restaurant or a popular local activity. People will see that you have common interests and begin to identify with you. These things, as trivial as they may seem, will demonstrate your knowledge of your local community – and increase your "likability." Eventually, millions of people will not only know that you are a world-class Realtor, but that you're the one they have been looking for to help them find their dream property.