

Social Marketing Tactical Plan



Cheryl Ormsby
Real Estate Broker



Say hello to Cheryl

Class

One of the most complex and significant financial events in peoples' lives is the purchase or sale of a home. Because of the complexity and importance of this transaction, people typically seek the help of *real estate brokers* when buying or selling real estate. Brokers such as **Cheryl Ormsby**.

Cheryl has worked in the local area for 20 years. She has a thorough knowledge of the real estate market in her communities. She knows which neighborhoods will best fit clients' needs and budgets. The problem is that potential clients don't know she is out there. By expanding her sphere of influence through these social marketing tactics, Cheryl has the potential to reach prospective clients and increase her networking base.

Current Performance

Social marketing gives new opportunities for staying connected to your whole network whether that be expanding your networking base or finding potential clients. It has become essential for real estate brokers to market themselves without appearing too pushy. Now for the good news and the bad news. The bad news is that Cheryl is currently not active in social marketing. The good news she is excited and willing for the time commitment it takes to maintain and grow a social networking base. Her positive energy, dedication to her clients and knowledge of the area and industry provide great opportunities to begin a successful and lasting relationship with potential clients and professionals in the area.

Customers

In today's world, people are no longer restricted to working with real estate brokers and relying on Multi-Listing Services to find a house. They are not restricted to working with their bank to get an approval for a mortgage, running around from one open house to another, being swayed by pressure tactics and relying on other people to purchase a home. Not anymore.

Consumers have choices.
Consumers are in control.

They can choose whatever, whenever and however they want to access information. Cheryl needs to position herself as an instant resource in these channels that the customers are accessing.

**84% of all buyers
searched on the
internet before
buying a home**

-National Association of Realtors

Competitors

Corcoran Group is a great example of how real estate agencies are going above and beyond to make themselves available for buyers and sellers. Corcoran differentiates itself by simply being available and open. They are active on many different sites and are actively maintaining their profiles. On their "Do More" tab on their Facebook you can connect with them on Twitter, Facebook, YouTube, Foursquare and all the top digital platforms. Simply put, Corcoran has found a way to be everywhere for their clients. This is the first step to converting fans and followers into buyers and sellers. Mirroring tactics from social real estate evolutionaries like Corcoran, Cheryl has a prime opportunity to position herself as the local expert in all things residential real estate.

PEOPLE

People hate to be sold, but they love to buy. They hate blatant advertising. People want to be interacted with. They are looking for some to provide them with genuine help and help answer their questions. Cheryl will provide helpful information where these first time homebuyers are asking and engage with local professionals to expand her networking base. Once this is done, people will come to her. They'll seek Cheryl out and they'll find her.

OBJECTIVES

- Expand networking base by providing quality information on real estate social networking sites
- Gain real estate leads and find new clients by actively presenting valuable assistance
- Increase Google Rank by using industry buzzwords on About Me section of profiles

**As with all social
media platforms,
you have to think
before you
P.O.S.T.**

P.O.S.T.

STRATEGY

Expand Cheryl's sphere of influence in the digital realm by emerging as the local expert on everything residential real estate.

TECHNOLOGIES

- Active Rain
- Trulia
- Facebook
- Twitter
- YouTube
- QR Codes



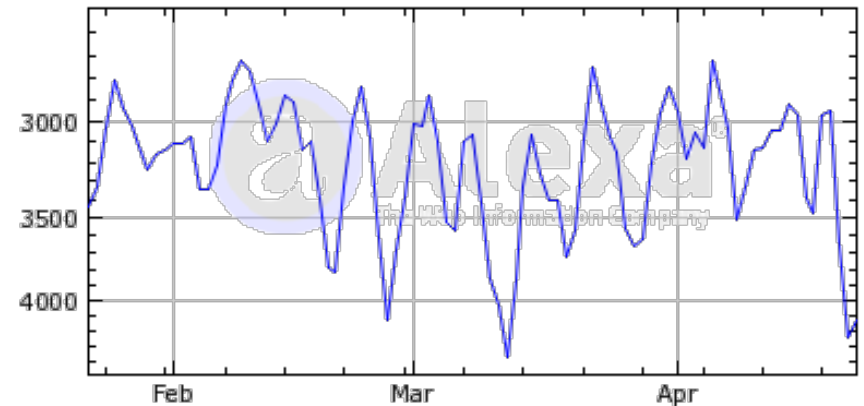
About

ActiveRain is a real estate networking site for real estate professionals. With over 200,000 professionals it is easy to expand your networking base and gain knowledge of the industry.

Tactics

- Cheryl will use the unique referral program to find the best real estate leads and form local real estate relationships. One of the best parts of the referral service is the ability to search on a local level.
- She can also share her knowledge by maintaining a blog presence on this free site. Through this, she will be able to see how many clicks, views and comments her posts receive and can adjust her editorial calendar based on popularity and demand for certain topics.

Daily Traffic Rank Trend
activerain.com



Audience Snapshot

Based on internet averages, activerain.com is visited more frequently by **females** who are in the age range **45-54** and received **some college** education.

ActiveRain Real Estate Network - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://activerain.com/


Most Visited Getting Started Latest Headlines Webvantage by The A... H.R.4853: Tax Relief, U... tamko.com > Pages - ...

Google Valerie Hand Font | daFont.com First Time Home Buyers - ERA Real ... ActiveRain Real Estate Network

active rain


Join 206,392 professionals on the world's largest real estate network — free

Search RainCamp Groups Blogs Channels States Login




How Much Time Do You Have Before Leads Go Cold?
 Gregg Paul (Top Producer Systems)
 5 Tips for Better Lead Follow-up Did you know you are 100 times more likely to connect with a lead if you call within 5 minutes rather than 30 minutes. This groundbreaking statistic from a researcher at MIT only proves the point many of us already...


Sponsored Featured Post




Google Filters Vs. Penalties - How To Fix Over Optimization And Restore Search Engine Rankings
 Lisa Udy Logan Utah Realtor (Platinum Real Estate Group)
 Have you ever been told that Google will penalize your site for this or that? Most of the time, when your site disappears from the rankings, it's been filtered not penalized. A filter is very common and easily overcome if you know what to do. A...




What Do Short Sales and Magic Have in Common?
 Melissa Zavala Realtor® North San Diego County Homes (Broadpoint Properties)
 Today I was the guest speaker at the monthly NAHREP (National Association of Hispanic Real Estate Professionals) meeting in San Marcos, California. Certainly, I spoke about one of my favorite topics—short sales. After the meeting, Ken...



The Top 5 Most Useless Real Estate Listing Headlines
 Donna Ross - One Day Redecorator (Room Remedy Interiors, Sydney, Australia)
 1. "Owner Says sell!" Really? Thanks for pointing that out. Stating the bleeding obvious may well be the absolute truth of the matter, but it's still completely useless. 2. "Beautifully Appointed" I hate this term cliché when I see it...




Home Inspections In The Rain
 Jay Markanich (Jay Markanich Real Estate Inspections, LLC)
 Sometimes people will call me to ask if our scheduled home inspection should be canceled because it's a rainy day. Of course I say NO! When it's raining and water is flowing, on, off and around a house, you can see things not otherwise manifest!...



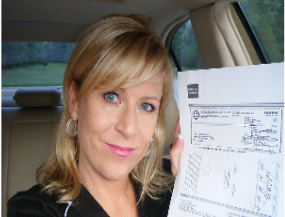
When The Blog Post Idea Generator is on the Fritz, Go Local!
 Liz and Bill Spear RE/MAX Elite Warren County Ohio: Cincinnati to Dayton (513.265.3004 www.LizTour.com)
 When The Blog Post Idea Generator is on the Fritz, Go Local! It happens to all of us bloggers at some point (or at least I think it does!). Our brains get the Yips, the synapse don't connect, the tap runs dry, staring at the keyboard and your...

Watch out Texas, RainCamp is headed your way!
 ActiveRain Corp.
 That's right, RainCamp is heading to Dallas next, and we're making our stop May 24th-25th! If you haven't heard already, RainCamp is now a 2-day event, and all attendees are invited to join us for both days We'll be bringing you double the...



You can't call this agent...text her if you want to hear from her.
 Kelley Weimer Preble County Ohio Real Estate & beyond (Country Mile Realtors)

Success Story



A couple contacted me last summer after reading my ActiveRain blog. During a single weekend, we found their perfect home and placed it under contract! After returning to their hometown, they emailed, asking for pictures of the curtains, fabrics, paint, and other details of the house.

I created an ActiveRain blog post with the pictures they requested. They passed it along to family and friends, which led to another buyer!

[Read more success stories...](#)

Business Builders

[EchoSign | Electronic Signature Solution](#)
[Jack Pratt Signs | Custom Signs](#)
[HouseHunt.com | 18+ Million Leads Since 1995](#)
[Buyer Acquire | Next Generation Call Capture](#)
[Ultra Agent | \\$24.95 /mo agent websites](#)
[RealtyPilot | BPO Automation Software](#)
[MagnetsUSA | Personalized Real Estate Magnets](#)
[Powerline by Arch | Close More Listings](#)
[IDX Broker | Add MLS search to your site.](#)
[Real Estate Pal | Real Estate Leads](#)

Important Links

[Membership Roster](#)
[Top Referrers](#)

Done



About

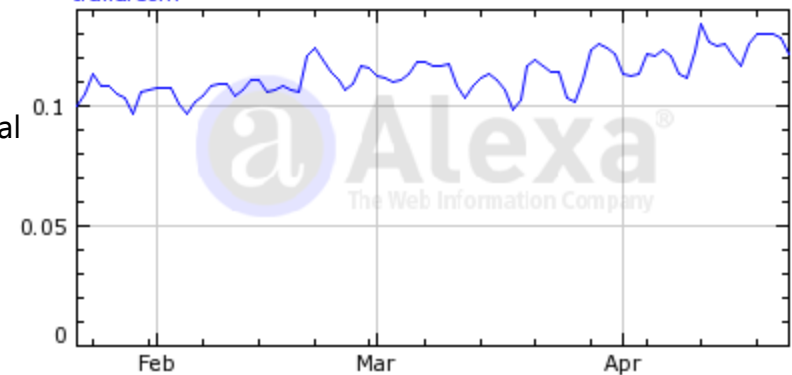
Trulia is a real estate search engine that helps users find homes for sale and provides real estate information at the local level to help users make better decisions in the process. Trulia is also a tool for real estate professionals to market their listings, view real estate data and promote their services.

Tactics

- Cheryl will use the My Leads section to manage her leads effectively and respond to consumer inquiries directly through Trulia.
- On Trulia's My Listings page, Cheryl can extend her reach beyond Trulia's 11 million unique monthly. She will be able to submit open house times directly to Facebook and can notify her entire Facebook network.
- Through Trulia Voices Cheryl can answer local questions from potential clients and area professionals as well asking her own questions to gain market advantages.

Daily Reach (percent)

trulia.com



Percent of global Internet users who visit trulia.com

	Reach	Change
Yesterday	0.13600	+11%
7 day	0.12700	+4%
1 month	0.11990	+7%
3 month	0.11280	+37%

[Buy](#) [Rent](#) [Advice](#) [Mortgage](#) [Local Info](#) [Find a Pro](#)

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For Professionals

Smart search to find a home — now with rentals!

For Sale

For Rent

Recently Sold

[Submit your listings »](#)

Location

Address, City & State, or ZIP

e.g. "New York, NY", "95148", "San Francisco, CA"...

Property Type

Any type

Price Range

\$ min

to

\$ max

Beds

Any

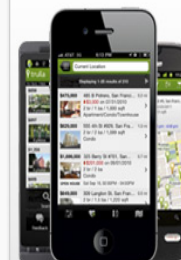
Baths

Any

Sqft

Any

SEARCH

☐ Show me only Open Houses☐ Show me only Price Reductions[More search options](#)

Make your house hunt mobile

Get Trulia's mobile app and find your dream house on the go!

Get it for FREE

Now available for: [iPhone](#) | [iPad](#) | [Android](#)

Today's Local News Feed, April 21, 2011

Showing: [Springfield, MO](#)[\[+\] Add new location](#)

TIP

Rent vs. Buy? Compare the costs of renting vs. owning a home. [See which is better for you!](#)[441 price reductions](#) in Springfield, MO3330 South Carriage Avenue, Springfield MO
\$174,900
4 br 3 ba 2,923 sqft Single-Family Home[1 upcoming open house](#) in Springfield, MO253 Steury Road, Springfield MO
\$200,000
5 br 3 ba 2,400 sqft Single-Family Home**OPEN HOUSE**
Sunday May 1st, 2pm to 4pm[128 new real estate listings](#) in Springfield, MO in the **past 7 days**3613 East Kimberly Lane, Springfield MO
\$259,900
3 br 3 ba 2,555 sqft Single-Family Home **Average listing price** in Springfield, MO **went down 0.70%** to **\$174,394** from prior week**New!** Local Ads for ProfessionalsAdvertise on Trulia with Local Ads. [Learn more »](#)

Trulia Mortgage Center



- Compare mortgage rates and lenders to save on your loan
- Use our mortgage calculators to estimate your payments
- Get buying and finance advice from mortgage experts

[Find rates »](#)

Price Reductions

Find recently reduced homes in your area with just a single click.

Address, City & State, or ZIP

[GO](#)



facebook

About

Facebook has become the dominant social networking site for people of all ages. More than 500 million people are registered with Facebook, and more than half of them check their Facebook page every day.

But Facebook can be more than just a personal page, you can use Facebook to promote your business without appearing to be a pushy spammer.

Tactics

Look to your right to see a Facebook profile prototype.

1. Personalized information such as name and employment improve Google Ranking.
2. Showcasing pictures of houses for sale lets friends browse through your photos, comment on them and allow their friends to see it as well.
3. Clients want to know that they are appreciated, send them “thank yous” and show that you are proud of their new property.
4. Remember the blog posts for ActiveRain and Trulia Voices? Well the Facebook Notes app is a great opportunity to prove your expertise to different markets.
5. Virtual home tours let viewers feel like they are at a showing without having to change from their pajamas.

Facebook





1

Cheryl Ann Ormsby

Lives in Springfield, Missouri From Zaragoza, Spain Born on November 21, 1960 Add your current work information Add your education information Edit Profile

Share: Status Question Photo Link Video

What's on your mind?

Wall

Info

Photos

Notes

Friends

Find Friends



Best Friends



Coworkers



Classmates

Add a Badge to Your Site

2



Cheryl Ann Ormsby added 5 new photos to the album Your Dream Homes.



Your Dream Homes

17 minutes ago · Like · Comment · Share

3



Cheryl Ann Ormsby

just helped #Chris Graver move into his new home. Nothing feels better than seeing that "for sale" sign turn into a "sold" sign.

30 minutes ago · Like · Comment

4



Cheryl Ann Ormsby

FSBO -- Is this wise?

When someone decides to sell their home without the services of a Realtor, they are commonly called a FSBO (For Sale by Owner), but I prefer to call them Unrepresented Sellers. When I first started in real estate in the early 90s, I had a mentor who told me that 97% of FSBOs would end up ...

38 minutes ago · Like · Comment · Share

5



Cheryl Ann Ormsby

<http://www.youtube.com/watch?v=N8RiQXk3Qpw>



Newer House For Sale in Valley Center

www.youtube.com

4,460-sq-ft 3-bedroom home built in 2005 on 2.02 acres in gated

Sponsored

Explore '70s yearbook
classmates.com

View Your Class Pro



"Racheal Ray Lose"
rachealrayshow.com

What is your RealA
realage.com





About

Twitter is a social networking and micro-blogging service that allows users to publish “tweets” or short blogs of 140 characters in length in order to pass a message on to the world. Twitter starts out as a method for just posting status then quietly transforms into a super powerful communication method.

Tactics

- Create a custom Twitter background. This humanizes and personalizes your tweets.
- Monitor the city’s Twitter hashtag for relevant information and engage in conversations about the city.
- Build relationships by replying, retweeting and engaging with your connections.
- Use TwitPic to share photos of listed properties and of clients that are first time homebuyers putting their first sold sign over the for sale sign.



Twitter is a great way to **become known, build your network and find answers** to everyday, real-world business problems — **FAST.**
— Laura Fitton
“@pistachio”

6 benefits of TWITTER

Retweeting

If you send a message that somebody else sees and likes, it is simple to send it to their followers. Going viral has never been so easy.

Searchable

If you want to know what people are saying about something there are tools that help you work through the millions and millions of tweets. You can even automate different searches and have them deliver information to you on a regular basis, so that you are informed on breaking news on the subjects of your interests. *Like the real estate market perhaps?*

Immediacy

Twitter is available everywhere. You can access it through your smart phone, computer, tablet or any other internet device, this makes broadcasting instant information faster and more convenient.

Public conversations

Since everybody following you can see your tweets, and you theirs, it's like walking around in a gymnasium with everybody talking. If you find a conversation that interests you, you chime in and nobody is offended by the interruption

Discovery

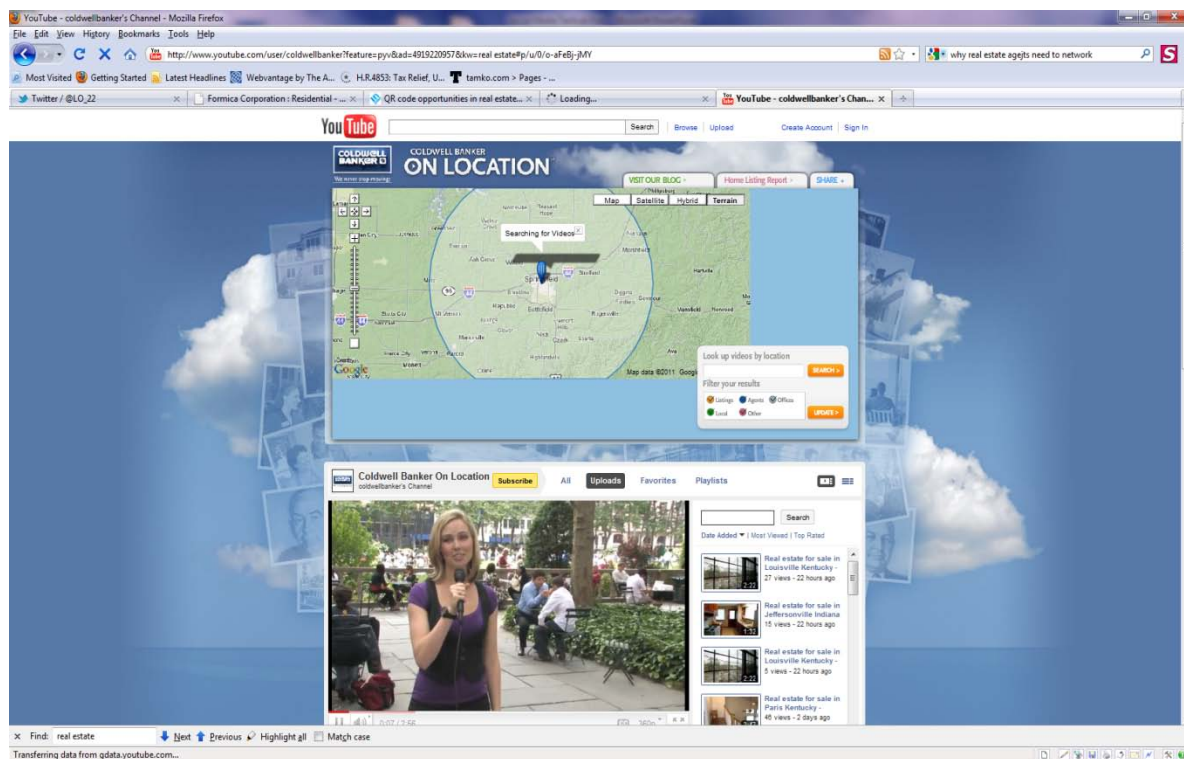
Not only is Twitter excellent for distributing information rapidly, but it is also a tool for discovering information. You can be the "first to know" in your network and then spread it out.

Brevity

Because each message is only 140 long, you have to make your point. Fast. So a lot of the "verbal vomit" that floats around on TV and the internet has to be reduced for value, or it will be ignored. This lets your followers stay tuned into your message without distractions or possibly becoming bored.

About

While it's already a known fact that over 80% of home buyers begin their search on the Internet, there's still a large demand for originality among real estate web sites. Virtual tours, mapping technology, and neighborhood guides seem like a step in the right direction, but agents are in need of a new differentiator. That said, agents who want to lead the pack have begun creating engaging videos, utilizing YouTube and other online marketing vehicles to generate leads and ultimately close sales. Featuring qualities that can't be captured by still photos, these videos are the latest cost-efficient marketing tool and they're not alone.



Coldwell Banker's YouTube channel

Uses

- Cheryl can display house tours of current properties she has listed.
- Submitting personalized "thank yous" to past clients will personalize her image and show to prospective clients that she truly cares for her customers.
- There are many stresses along with moving. Cheryl will help movers feel more at ease with videos ranging from packing tips to home inspections.

YouTube

About

QR codes are two-dimensional (2D) matrix barcodes that can hold thousands of alphanumeric characters of information. Their ability to hold more information and their ease of use makes them practical for small businesses.

When you scan or read a QR code with your iPhone, Android or other camera-enabled Smartphone, you can link to digital content on the web; activate a number of phone functions including email, IM and SMS; and connect the mobile device to a web browser.

Tactics

- Using their smart phone consumers can scan QR Codes on signs placed in front of listed properties and flyers in the takeaway boxes. This will instantly direct consumers to the Cheryl's website detailing the listing specifications. Then at the touch of a button they can instantly call or email her! Cheryl will quickly become known as the real estate agent with cutting-edge technology.

Take a picture of this QR Code and see where it takes you.

Quick Response codes (QR codes) and other two-dimensional codes are expected to achieve widespread use this year – and for good reason. Consumers want **immediate access to what's relevant** and **QR codes are being used to make that possible.**



QR codes

About

This social media tactical plan will be effectively evaluated through the following metrics and online tools.

Qualitative

- Keep track of tweets through Twapperkeeper
- Analyze collected tweets with What the Trend
- Use Facebook insights to get activity and demographic data
- Ask new clients and business partnerships how they heard about Cheryl and alter schedule accordingly
- Determine the valence of responses to blog posts on ActiveRain, Trulia and Facebook Notes

Quantitative

- Determine the number of new clients and business partnerships that come directly through social media efforts
- Track the reach tweets through TweetReach
- Count the number of new fans and followers on Twitter and Facebook
- Look at the number of views on YouTube
- Count the number of comments on blogs from ActiveRain, Trulia and Facebook Notes
- Use Beqrious, a QR Code tracking system to evaluate the number of views to the website.

For the Future

If Cheryl does well handling all these networking platforms she can engage in other social networking sites to improve her Google Ranking, such as LinkedIn and Zillow's. Since she is new to social media, she should start off the basics so she does not become overwhelmed and burnt out.

About

This editorial calendar provides a framework for possible blog topics that coincide with questions that arise when buying or selling your home.

JANUARY *Should I update my house's MLS picture for the changing of the seasons?*

Saving up for your down payments **FEBRUARY**

MARCH *Questions to ask your lender*

Putting your house on the market—is it ready? **APRIL**

MAY *Signs you are ready to buy your first home*

Moving out—packing tips to stay organized **JUNE**

JULY *Checking the school districts—Is this where you want your children to learn?*

Secrets of a successful move **AUGUST**

SEPTEMBER *Flipping a house—what do you need to be prepared for?*

Selling your home during the holidays **OCTOBER**

NOVEMBER *Marketing your home during the winter months*

Tax breaks for the new year **DECEMBER**

