

# *Why Facebook*



# *Is Important For Realtors*



What You Know And What You SHOULD Know



**BehindYourCurtain.COM**

# *Karen Liz Albert*

**OWNER/FOUNDER  
BEHIND YOUR CURTAIN, EST 2010**

◆ [Karen@BehindYourCurtain.com](mailto:Karen@BehindYourCurtain.com) ◆ 310.699.4915

## **Social Media Strategist**

Expert at **Strategically Using Social Media** to Convert 100% Of The Right People Into Paying Customers.

## **WomenOnTV Host**

Host of "**Behind Your Curtain**" tv show sharing secrets of the influencers and experts of social media.



**BehindYourCurtain.COM**

# *Why Facebook Is Important For Realtors*

What We Know To Be True...



**BehindYourCurtain.COM**

*Why  
Facebook   
Is Important  
For Realtors*



## **BUILDS CREDIBILITY**

Approximately **46%** of online users **count on social media** when making a purchase decision.



## **SOCIAL STATUS/EXPOSURE**

**87%** of marketers rank **more exposure** for their businesses as **the primary benefit of their social media efforts**.



## **TARGETED ACCESS TO YOUR MARKET**

**78%** of marketers who have used social media for 2 years or more report **increased traffic to their websites**.

# *Why Facebook Is Important For Realtors*



## **GENERATES LEADS**

Using relevant and engaging content with clear call-to-actions builds a marketing list for strategic follow-up (email, text, etc).



## **MARKETING STRATEGY VISIBILITY**

Shows your potential customers that Facebook is an active part of your marketing strategy.



## **WINS THAT DEAL**

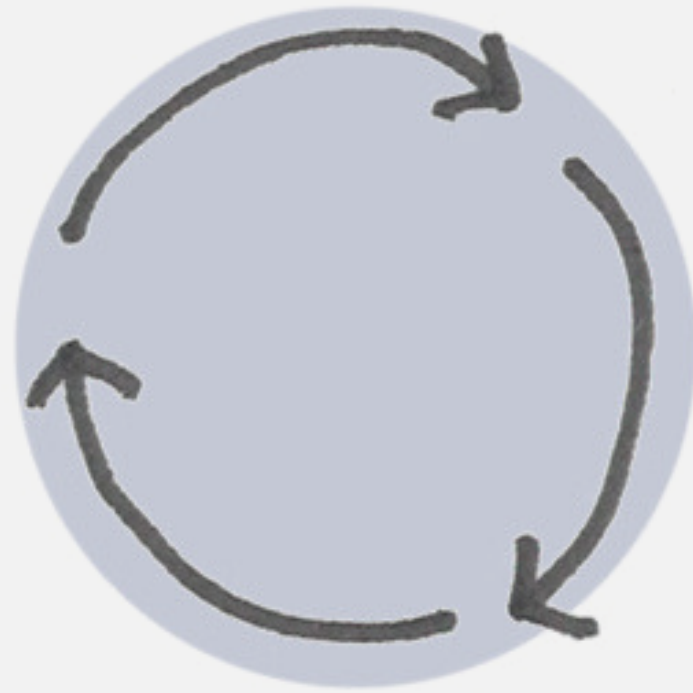
Makes it easy for your potential customers to choose you over the competition who only has 25 "likes" on Facebook, 10 followers on Instagram and hasn't posted anything in over a month.



BUT I CAN'T GET IT TO WORK!



*Too Busy*



vs.

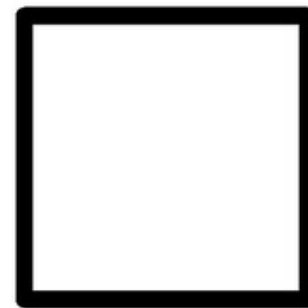


*Mistake Activity For Progress*





*No Clear Strategy*



*Missing The Simple Steps*

# *How To Use Facebook*

## *For Realtors*



What Most Realtors Don't Know...



**BehindYourCurtain.COM**

# *Target Market*

Your Best Customers Are Your Best Target Market



**BehindYourCurtain.COM**

# *Target Market*

Your Best Customers Are Your Best Target Market

- **YOUR BIGGEST FAN**
- **CLOSE RELATIONSHIP**
- **FOLLOWS YOU ON SOCIAL MEDIA**
- **ACKNOWLEDGES YOUR ACCOMPLISHMENTS**



**BehindYourCurtain.COM**

# *Target Market*

Your Best Customers Are Your Best Target Market

- **AGE**
- **RACE**
- **GENDER**
- **MARITAL STATUS**
- **PROFESSION**
- **PARENTS**
- **1ST TIME HB**
- **DOWNSIZING**
- **RELOS**
- **TRAVEL**
- **KIDS ACTIVITIES**
- **FOODIES**
- **OUTDOORSY**
- **MUSIC**



**BehindYourCurtain.COM**

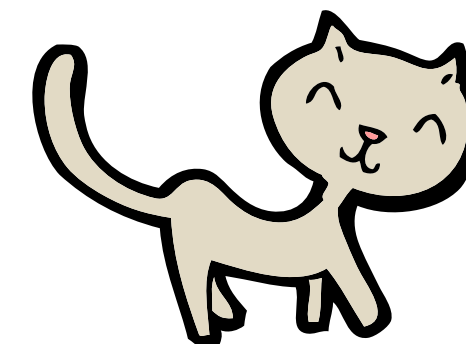


# "JOE, THE REALTOR FOR PET LOVERS"



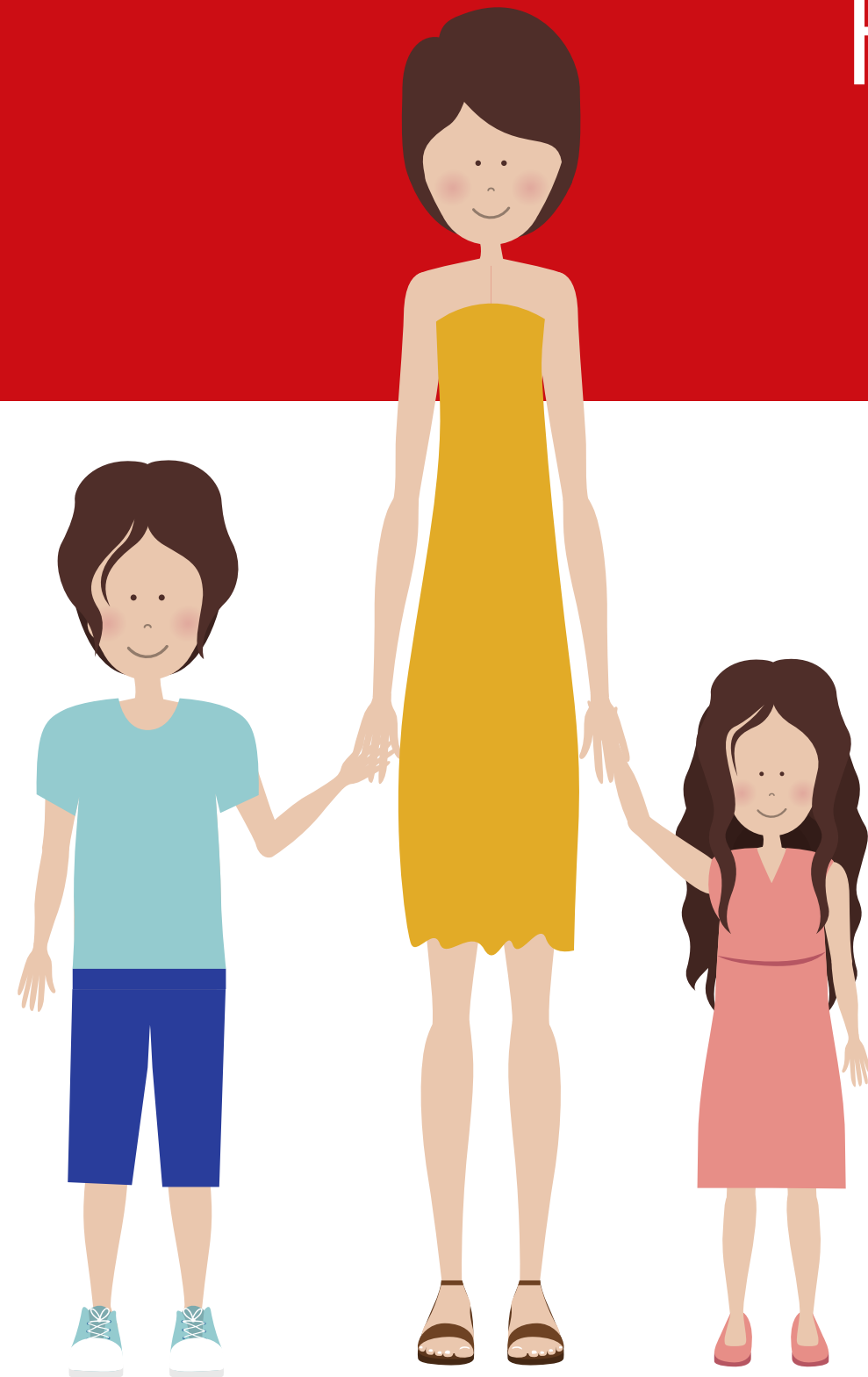
Jeta -> 4runner  
Pet Lover's Caravan  
Best Parks  
Best HOA's / Breeds  
Best Neighborhoods

Vets  
Groomers  
Pet Stores  
Dog Walkers



**BehindYourCurtain.COM**

# "SANDY, THE REALTOR FOR SINGLE MOMS"



Hired A Bonded/Licensed  
BabySitter

Sat With Kids At Home  
Or Went On Showings

"Mom's Night Outs"

"Pamper/Spa Days"

Single MoM  
Groups

Divorce Attorneys

Child Support



**BehindYourCurtain.COM**



*Always Marketing to  
2 DIFFERENT MARKETS...*



**THE BUYER**



**THE BROWSER**



FACEBOOK  
**SEARCH  
ENGINE**



FACEBOOK

# ALGORITHM

A mystery to many

*LIVE DEMO*



**BehindYourCurtain.com**

# *Social Media Daily Tasks*

- ✓ Post Relevant To Your Market
- ✓ Like Relevant Pages In Pages Feed
- ✓ Like/Comment/Share - Pages Feed
- ✓ Respond To Community Engagement



# *30-Day Social Media Facelift*

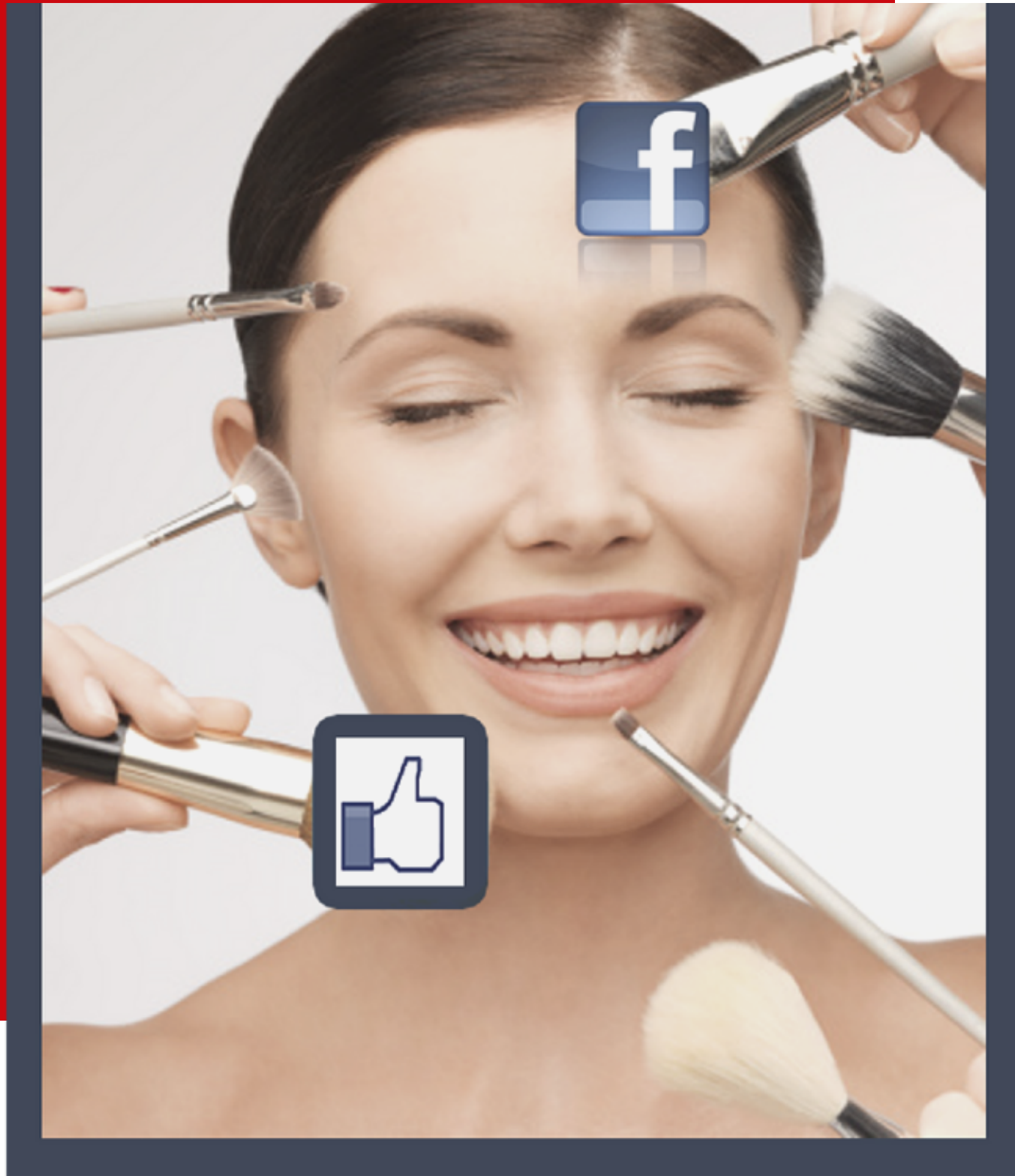
**ONE-ON-ONE WITH KAREN**

## **Done-For-You Facebook Optimization**

Massively "Feed The Algorithm"  
All Relevant Keywords, Hashtags & Call To Actions  
Full Facebook Story Creation  
Custom Header Video  
High Resolution Graphics

## **Done-With-You Facebook Training**

Weekly, One-Hour Zoom Calls  
(recorded for future playback)  
Learn To Increase Community Engagement  
Strategically Collaborate With FB Lead Sources  
Connect With Potential Leads Organically



[www.30daysocialmediafacelift.com](http://www.30daysocialmediafacelift.com)

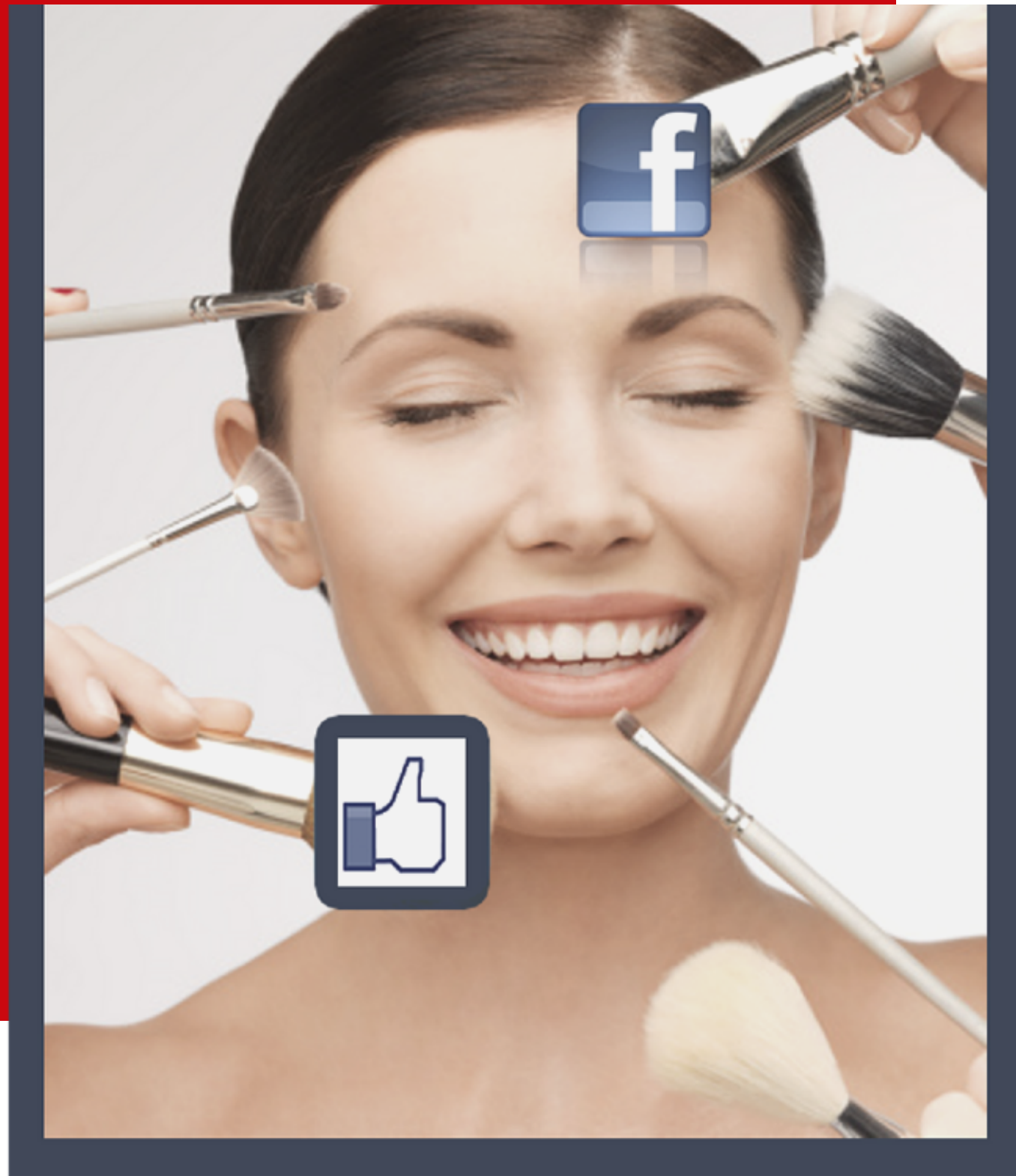
*I recently completed my 30 day  
experience with Karen.*

*She has been fabulous and great to work  
with! I was skeptical to merge myself into the  
experience but I am thankful I did as I was  
clueless of many aspects of social media.*

*Karen helped me a lot, knows what she does  
and answers all your questions all the time. I  
love having her behind my curtain as I  
needed it more than I thought!!!!*

*Don't doubt it and take the leap of faith!  
You won't be disappointed.  
Thank you Karen for all your help!*

SILVIA S. RE/MAX





*After Karen's keynote at a recent real estate event, we hired her to launch a Social Media program, including LinkedIn, FB business page, and Instagram.*

*The training was an excellent investment, all Zoom meeting sessions recorded for reference.*

*Her expertise was relevant to our industry, and niche brand development strategy within real estate .*

*We unconditionally recommend her with 5 Stars.*

DAVID B. REAL ESTATE BROKER



# *30-Day Social Media Facelift*

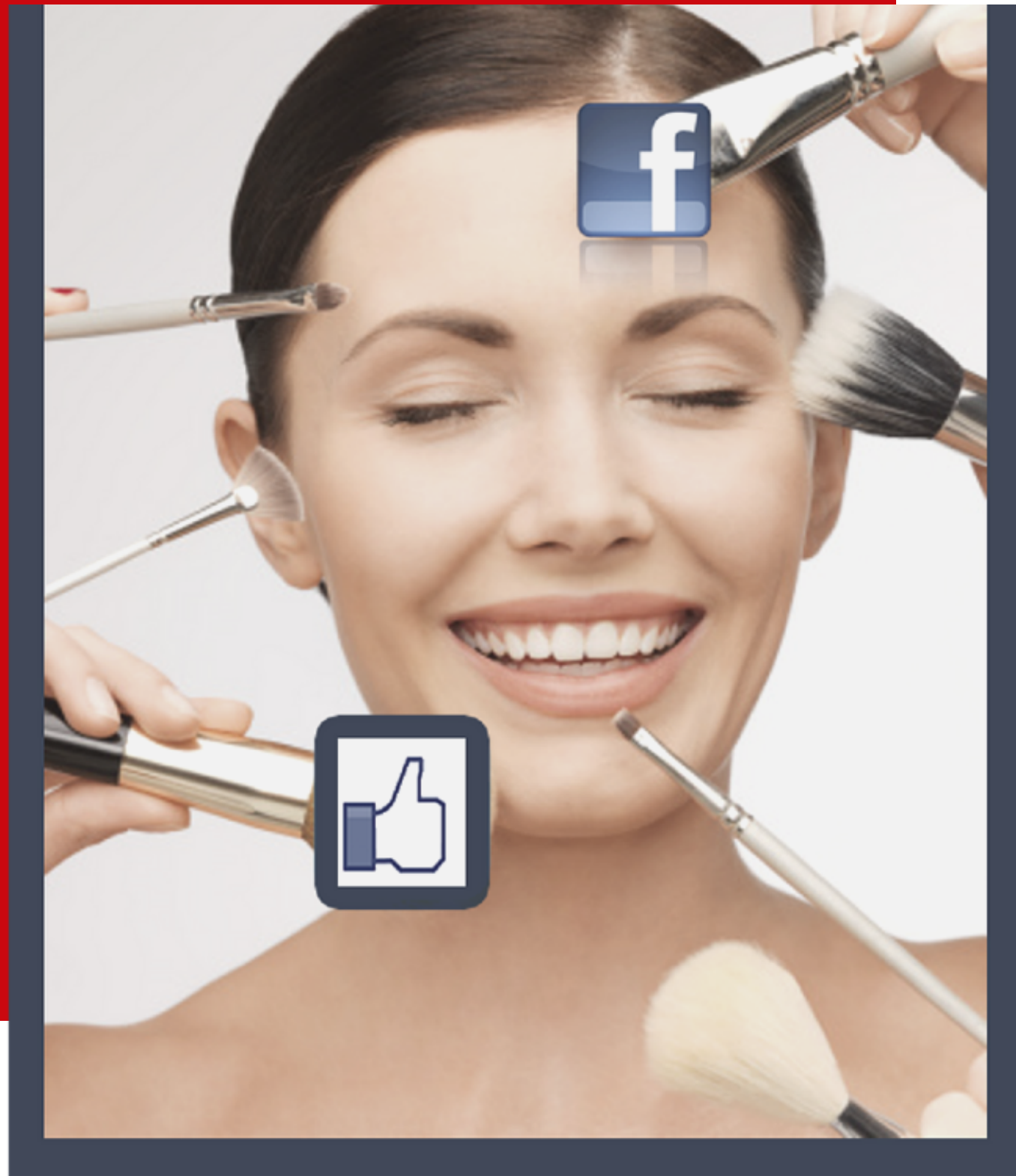
**ONE-ON-ONE WITH KAREN**

[bit.ly/AgentMastermindSocialMediaFacelift](https://bit.ly/AgentMastermindSocialMediaFacelift)

Strategy + Facebook - \$997

Strategy + 3 Platforms - \$1,697

Strategy + 5 Platforms - \$2,697



[www.30daysocialmediafacelift.com](http://www.30daysocialmediafacelift.com)

**5000**

**facebook**



**LIKES - FANS**

***BONUS!***

**5,000 REAL WORLDWIDE  
FACEBOOK USER LIKES**

[bit.ly/AgentMastermindSocialMediaFacelift](http://bit.ly/AgentMastermindSocialMediaFacelift)

- ✓ Strategy
- ✓ Done-For-You Optimization
- ✓ Done-With-You - Training

# *30-Day Social Media Facelift*

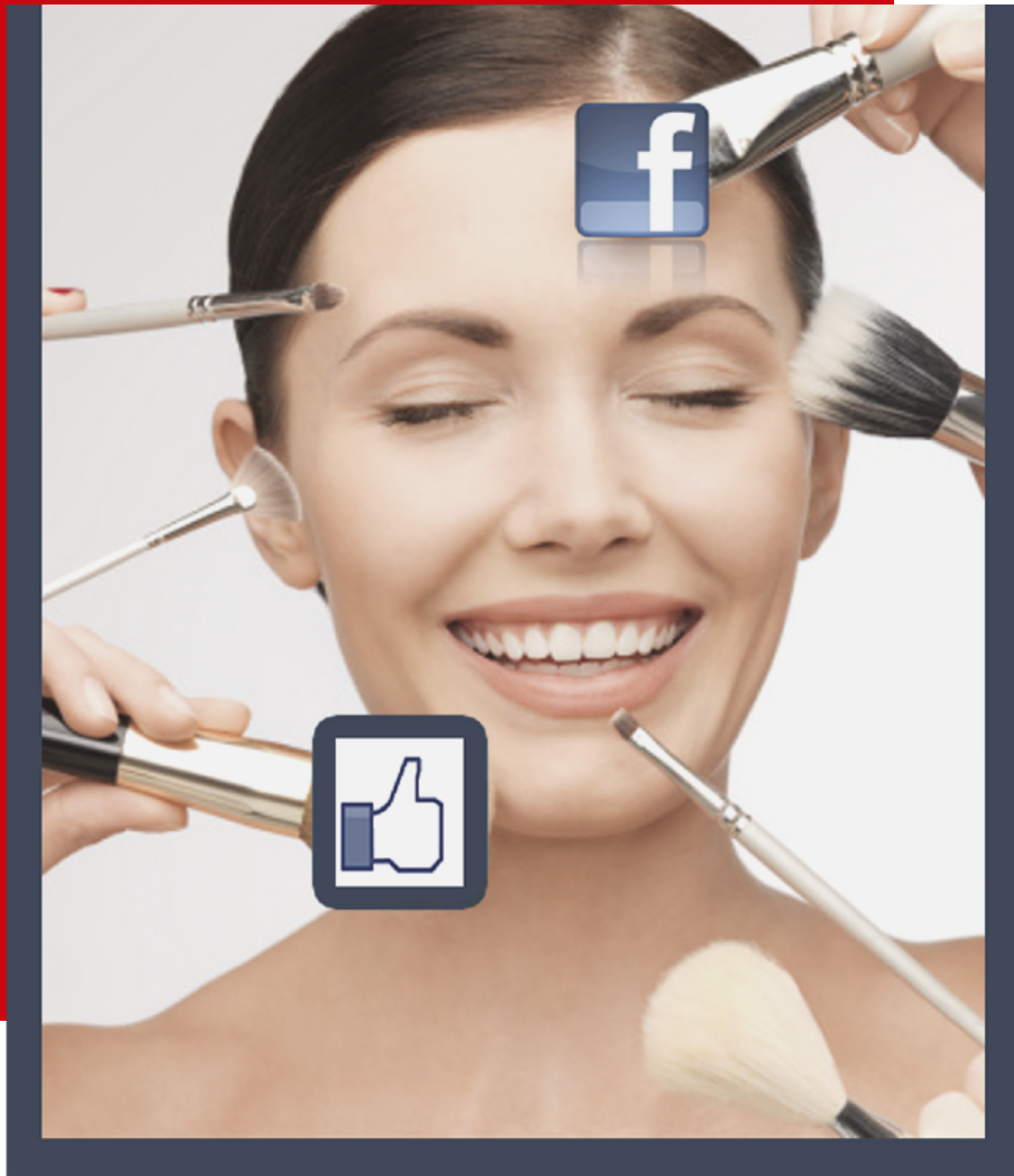
**ONE-ON-ONE WITH KAREN**

[bit.ly/AgentMastermindSocialMediaFacelift](https://bit.ly/AgentMastermindSocialMediaFacelift)

Strategy + Facebook - \$997

Strategy + 3 Platforms - \$1,697

Strategy + 5 Platforms - \$2,697



[www.30daysocialmediafacelift.com](http://www.30daysocialmediafacelift.com)