



13 SOCIAL MEDIA

MARKETING TRENDS TO GET YOU MORE BUYERS

These new social media trends are overtaking all markets and can be especially helpful for connecting with clients in mortgage and real estate:

WHY SOCIAL?

GO WHERE THE EYEBALLS ARE:

Having a social media strategy has become an absolute necessity in marketing and advertising. Although adults spend over 11 hours a day consuming content from general media, according to Nielsen, 72 percent of adults (18 to 34) look at social media daily and spend an average of 45 minutes interacting with this platform. This surge is continuing to grow throughout generations and cultures. This shift has not only created a new platform to connect with and attract clients, it's created an abundance of opportunity.

AVERAGE TIME SPENT PER ADULT 18+ PER DAY ON SOCIAL NETWORKING

Based on Total U.S. Population



DATA SHOWS THAT SOCIAL DRIVES GROWTH

Staying active on social media and staying aligned with influencers (people who have a large base of loyal followers and are considered thought leaders) could hold enough weight to grow your business. Adapting to new social media trends, no matter how small, is one way to increase short-term sales with the potential for long-term revenue by remaining visible to your audience.

The facts are clear: Social is where buyers get ideas for purchasing. **Thirty-seven percent of consumers find inspiration to purchase through a social media channel.**



13 SOCIAL TRENDS YOU SHOULD ADOPT TODAY

Like the mortgage industry and the housing market, the social media landscape is always changing. Social media can be an effective tool to grow your business — as long as you stay on top of the latest shifts.

1. PAY TO PLAY

Organic content is free and easy to create, making it a helpful resource for loan officers and realtors. But not every organic post will knock it out of the park. In fact, even if your organic content is great, organic reach for brands is just 2 percent on average. Because of Facebook's new algorithm change, another move to keep users happy by minimizing overly-promotional posts in the newsfeed, you may see a more positive return and greater reach from boosted posts and paid content.

Consider this: In 2012, about 16 percent of your Facebook audience could see your content. In 2018, this number dropped to just 6 percent. Visibility is low for everyone, and more agents and loan officers are turning to paid advertising to compensate. Running ads against content can increase your visibility, your engagement, and your audience.

CHART #1: RUNNING AD INCREASES FACEBOOK PAGE FANS BY 77%

Advertisers on Facebook tend to see a massive increase in page fans. Users with active ad campaigns saw their number of Facebook fans increase by an average of 77% from 107 to 190.



VIDEO IS KING

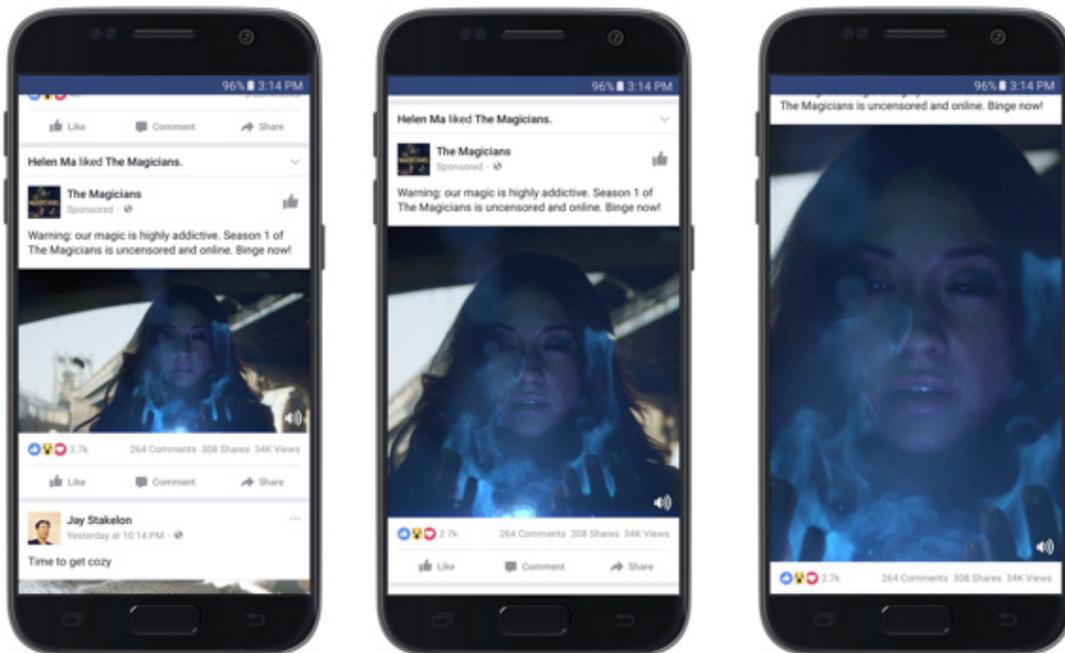


2. RETURN TO VERTICAL VIDEO

Where vertical video was once stigmatized as a “no-no” for professional use, you can thank Snapchat and Instagram and Facebook Stories for turning perceptions around. Today, 47 percent of video is consumed on Facebook (and 8 percent on Instagram), with Facebook officially beating out YouTube as the number one channel for video content in 2018. Facebook’s vertical video format, coupled with the fact that the site’s large screen size creates more engagement, makes vertical video a strategy to pay attention to.

As a simple rule of thumb, the form of video communication you use should fit the user platform you’re sharing on, but vertical video may be the way to go.

In Facebook’s 2017 study on video consumption, Facebook found that customer engagement was better when it was viewed in a larger format. Since over half of video content is viewed on mobile (55 percent being on Instagram and Facebook), vertical video might be necessary to maximize your screen size and, consequently, your engagement. As shown in the image below, zooming in to a vertical format and taking up the full screen draws the audience in and is more likely to get viewed and stop the user from scrolling past it. With an oversaturated platform like Facebook, stopping the scroll is crucial in keeping your audience engaged.



<https://m.facebook.com/business/news/upgrading-facebook-video-for-people-and-advertisers>

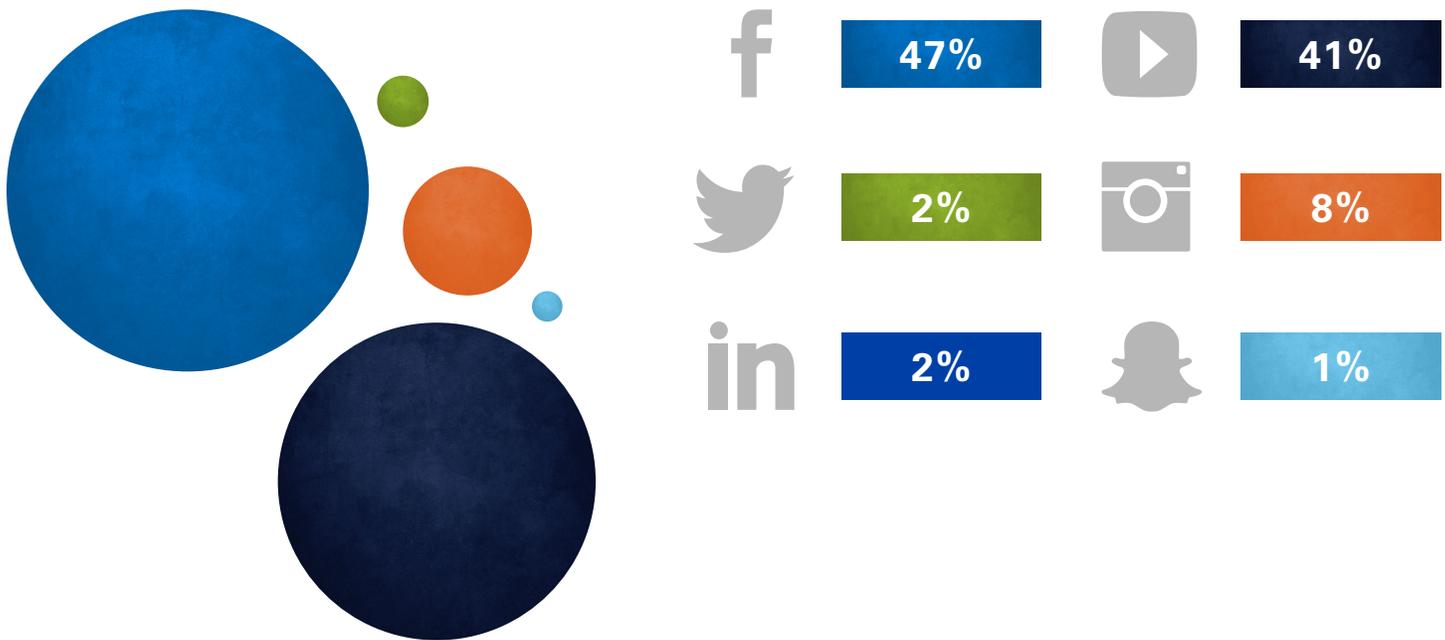
Buffer’s 2019 research shows that vertical video outperforms square video on Facebook, among other platforms. Measured by cost per click (CPC), boosting vertical video to generate leads could be up to 38-percent cheaper. And, when it comes to cost per view (CPV), vertical video advertising may be 68-percent less expensive.

Buffer researchers concluded:

"If we were to boil down this research to one key point, it would be that businesses and brands must keep up with mobile-centric video trends if they want to succeed on social media in 2019. A mobile-centric strategy relies heavily on vertical video and creating content that feels native to each platform."

PEOPLE WATCH MORE VIDEO ON FACEBOOK THAN YOUTUBE

PERCENT WHO WATCH VIDEO CONTENT MOST OFTEN ON EACH PLATFORM



FACEBOOK GENERATES **OVER 8 BILLION** VIDEO VIEWS PER DAY

ASSUMING JUST 3 SECONDS PER VIEW, THAT'S OVER 760 YEARS WORTH OF VIDEO VIEWED EVERY SINGLE DAY

SOURCE: TechCrunch

3. POST ALL KINDS OF VIDEO

Beyond blogs, images, memes, and text posts, video is becoming the preferred form of content. More than 5 billion videos are watched on YouTube every day, with 100 million hours of video watched a day on Facebook.

What makes video so captivating is this: If you share helpful information with your clients on social media, they're only likely to remember 10 percent of what you posted three days later. But when you pair a relevant image with the same information, you bump up your followers' retention to 65 percent. Video allows you to share ideas and images in conjunction faster and more seamlessly than any other format.

Video is versatile and can be used in so many ways. You can use video on social media for a short-and-quick shout out to your followers, in a one-to-one personalized chat, or as a more polished final product that can be shared by your audience. Free and paid Instagram video editing apps like Boomerang and Promo offer built-in songs, video clips, templates, and GIF capabilities that you can use to up your video marketing game without paying for a professional edit.

Don't forget **Facebook Live**. Facebook Live broadcast watch times have quadrupled in the last year, and Facebook is prioritizing this channel – meaning, earlier adopters of Facebook Live can really get a boost in traffic. According to Facebook data, live stream gives six times the interactions, which is definitely an added benefit for engagement and lead conversion.

Learn how to integrate live streaming into your Facebook marketing.

<https://blog.hootsuite.com/facebook-live-video/>

4. USE TEXT NARRATION OR VIDEO CAPTIONS

Since 85 percent of video is consumed with the sound off, make sure you enable captioning on your videos or create videos with enough text narration to engage and educate your consumer. There's no sense in creating or sharing a great video that no one understands because they can't hear it.



5. SHOOT IN-THE-MOMENT SELFIE VIDEOS

Compared to traditional videos, on-the-fly selfie videos are starting to gather more interest. A spontaneous selfie video is a great way to make quick comments, especially using Stories to connect to your followers. A real estate agent can use a selfie video in Stories or Facebook Live to take their audience on a walk-through of a new house. A loan officer can show their clients closing on a dream home. The key is to capture your face — hence, the selfie — to capture the attention of your viewers. This way, they'll be more likely to unmute and watch. Use a selfie stick or gimbal to make sure you have steady footage.

WHAT'S ALL THE AUTOMATED CHATTER ABOUT?

6. ADD QUIZZES AND CHATBOTS

Artificial intelligence (AI) is a buzzword that many people believe is only for the future. But AI is here, and it has conversational abilities that can be used to generate more natural leads. As an example, instead of attracting a potential lead through a straightforward landing page or a sales funnel, you can use an interactive quiz or chatbot to personalize and better connect with your audience. ManyChat lets you bring the customized approach to Facebook, using Facebook Messenger to host back-and-forth chats with your followers and potential clients.

On your Facebook page, you can also add a call to action. Facebook has a Send Message button by default, encouraging visitors to contact you through Facebook Messenger. But you can change this to give visitors more information about your business, prompt them to download your app, or invite them to book an appointment.

Customize your CTA by hovering your mouse over the Send Message button on your Facebook Page, then select Edit. Choose the type of button you want, then select the specific message to appear on the button. When you're happy with your choice, click Next.

7. GET INTO INSTANT MESSAGING

Messaging apps are overlooked by close to three quarters of brands — the same brands missing out on an important avenue of one-on-one connection. WhatsApp is a great example. A big hit internationally, WhatsApp has been infiltrating the U.S., where businesses have begun using it as a messaging tool. WhatsApp's appeal, and popularity, is that it allows you to meet your audience where they're at. You can stand out from your competitors using this approach and make it easier to continue the conversation.

Master WhatsApp: It's free!

Of all the messaging apps, WhatsApp is the one you want to get familiar with. Because its popularity is spreading so quickly, WhatsApp is expected to become the new Facebook Messenger in terms of marketing. WhatsApp is owned by Facebook, and it also recently introduced its own Stories.

Learn more about WhatsApp here: This up-and-coming communication platform and preferred messaging app is currently being used by over 100 billion people in 180 countries.

Regardless of which messaging app you use, heed the golden rule: Stay in communication with your followers through the same platform where you started the conversation. Moving a chat from one platform to another, like from Facebook Messenger to WhatsApp, is almost guaranteed to lose your lead.

YOUR COMMUNITY AND AUDIENCES

8. START A FACEBOOK COMMUNITY

It's not always necessary to grow your Facebook audience based solely on your industry, whether it's mortgage or real estate, though that can be helpful. You can also expand your sphere of influence by attracting community members through related interests: home décor, home improvement, family and lifestyle, budgeting and finance, DIY, recipes, and more. Facebook's algorithm now prioritizes interactions between family, friends, and communities over brands, so creating a connected community will ensure your content is more likely to be seen and shared.

The 2019 Topics & Trends Report from Facebook IQ provides plenty of ideas for attracting by interest:

"Food has taken on a new life beyond cuisine as people explore the functional benefits of specific ingredients. Eco-consciousness is driving purchasing decisions in the worlds of beauty, fashion, and travel. And we're now seeing the decentralization of traditional models in things like exercise, shopping, and even screen time."

Other great ideas on building out a community can be found here.

9. KNOW YOUR AUDIENCE

Inviting people into your Facebook community is one thing, but it'll be hard to gain traction and generate leads without a clear picture of who you're talking to. Once you have your audience profile, you'll have the framework you can build your content on. Everything you post and share needs to be high-quality and relevant to your audience — the main group of people you communicate with.

Add a pinned post: You can pin a post to be displayed at the top of your page for all your future followers to see. This post should be something important that you want your audience to read -- a high-traffic blog on your site, an upcoming open house, or a popular "tips" post that got more shares. Rotate your pinned post regularly to keep new information or news at the forefront.

10. LOVE AND CARE FOR YOUR AUDIENCE

High-quality content is a must, and so is having an authentic voice. No matter what social media platform you're using, you'll only be able to connect with your followers if you interact, engage, give, and feel like a real person. Give freely when it comes to information, help, and resources, and you can expect your audience to give back in the form of likes, shares, and referrals.

13 SOCIAL TRENDS YOU SHOULD ADOPT TODAY

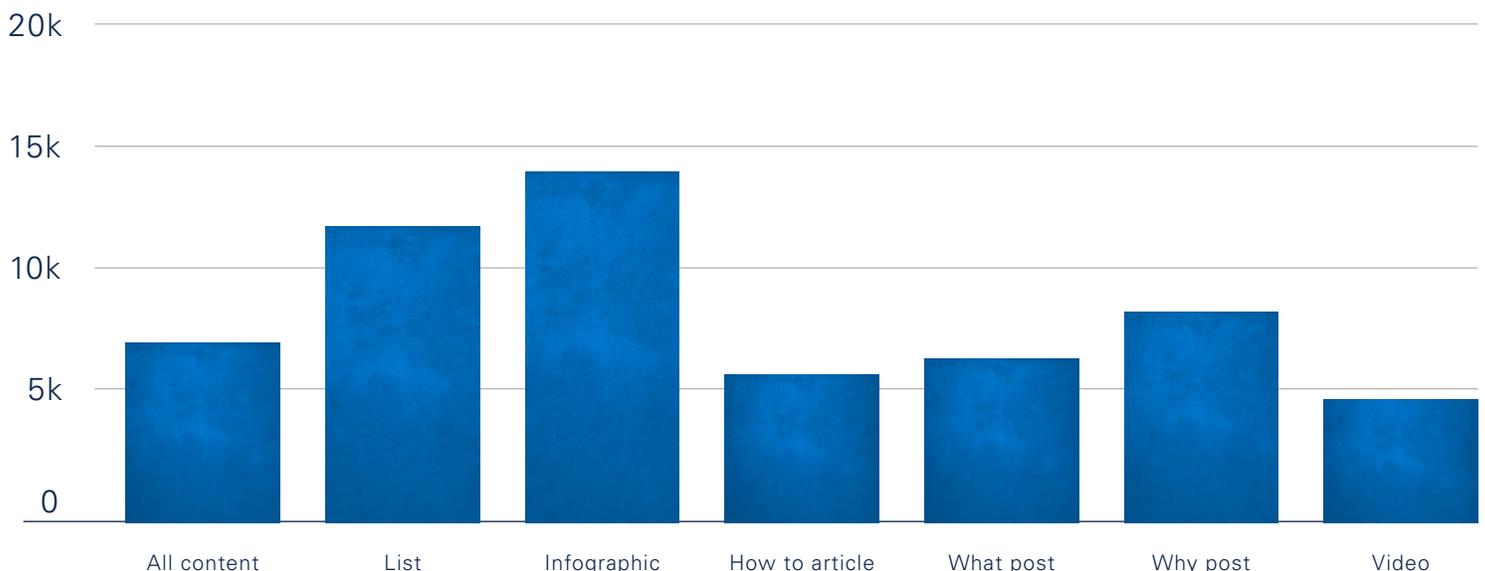
10. LOVE AND CARE FOR YOUR AUDIENCE (Continued)

Essentially, everything you post is for your audience — not yourself. You're there to enrich their lives, not just share about what's going on in yours.

If you recently took a trip to Hawaii, there's nothing wrong with posting about it if you're giving tips or insider information. You could post your personal list of family-friendly things to do in Hawaii or a link to a fun, little-known excursion. The key is to give, give, give before you ask, or in this case, advertise. Make sure you've given your audience enough value before you request that they contact you or refer you: Giving people a reason to listen to you will increase your following. People love to read and share lists, infographics, how-to articles, what and why posts, and videos that entertain or give information.

HERE'S WHAT WE'VE DISCOVERED:

Average Shares by Content Type

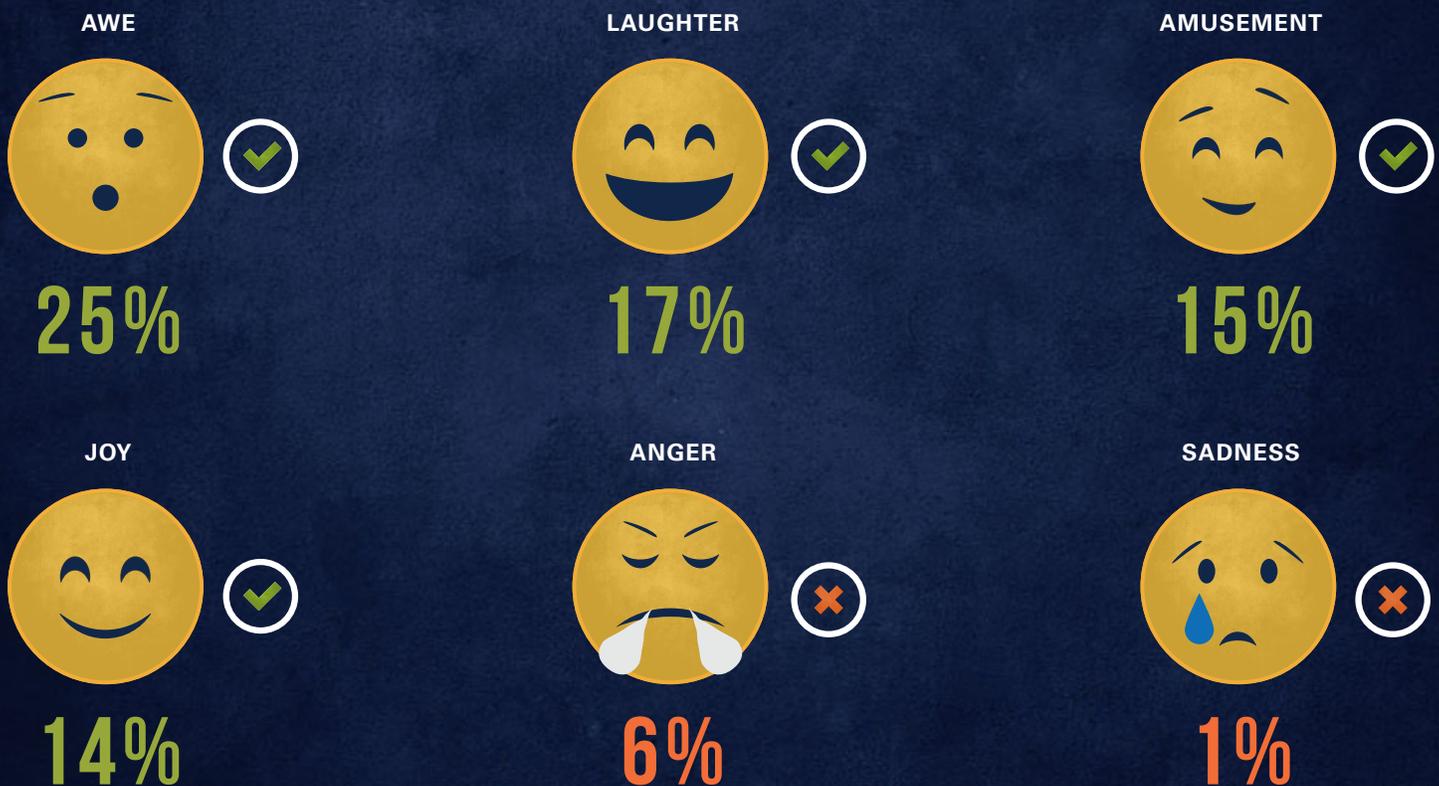


SOURCE: Buzzsumo, OkDork

BUILD A FOLLOWING

HIT THEM IN THE FEELS

When you're not sharing informational, value-added content with your audience, work on posts that evoke emotion. Harnessing emotion on social media is a vital skill to master. Studies have shown that content that strikes an emotion is twice as likely to be shared over emotionally neutral content.



<https://okdork.com/why-content-goes-viral-what-analyzing-100-millions-articles-taught-us/>

Although difficult to learn, humor and inspiration are the most effective emotions to try and implement. Emotional content related to happiness is shared more often and more widely than sadness or anger. Used properly, sadness or anger towards an injustice can be powerful, but be careful posting with these emotions as it can inadvertently create a connection with these emotions and your brand. Plus, most of the time, this content is less likely to get shared with others.

Keep in mind that headline and copy are important, but emotions can easily be triggered with facial expressions. So, make sure to slightly exaggerate the expression you want to depict on selfies and photos with friends. A neutral or serene facial expression may get less engagement.

11. STAY TRANSPARENT

No company, loan officer, or realtor is perfect, and there's no reason to try to be, online or in person. Online reviews can be intimidating, especially when they're less than positive. But the right approach is still transparency. Don't suppress the honest reviews of past clients but try to manage expectations and responses instead.

It's important to always comment on negative and positive reviews. A negative review gives you the opportunity to respond kindly and professionally and potentially win over new clients who might be reading.



12. SEGMENT YOUR AUDIENCE

It takes a little more legwork upfront, but the results can be worth it. Segmenting your audience with two separate social media accounts allows you to direct the content you post and devote more attention. For example, someone who might not really like beer but loves to cook would be more likely to pay attention to a Budweiser placement if they used beer in a delicious recipe. Posting different content to a unique audience on each social media account, page, or profile can greatly increase interaction so that you're less likely to be scrolled past or muted.

Another reason to segment: Segmenting gives you the chance to separate clients and partners, so you can engage with other business pages more easily. Sharing, liking, and commenting could encourage your partners to reciprocate and is a social media "recommended practice."

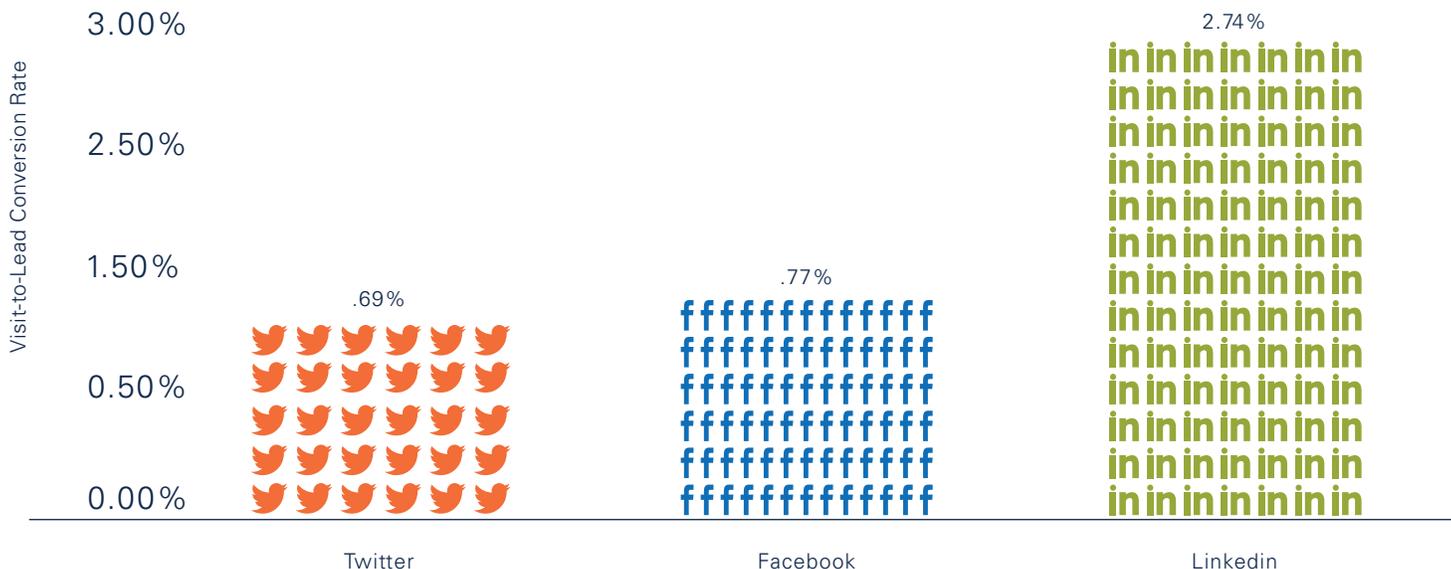
13. KNOW YOUR PLATFORM

The voice you use with one audience on one social media platform isn't the voice you'll use on another. You'll post with a different tone and with different content on an industry-facing social site like LinkedIn, used professionally and for recruiting, than you would on Instagram, where content is fun, friendly, and personal. Facebook is typically a mix between the two, while Twitter is for quick chats, memes, trends, shares, and blog links. Reserve only the pin-worthy for Pinterest and create boards that match the interests of your audience.

LinkedIn is the platform to watch — and stay active on — in 2019. In the past 12 months, LinkedIn has become less about recruiting and more about quality content. For loan officers and realtors, LinkedIn's momentum is picking up speed, and it's now an ideal place to get content out to partners. LinkedIn performs 277-percent better on lead conversion than Facebook and Twitter.

The rise of LinkedIn: LinkedIn's activity is soon expected to rival Facebook's, offering even more B2B connections and reach. It's a site that's easy to ignore, save for recruiting. But right now, advertising is cheap, and social media influencers are saying it's time to pay attention. With 590 million users, and 260 million being active on a monthly basis, you may be able to get more bang for your buck with LinkedIn's B2B content and advertising.

LINKEDIN BEST SOCIAL NETWORK FOR LEAD GENERATION



SOURCE: HubSpot

SUMMARY:

The main goal of integrating these trends is simple: You want your name to pop up in someone’s mind whenever they hear “real estate” or “mortgage.” Leveraging these trends will help you to stay connected and increase your volume. Social media drives purchases. With studies showing 76 percent of U.S. consumers have purchased a product they saw in a brand’s social posts, it’s hard to argue with the numbers.

According to the National Association of Realtors’ Real Estate in a Digital Age 2018 Report, social media activity is working for real estate. Real estate agents once again named social media as the top tech tool that provides the highest quality leads at 57 percent, compared to MLS and brokerage websites at 32 and 29 percent respectively.

Millennials are also the largest group of upcoming homebuyers, beating out all other generations for the fifth straight year. This is the group you’re most likely to connect with on social media. So, don’t miss out: Keeping your social media skills sharp will keep you in your followers’ minds and drive more referral volume.

For educational purposes only. Please contact your qualified professional for specific guidance.

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