Navigate the Social Media Maze

Step 4: Set Your Goals
Sheila’s Example

<table>
<thead>
<tr>
<th>Goal:</th>
<th>To increase sales in Highlands (an up-and-coming “foodie” neighborhood), in the hopes of indirectly increasing the number of like-minded “foodie” clients</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current:</td>
<td>Average of 5 sales per year in Highlands</td>
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<tr>
<td>Target:</td>
<td>10 sales this year in Highlands, and continue to grow until most of my business is in Highlands (also – increase number of “foodie” clients)</td>
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**Tactics:**

1) **Shift my Twitter focus to feature the Highlands neighborhood**
   - Claim Twitter handle and vanity URL that combines my focus on Highlands real estate with my foodie interests
   - Spend 10-15 minutes each day on Twitter (outlined in tactics 2 and 3)

2) **Incorporate and emphasize my “foodie” interests by:**
   - Tweeting about, checking in, and providing tips on restaurants in Highlands at least 3 times a week
   - Taking and sharing corresponding photos or short videos from each restaurant to include in each tweet, check in, or tip
   - Breakdown of Twitter posts:
     - 60% about good eats in Highlands
     - 20% about Highlands real estate
     - 20% other interesting local topics

3) **Maximize my Twitter presence**
   - Brand my Twitter page so followers know without a doubt that I’m a real estate agent who also loves good food
   - Create 3 Twitter Lists, check daily, and retweet 2-3 relevant items. My lists:
     - Real estate-related
     - Highlands-related (local leaders, businesses, and news sources)
     - Foodie-related
   - Follow: Spend 5 minutes each week to find and follow 5 interesting people who either (a) live or work in Highlands or (b) are other foodies in the Denver area who also fit the demographics of her target market.

**Platforms:**

- Twitter
- Twitter is the main emphasis,
- Foursquare and Yelp – I can easily check in and provide tips at the same time
- Instagram for photos and videos to share on Twitter

**How I will measure success:**

- Track number of listings and sales in Highlands, along with revenue
- Assess whether I’m attracting more like-minded “foodies”
- Re-evaluate goals and tactics quarterly based on my statistics and informal clientele assessment