



Effectively Promoting Listings on Facebook

Presented by:



Stacey Harmon
@staceyharmon
www.HarmonEnterprises.com

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Links:

- Inman Next Article - Using Facebook to Promote Listings - The Right Way: <http://bit.ly/InmanListings>
- Facebook Foundations Post: <http://www.harmonenterprises.com/real-estate/facebook-foundations-facebooks-marketing-tools-explained/>
- Facebook Terms of Service: <https://www.facebook.com/legal/terms>
- Facebook Page Marketing: Content Strategies for Real Estate Book: www.harmonenterprises.com/services/books/

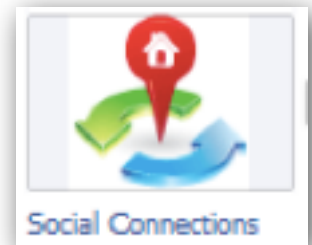
REALTOR Case Study Pages to LIKE:

- Steve Celotto Group: <https://www.facebook.com/SteveCelottoGroup>
- Steve Sharpe Real Estate: <https://www.facebook.com/StevenSharpeRealEstate>
- Raj Qsar: <https://www.facebook.com/RajQsarRealtor>
- Icicle Creek Real Estate: <https://www.facebook.com/IcicleCreekRealEstate>
- Discover Topanga: <https://www.facebook.com/DiscoverTopanga>

Strategies for Effectively Posting Listings on Facebook:

STRATEGY 1: Use 3rd party applications

- Realtor.com Social Connections: <http://support.realtor.com/training/facebook/social-connections-app/menu-id-114>
 - Contact Realtor.com for installation help and support at 877-318-0230



STRATEGY 2: Run Facebook ads: www.facebook.com/advertising

STRATEGY 3: Create a single property tab on your business page with fan gate & run a Facebook ad to the tab

- Pagmodo 3rd party page app: <http://bit.ly/PagmodoRE>

STRATEGY 4: Post listings in local agent Facebook groups

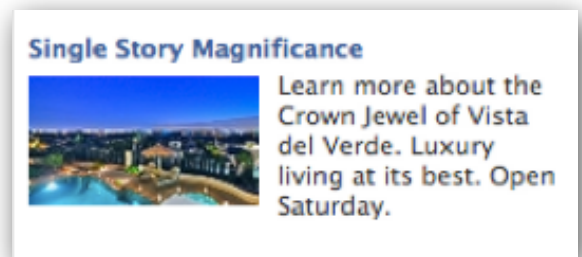
Content strategies:

STRATEGY 5: Photo a listing photo album as a highlighted post on your page

- Click the “star” in the upper right hand corner of your post to highlight the post

STRATEGY 6: Pinned post image ad on pages

- Pins hold for 7 days
- Include a link to a single property website or listing detail page



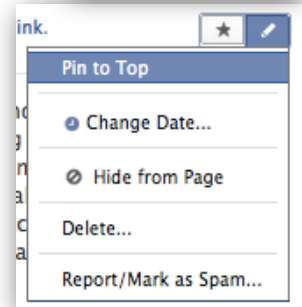
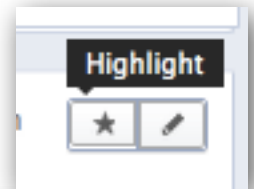
STRATEGY 7: Post a single feature of the home to your page wall

- Use sparingly...no more than 20% of your page posts
- Focus on creating engagement and making it personal if possible

STRATEGY 8: Have your seller post their listing

- Coach them to tag your business page
- Coach them to link to the single property website or listing detail

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www.facebook.com/HarmonEnterprises



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Email info@harmonenterprises.com to start your order.

FACEBOOK "QUICK PAGE" FOR REAL ESTATE

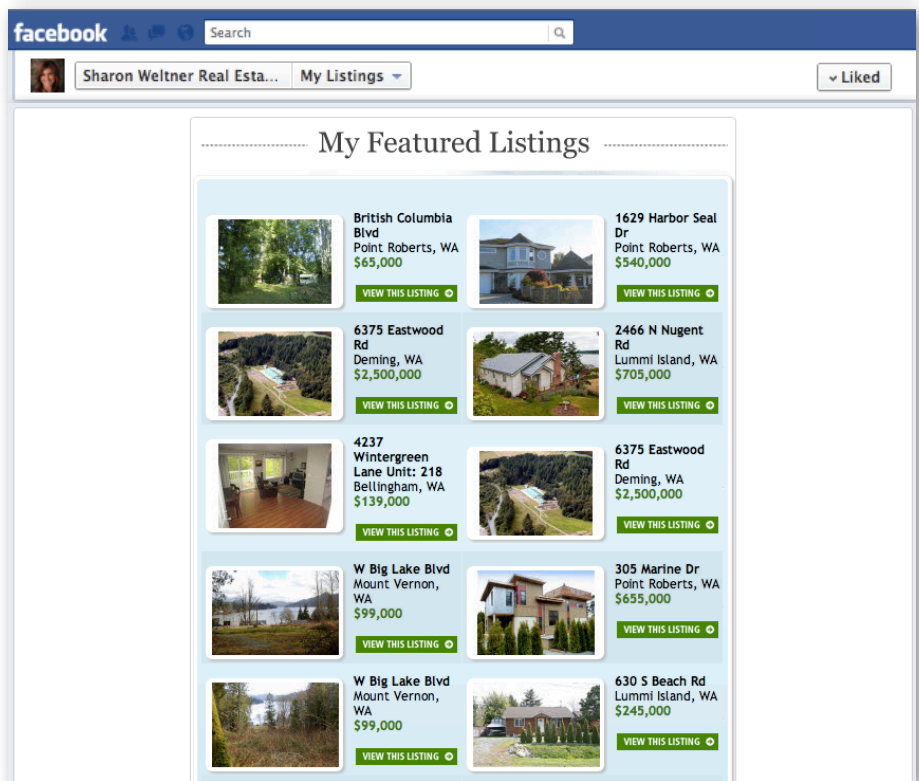
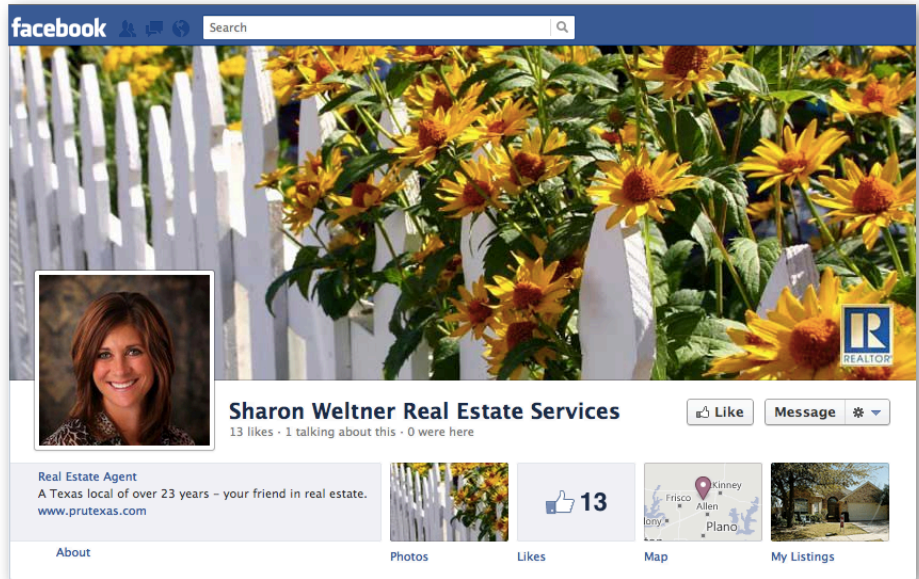
JUMPSTART YOUR PROFESSIONAL PRESENCE ON FACEBOOK IN 48 HOURS
WITH A PAGE CUSTOM TAILORED FOR REAL ESTATE

You provide some basic information. We create a stylish, professional page that you can proudly promote to clients, acquaintances, and prospects and use to grow your business.

QUICK PAGE INCLUDES:

- Page creation and configuration
- Compelling cover image with the Realtor logo. *Provide your own single image which we will format with the REALTOR logo or choose from our library of cover photo options*
- Personalized page image
- Optimized thumbnail image for maximum branding impact
- Page settings optimized
- SEO optimized About tab
- Unique page URL secured
- Your listings automatically displayed via Realtor.com's app which syncs with the MLS
- Our proprietary Page Marketing Guide which includes:
 - Page management tutorials
 - Quick Start Guides: *How to Grow Your Likes: 6 Essential Tips* and *10 Content Strategies for Your Real Estate Facebook Business Page*
- Launch of your personalized page within 48 hours of receipt of payment and completed order form

\$249



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FACEBOOK MARKETING SERVICES & PRODUCTS

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Harmon Enterprises offers an array of products and services designed to get you business results with Facebook marketing. Whether you are a new or seasoned Facebook marketer, let Harmon Enterprises be your Facebook-for-real-estate partner.

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CONTENT STRATEGIES FOR REAL ESTATE PAGES BOOK: \$39

Learn effective Facebook page content strategy and get three months of content designed specifically for real estate business pages in this industry specific book authored by Stacey Harmon.



Learn more at www.HarmonEnterprises.com