



AUDIENCE POLL

Is Facebook® a valuable business tool for you today?

- Yes, and I have closed listings to prove it!
- Hit or miss
- Advertising only
- Useful to stay top of mind
- Mostly a distraction / annoyance



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MAY 2018



USING FACEBOOK® TO CREATE REAL ESTATE BUSINESS

WHAT'S TRENDING NOW

Hosted by: Jim Marks & Ryan Rockwood

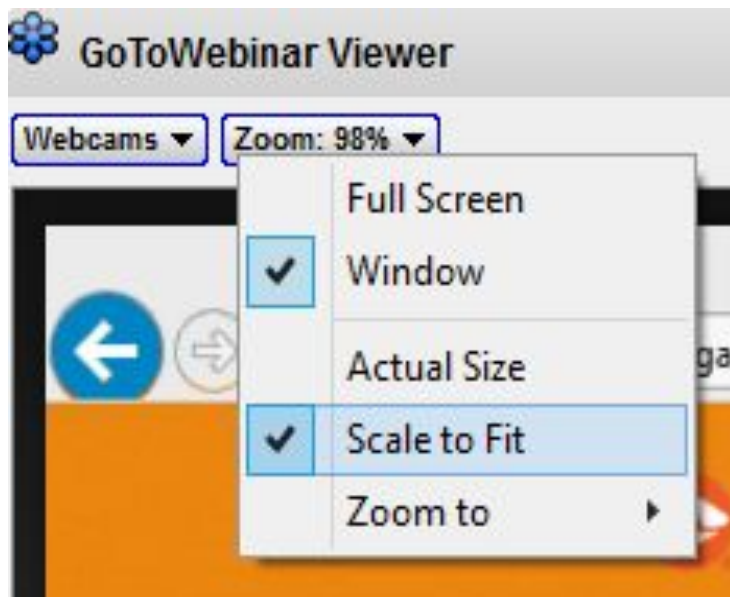


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1) **YOU ARE MUTED FOR THE DURATION OF THE WEBINAR**

to eliminate noise interference and minimize presentation interruptions. As much as we would love to open the webinar up to discussion, there are too many people to do so effectively.



2) **THIS WEBINAR WILL LAST 60 MINUTES**

Our goal is to complete our presentation within 50-55 minutes and open up the last 5-10 minutes for questions



3) **THIS WEBINAR IS BEING RECORDED**

PNC Bank will post the recording on their website (custom link to be given at the end of the webinar)

IMPORTANT HOUSEKEEPING



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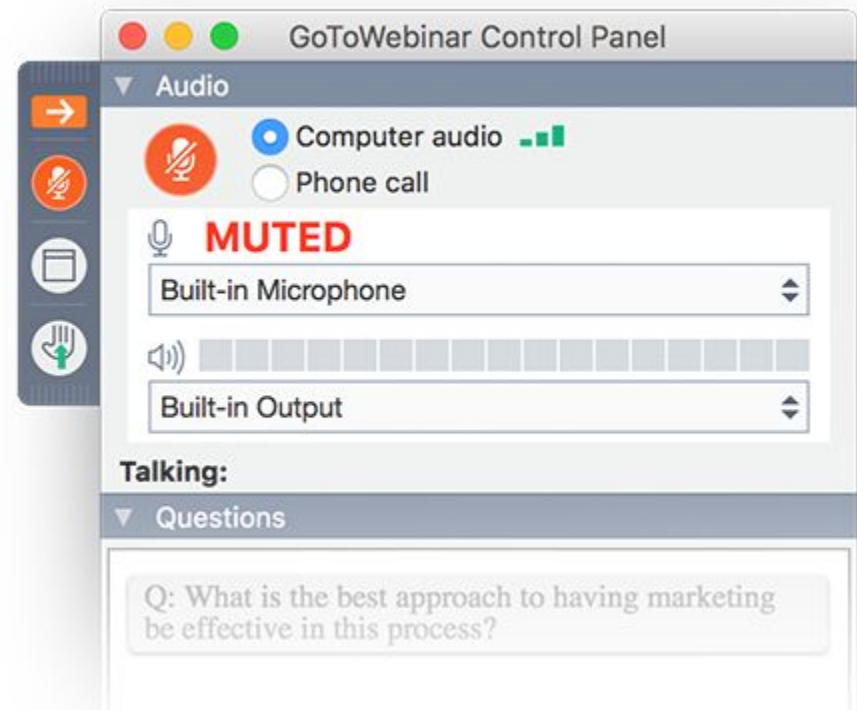


HAVE QUESTIONS? Not A Problem!

Locate the Questions
Panel.

You CAN type a question
in your control panel.

We will do our best to
answer it.



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WHAT'S TRENDING NOW

If we teach it on this webinar series, it's been



Tried



Tested

APPROVED



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AUDIENCE POLL

Poll Results



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What's Trending Now



WHAT'S TRENDING NOW

Breaking Down Elements of Personal Profiles & Business Pages (In under 4 minutes)



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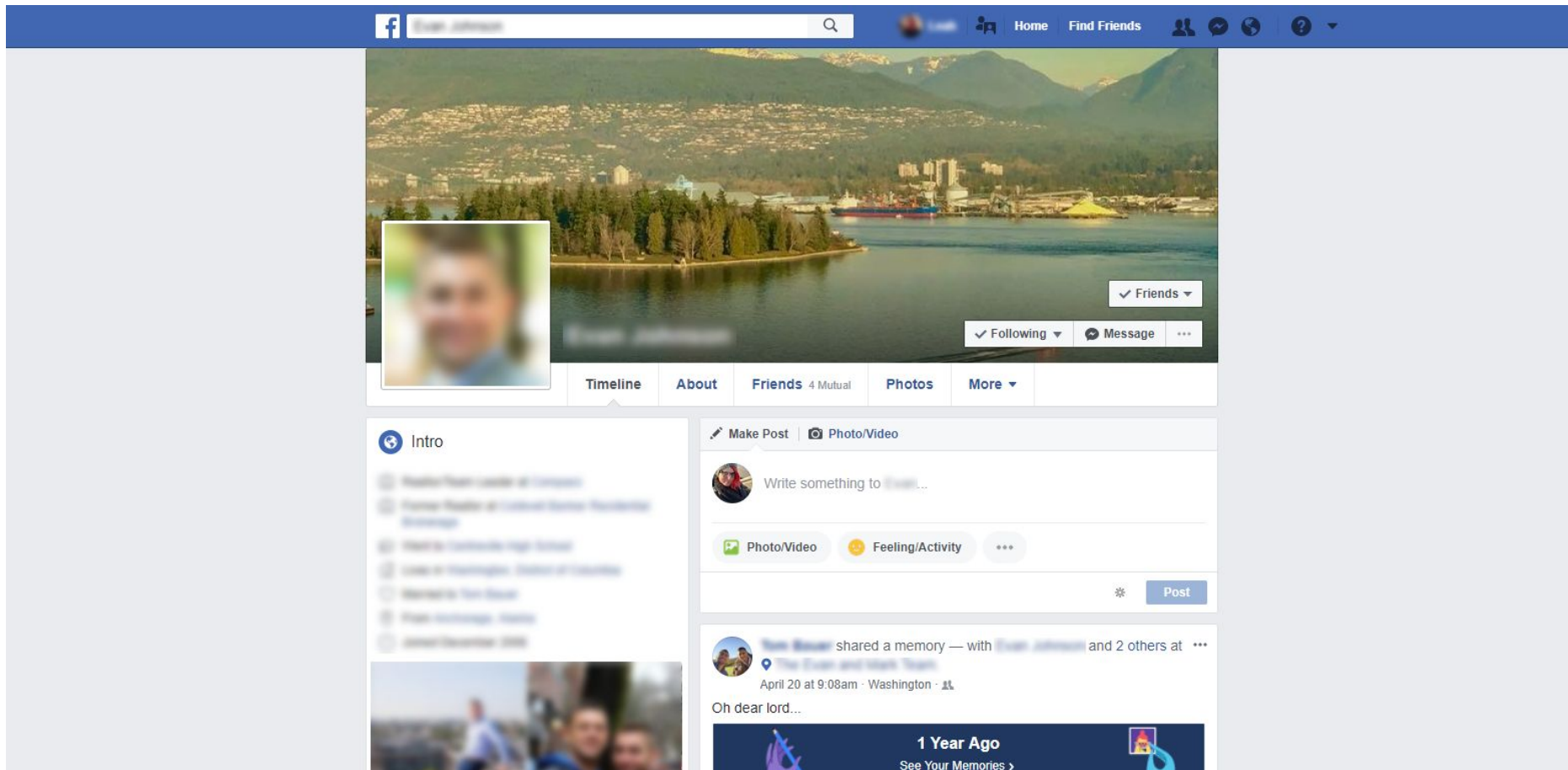
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What's Trending Now



Facebook® Personal Profile

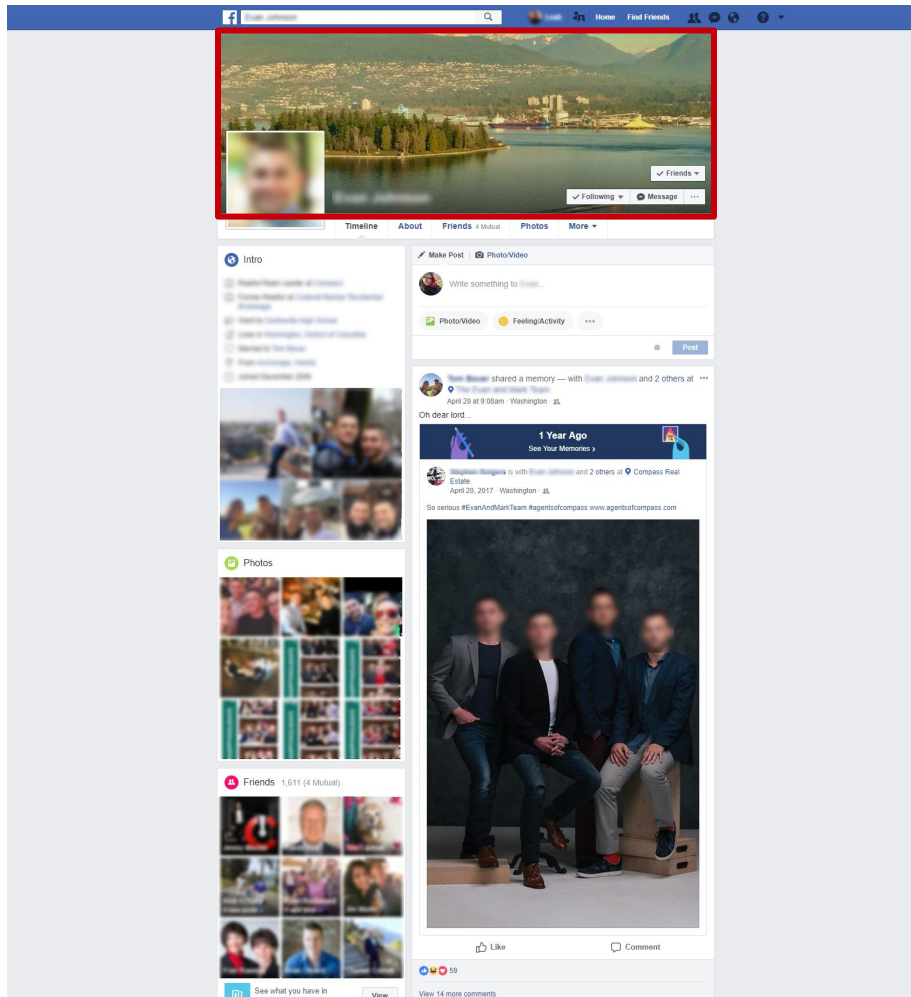


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What's Trending Now



Facebook® Personal Profile

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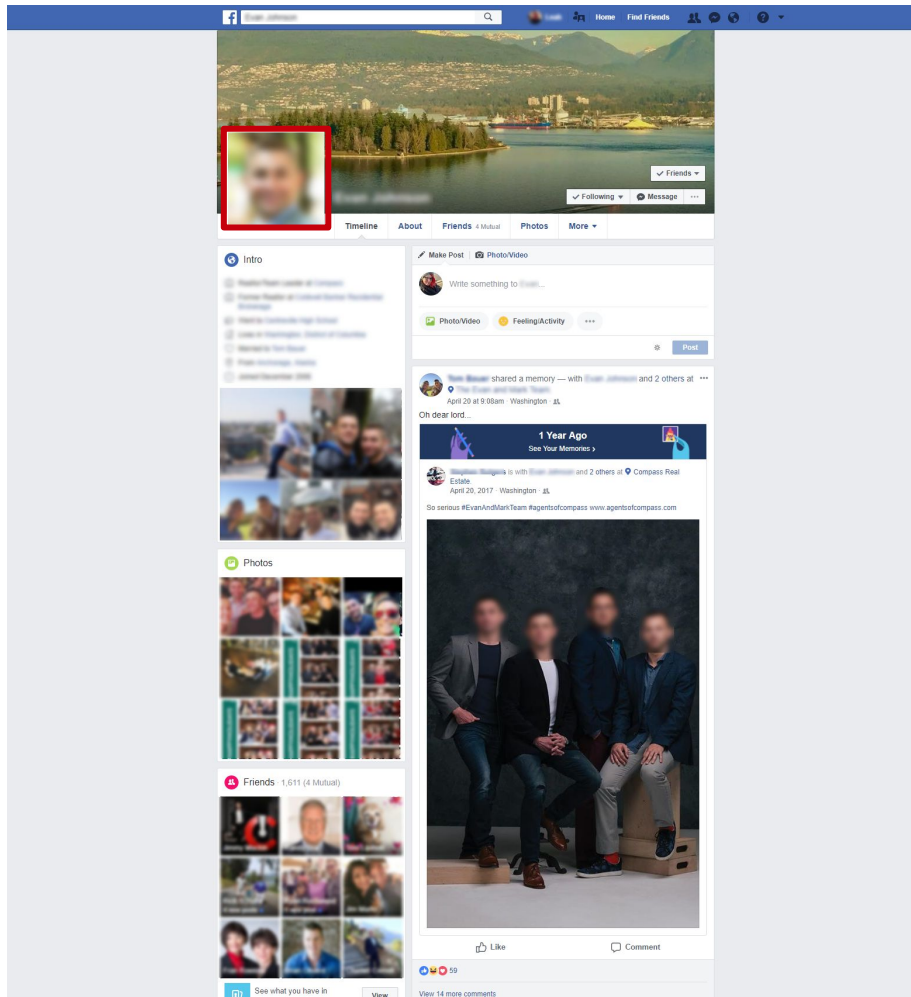


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What's Trending Now



Facebook® Personal Profile

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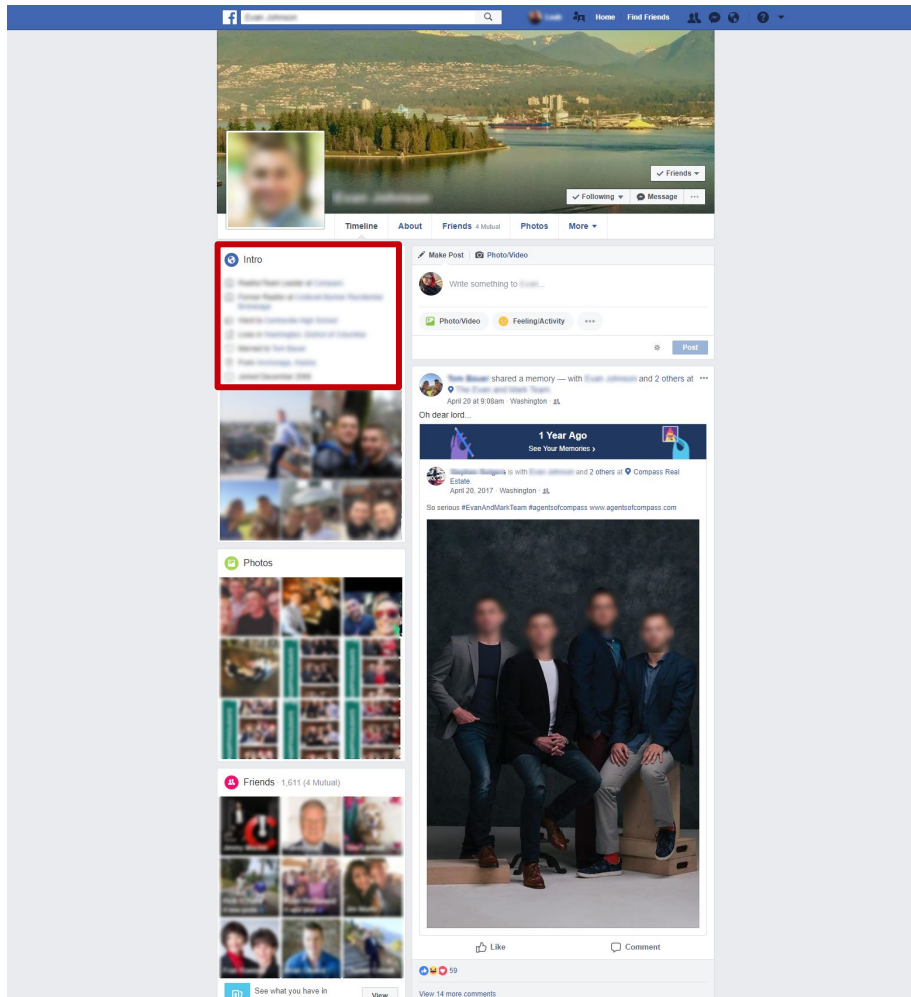


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What's Trending Now



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- Cover Image/Video
- Profile Photo
- **Intro/Personal Data**

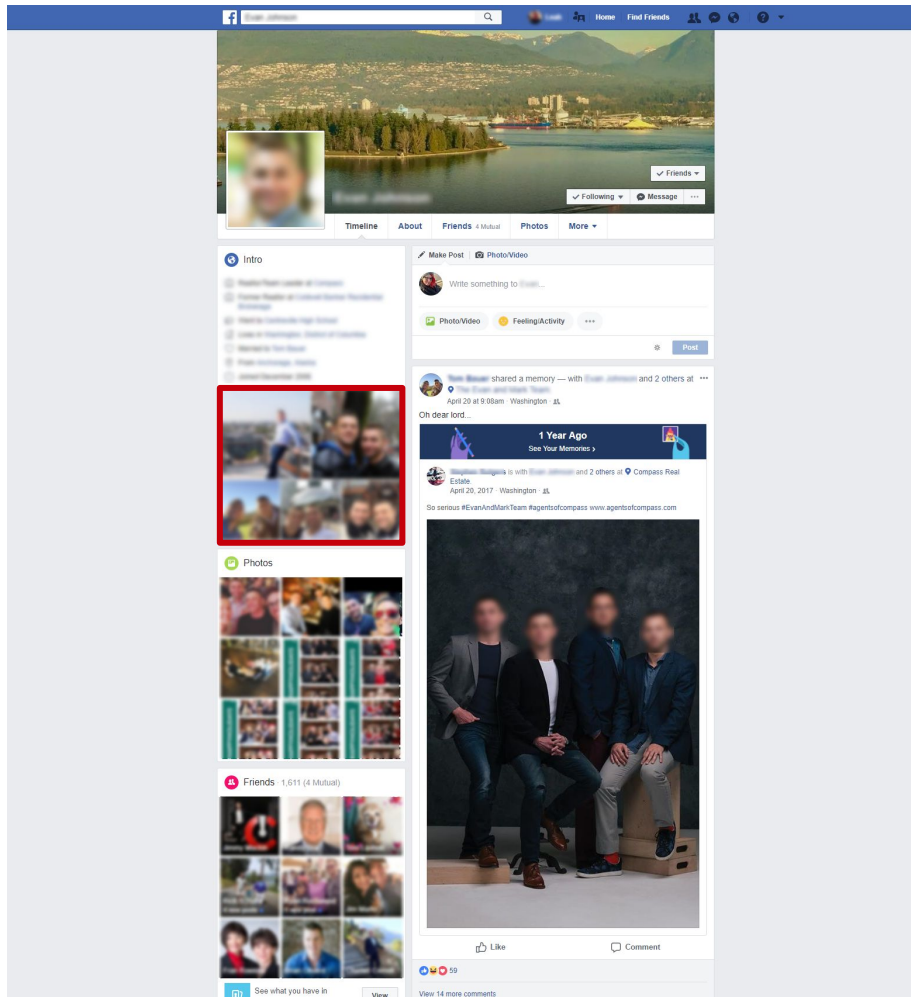


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What's Trending Now



Facebook® Personal Profile

- Cover Image/Video
- Profile Photo
- Intro/Personal Data
- **Featured Photos**

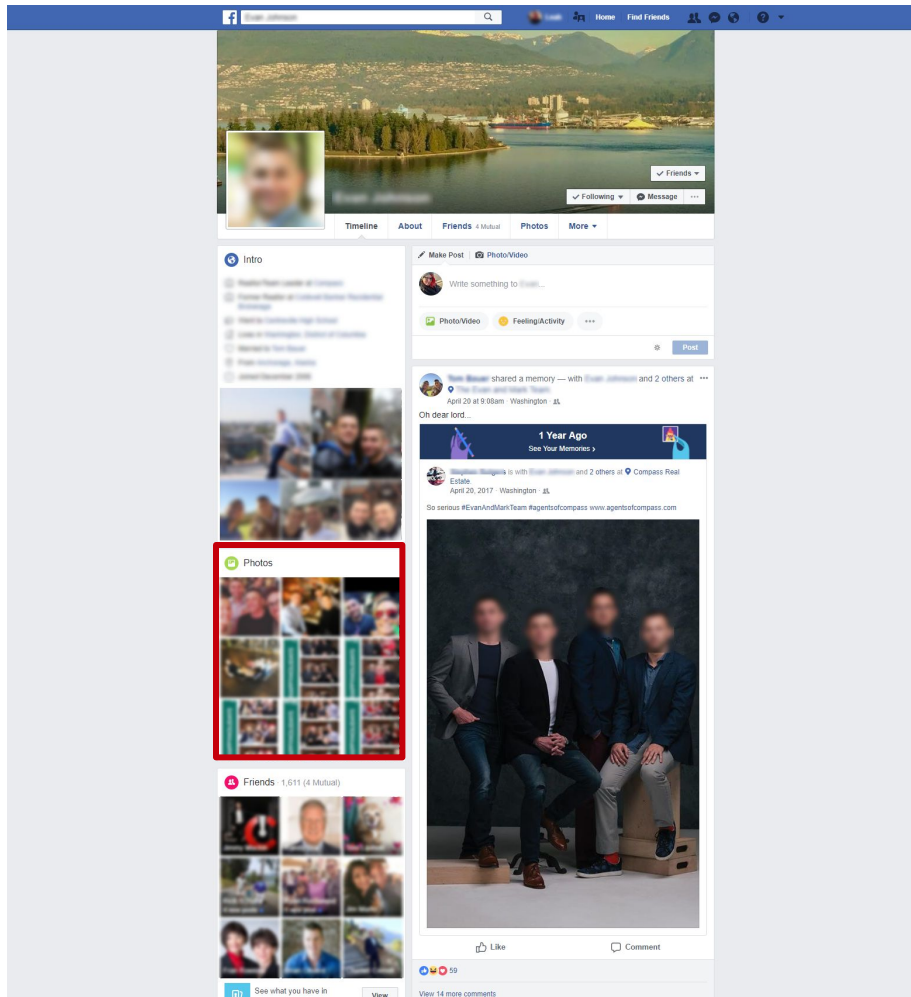


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What's Trending Now



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- Cover Image/Video
- Profile Photo
- Intro/Personal Data
- Featured Photos
- **Photos**

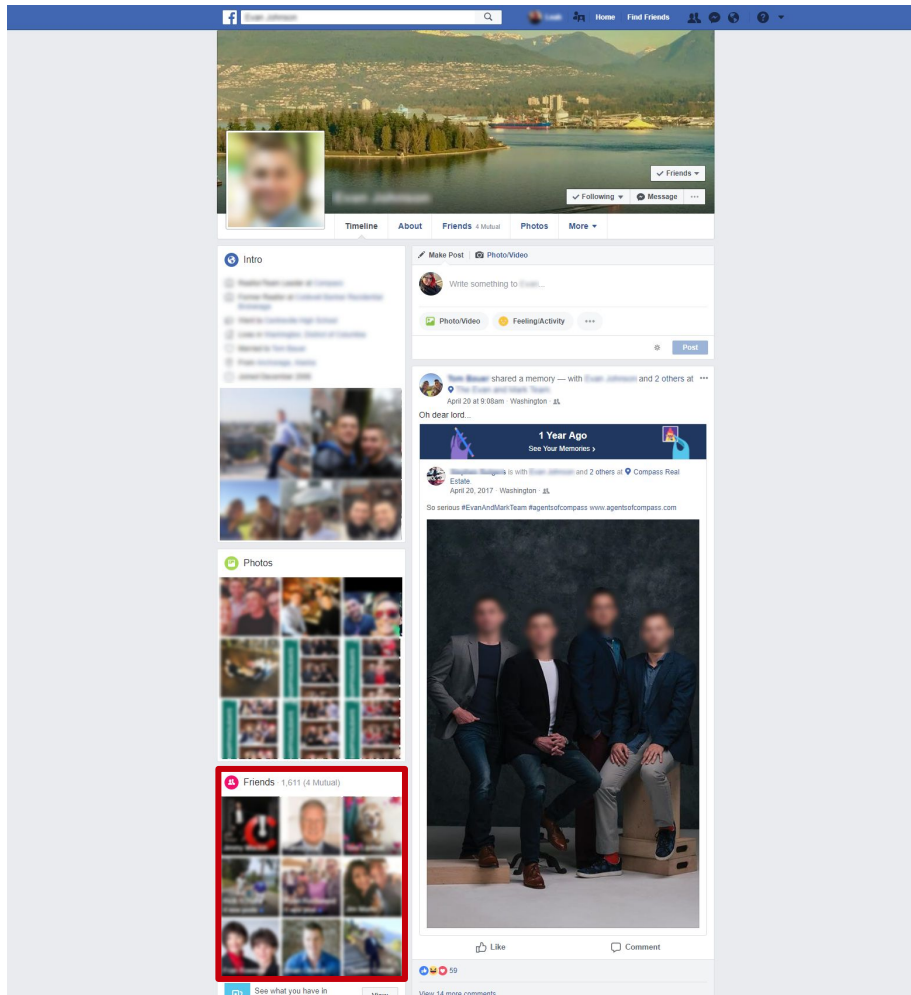


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What's Trending Now



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- Cover Image/Video
- Profile Photo
- Intro/Personal Data
- Featured Photos
- Photos
- **Friends**

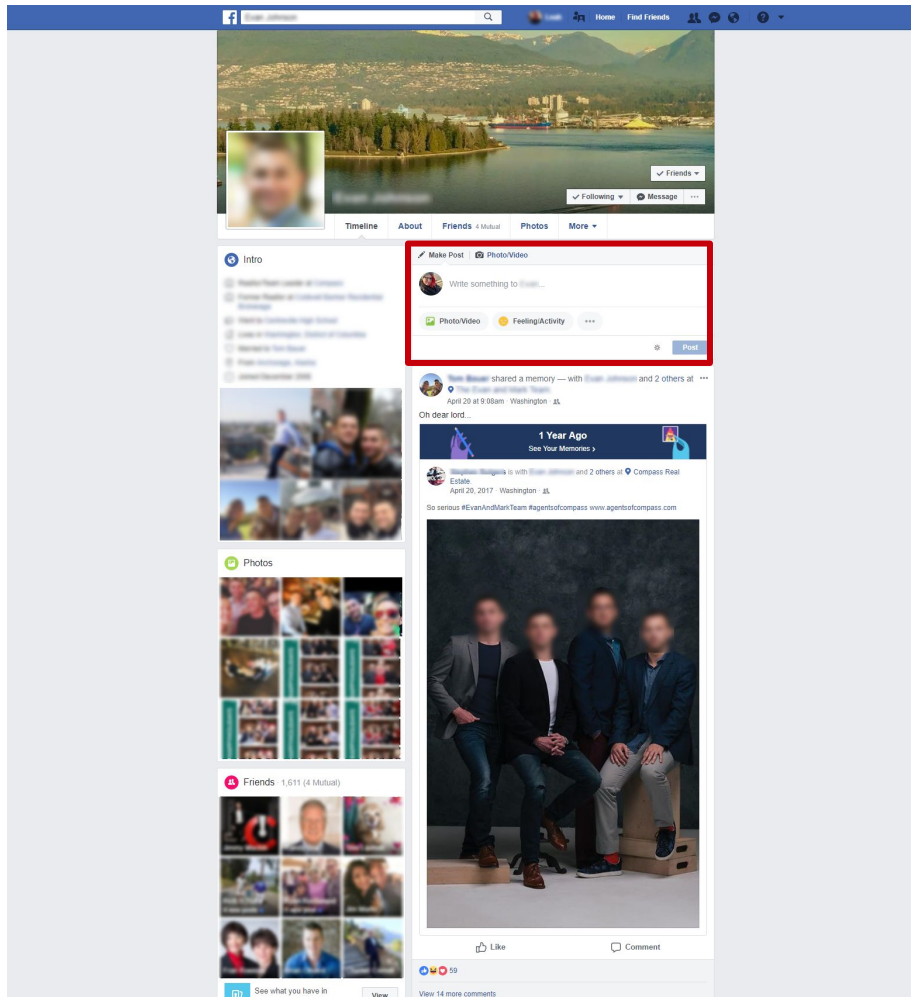


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What's Trending Now



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- Intro/Personal Data
- Featured Photos
- Photos
- Friends
- **Publisher Box**

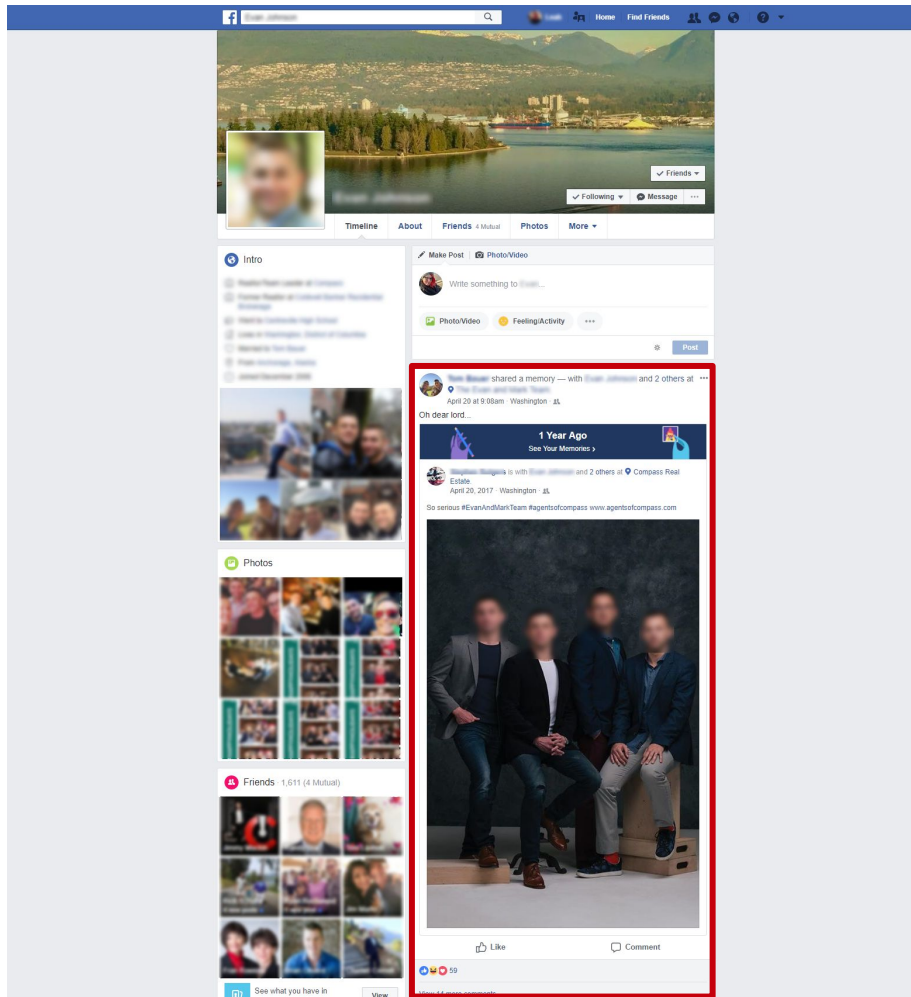


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What's Trending Now



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- Featured Photos
- Photos
- Friends
- Publisher Box
- **Timeline/News Feed**



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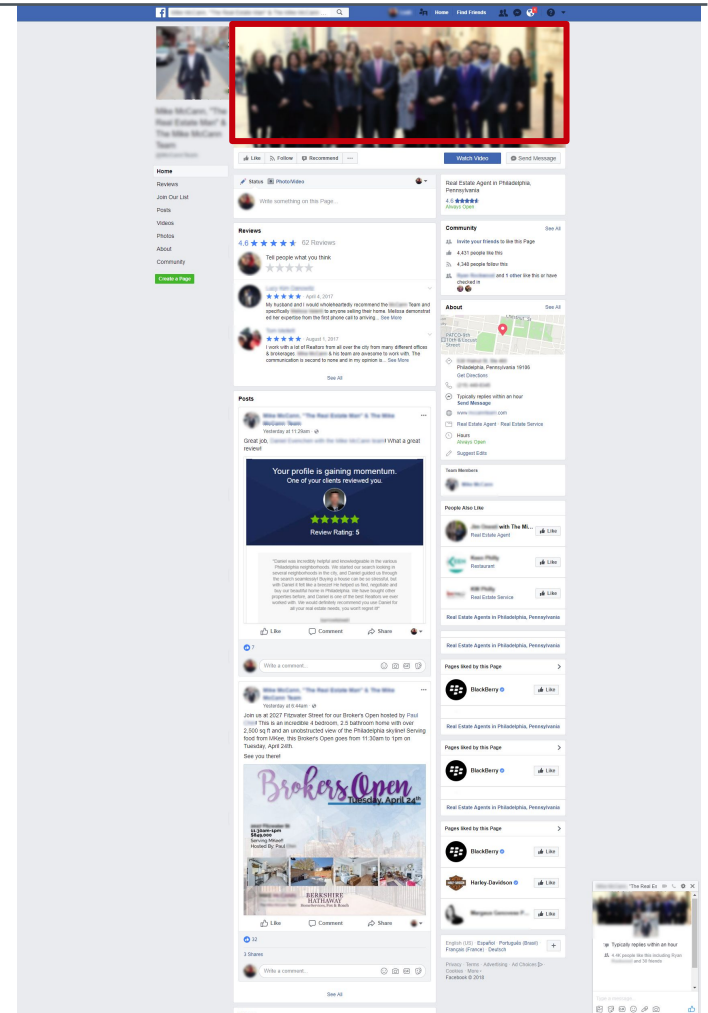


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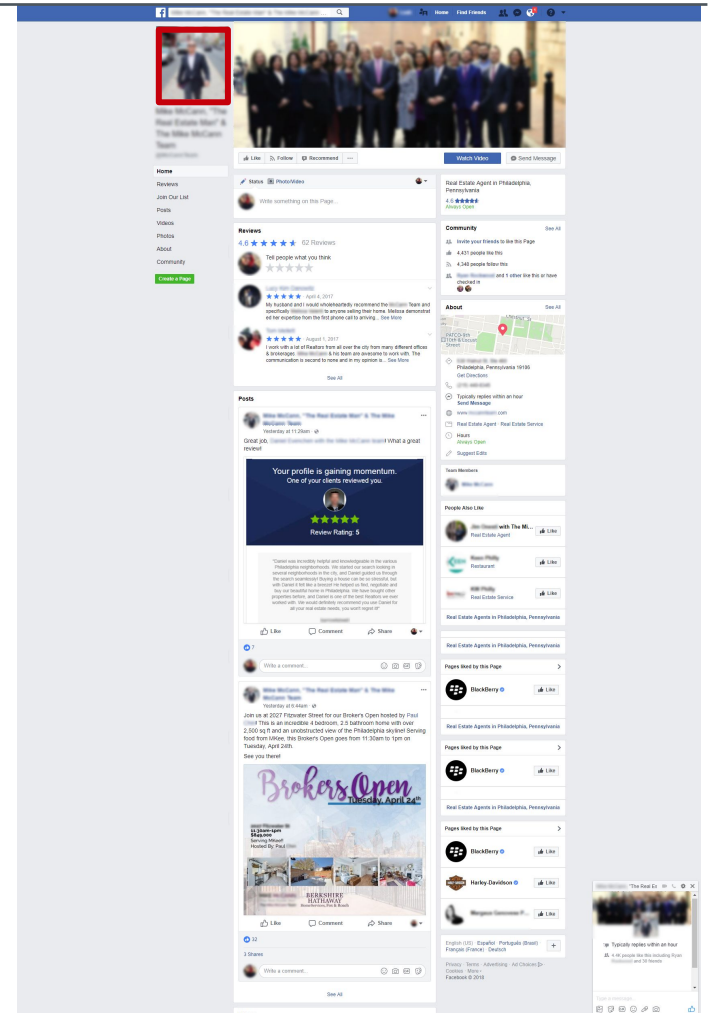


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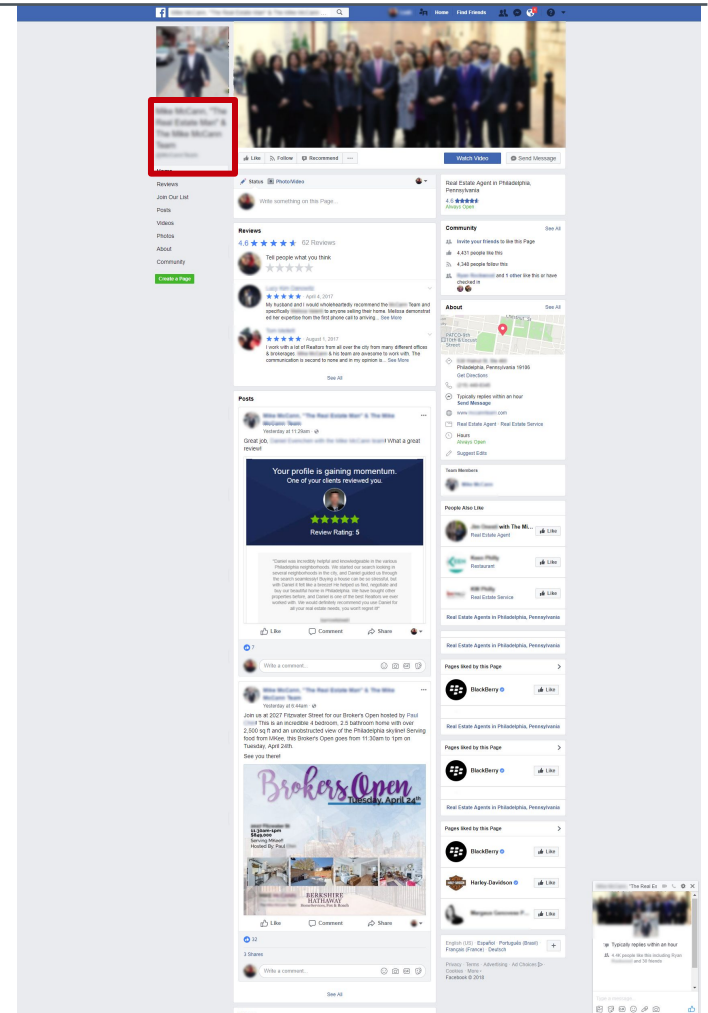


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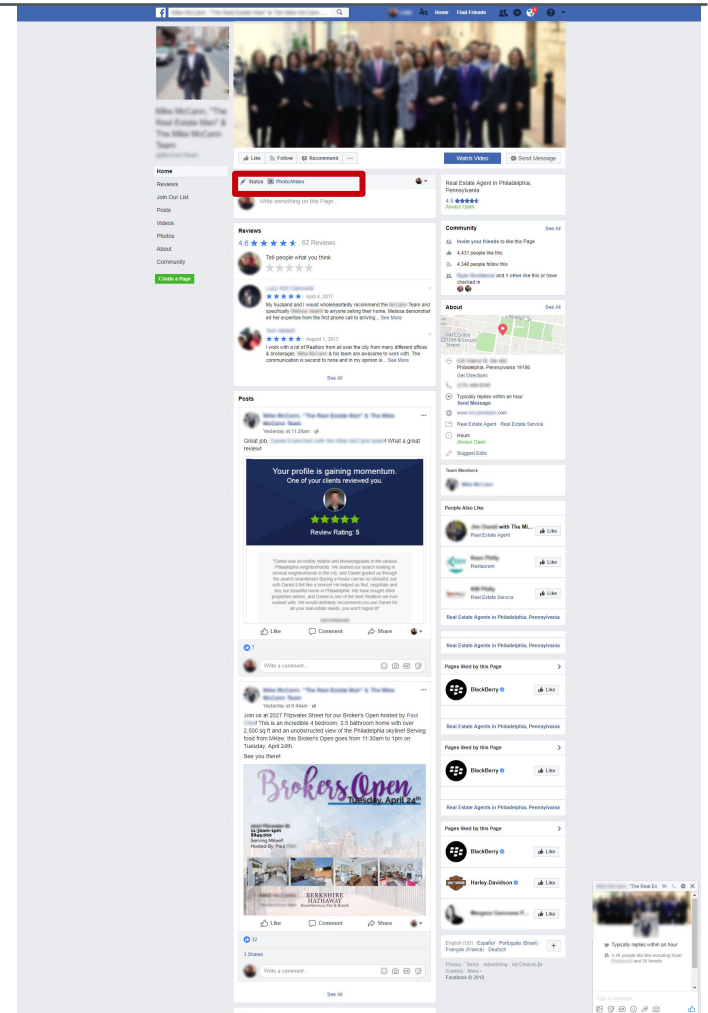


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- **Tabs**



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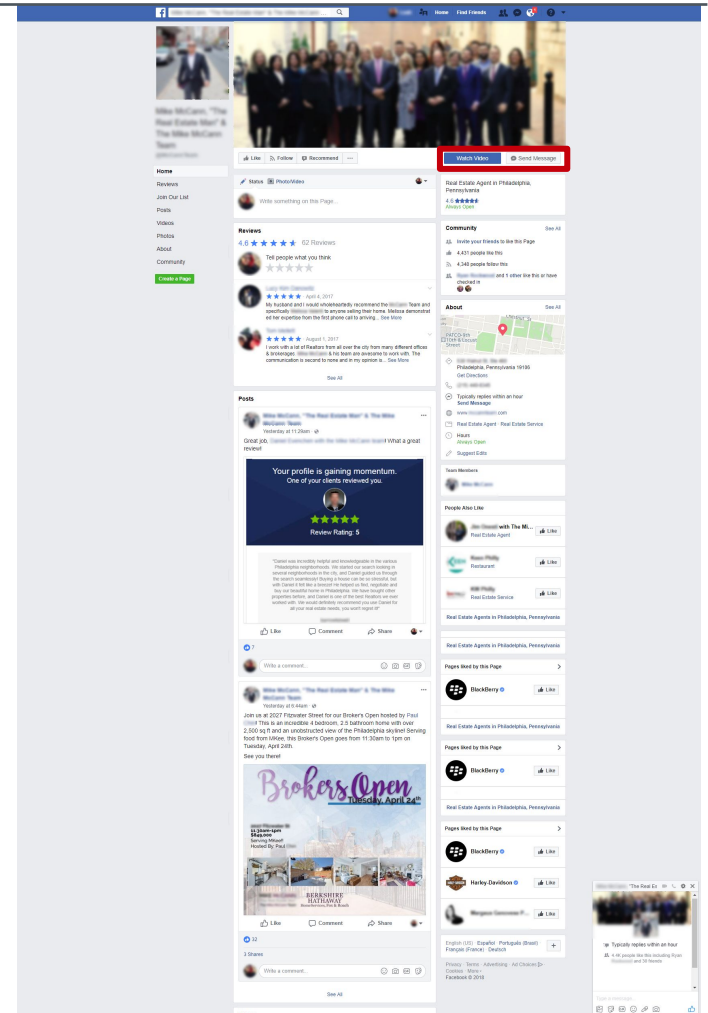


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- **Calls to Action**



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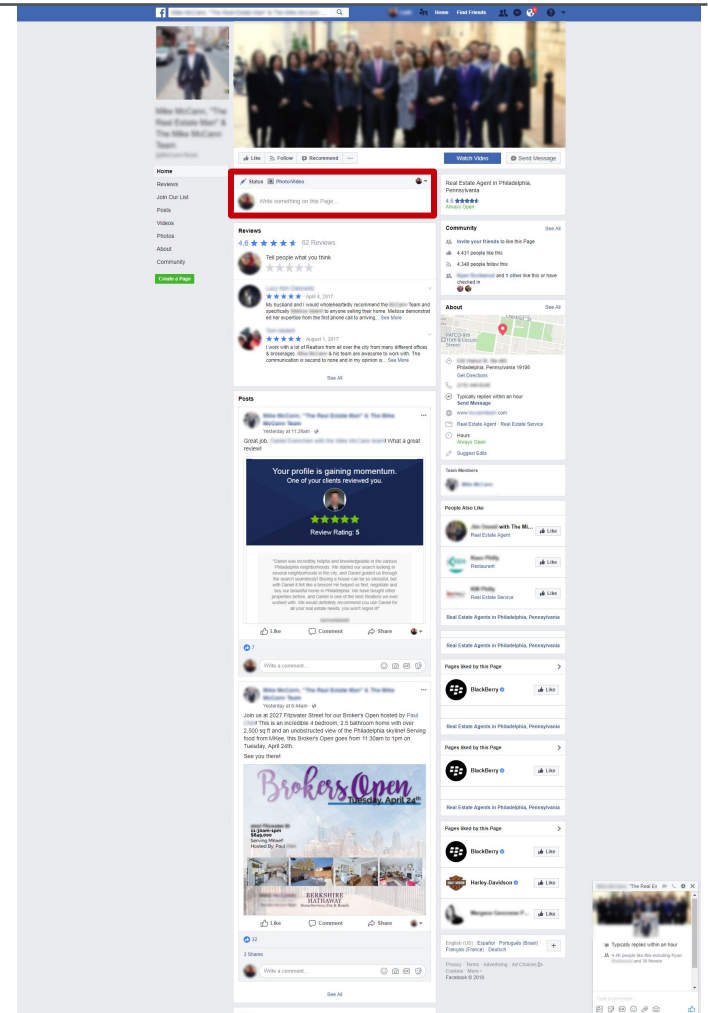


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- Cover Picture/Video
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- Page Title & Username
- Tabs
- Calls to Action
- **Status Update**



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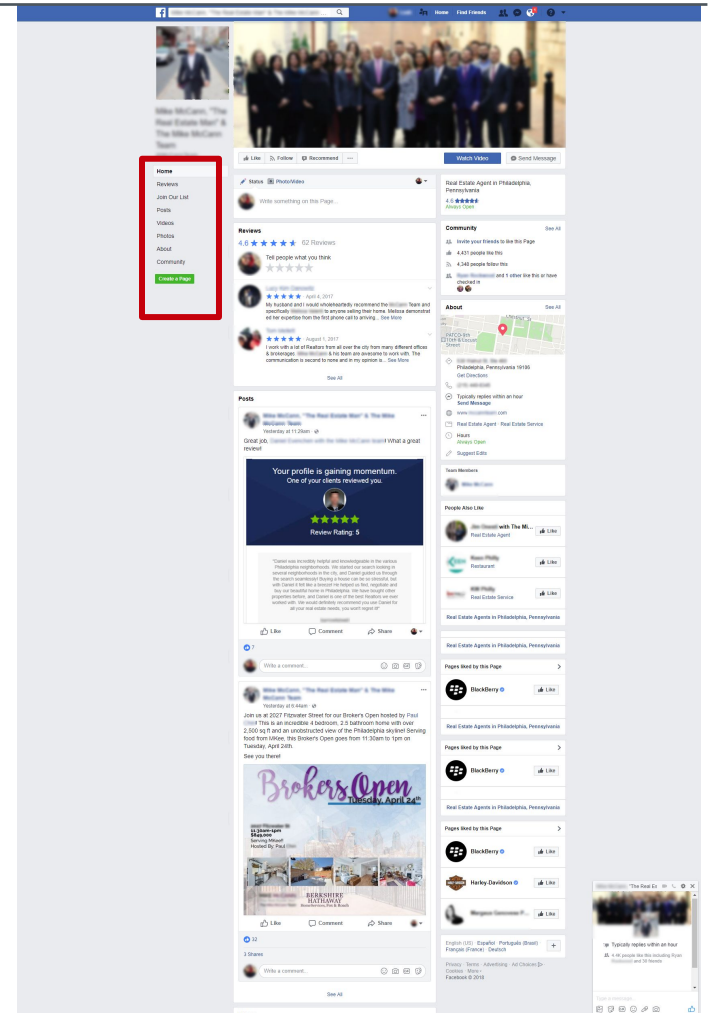


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- Tabs
- Calls to Action
- Status Update
- **Business Page Tabs**



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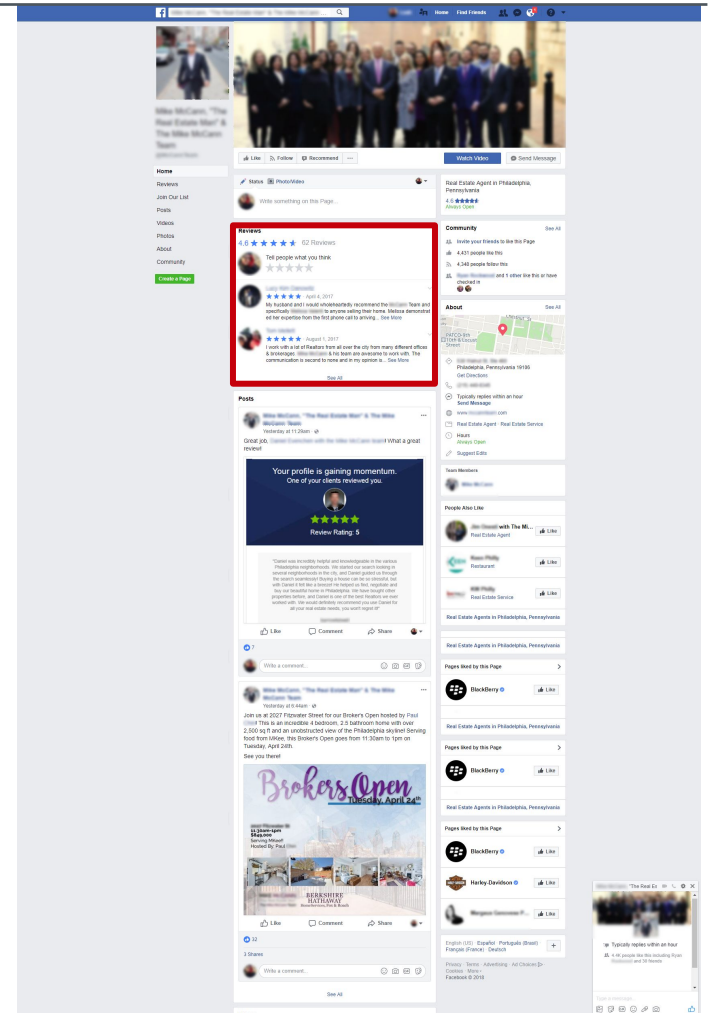


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- Tabs
- Calls to Action
- Status Update
- Business Page Tabs
- **Reviews**



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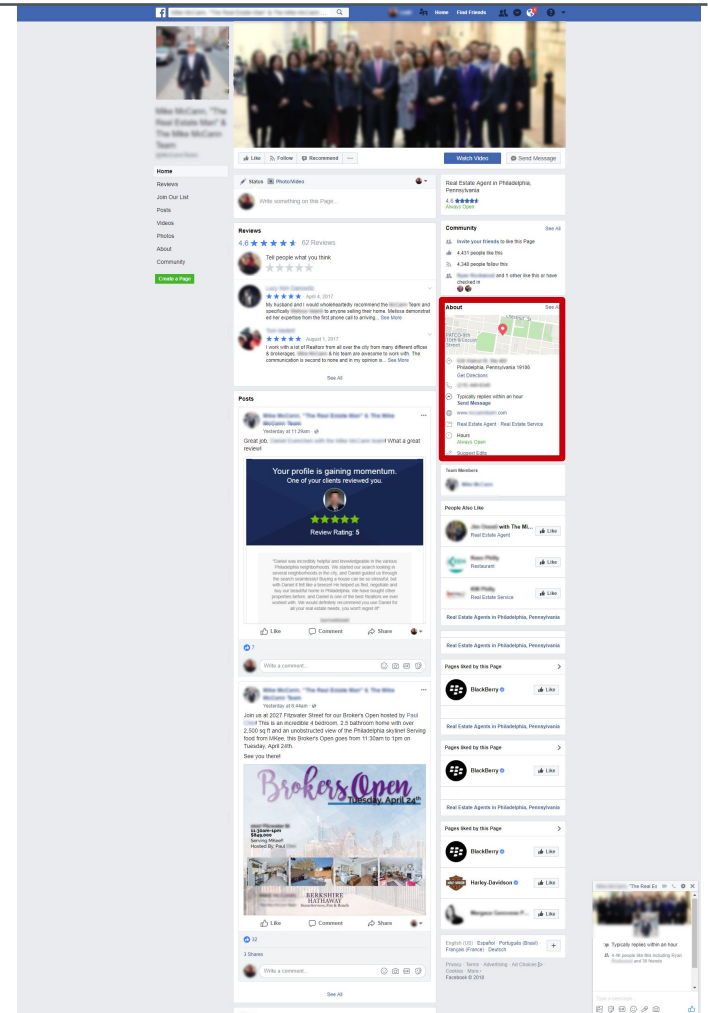


What's Trending Now



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- Cover Picture/Video
- Profile Picture
- Page Title & Username
- Tabs
- Calls to Action
- Status Update
- Business Page Tabs
- Reviews
- **About**



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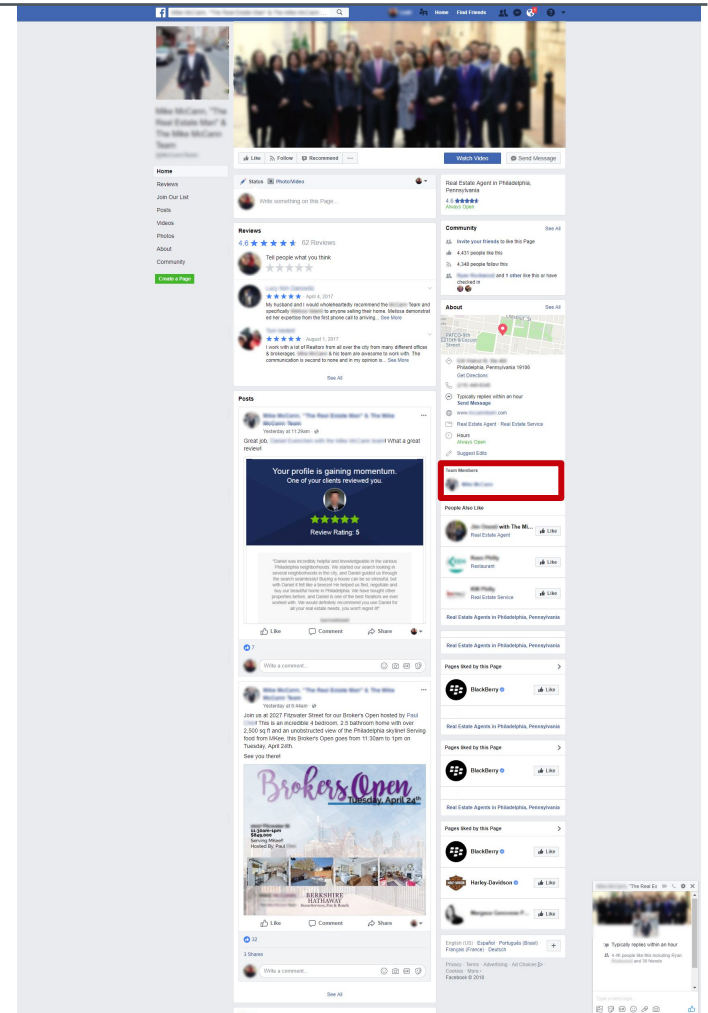


What's Trending Now



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- Page Title & Username
- Tabs
- Calls to Action
- Status Update
- Business Page Tabs
- Reviews
- About
- **Team Members**



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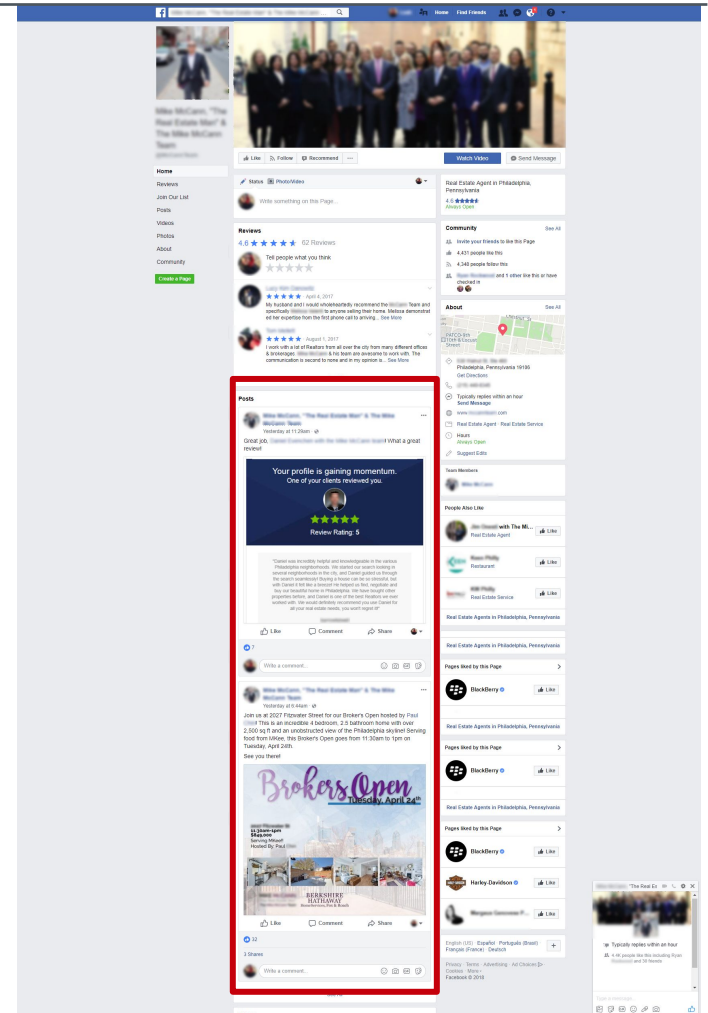


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- Reviews
- About
- Team Members
- **Content**



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If you haven't built a Business Page, it's time.
Check out the "Building A Facebook® Business Page" Handout on
the webinar download page, after the webinar.



Disclaimer: Please familiarize yourself with and follow your employer's policy on social media engagement.



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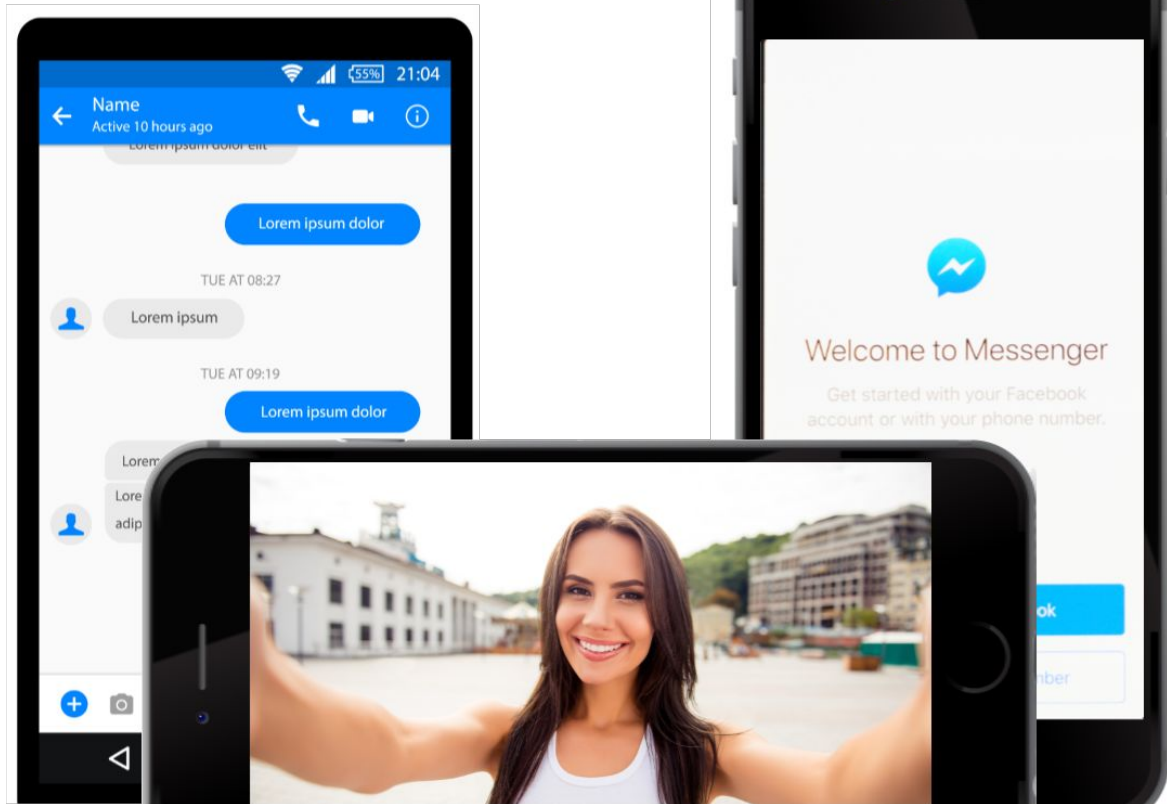
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1.2 BILLION ACTIVE MONTHLY USERS



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1.2 BILLION



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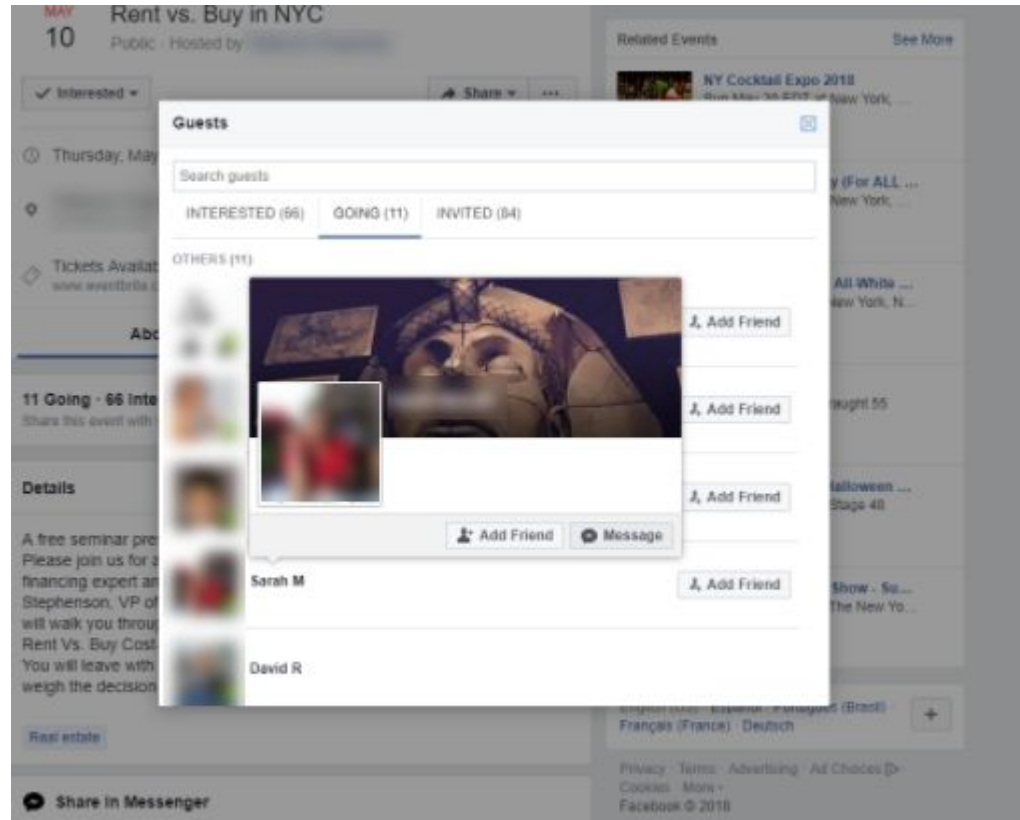
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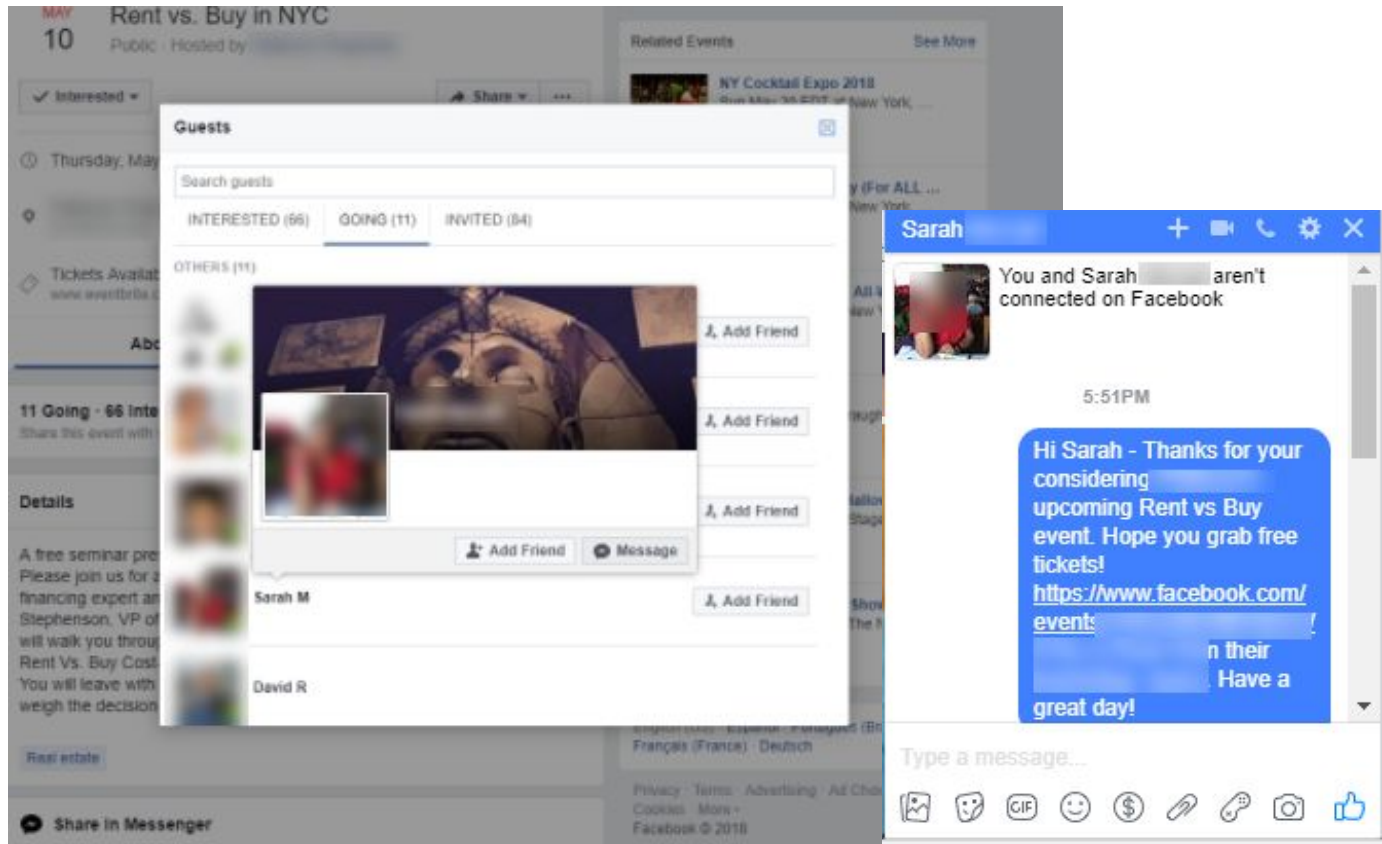
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WHAT'S TRENDING NOW

STANDARD
FRAC



ADD FRIENDS
CREATE LISTS
LIKE & COMMENT
CREATE GROUPS
ADD CONTENT
REQUEST REVIEWS



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Add friends/followers to your page daily.

Create and utilize the friend lists

Like and comment on the posts of your followers

Create groups

Add content to your site regularly

Get client reviews



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The screenshot shows a Facebook interface. At the top is a blue navigation bar with the Facebook logo, a search bar, and icons for home, friends, and notifications. Below the navigation bar, the main content area is divided into two columns. The left column is titled 'Respond to Your 43 Friend Requests' and lists six pending requests, each with a profile picture, name, and 'Confirm'/'Delete Request' buttons. The right column contains three sections: 'Add Personal Contacts' with icons for email, cloud, and social media; 'Search for Friends' with a search bar and filters for Name, Hometown, Current City, High School, Mutual Friend, and College or University.

Respond to Your 43 Friend Requests
View Sent Requests

Add Personal Contacts

Search for Friends

Find friends from different parts of your life

Name
Search for someone

Hometown
☐ San Diego, California
Enter another city

Current City
☐ San Diego, California
Enter another city

High School
Enter a high school

Mutual Friend
☐ Pam Marks
☐ Steve Marks
☐ Sarah Marks
Enter another name

College or University



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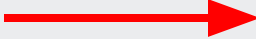


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Content enrichment

ENRICH PEOPLE OR COMPANIES



For example:



Ryan Rockwood
Chief Operating Officer at Virtual Results, Inc

[View Code](#)

[in](#) [t](#) [f](#) [p](#) [me](#) [v](#) [Show More](#)

Rancho Palos Verdes, California, United States

Male / Age 33-43

BIO

Rancho Palos Verdes Real Estate Sales. Online business development and marketing expert. Specialties: Rancho Palos Verdes Real Estate Expertise, Online Marketing

TOPICS

SOCIAL AFFINITIES

None Found

CURRENT JOBS

Chief Operating Officer
Virtual Results, Inc

CUSTOMIZE YOUR PERSON DATA

Base Person Enrichment ⓘ

FREE DATA ADD-ONS

☒ Demographics ⓘ

☒ Topics ⓘ

PAID DATA ADD-ONS

☒ Affinities ⓘ

☒ All Social ⓘ

☒ Employment History ⓘ

[Manage Data Add-ons in My Plan](#)

[Read about Data Add-ons in the Docs >](#)



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Create and utilize friend lists

Like and comment on the posts of your followers

Create groups

Add content to your site regularly

Get client reviews



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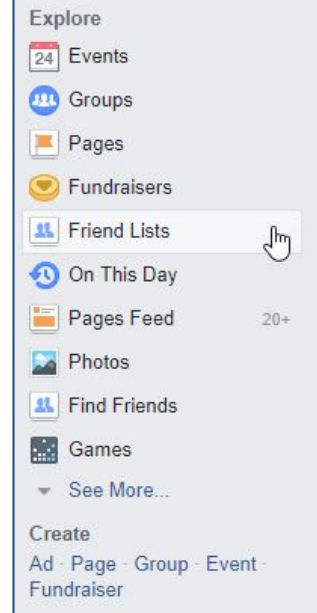
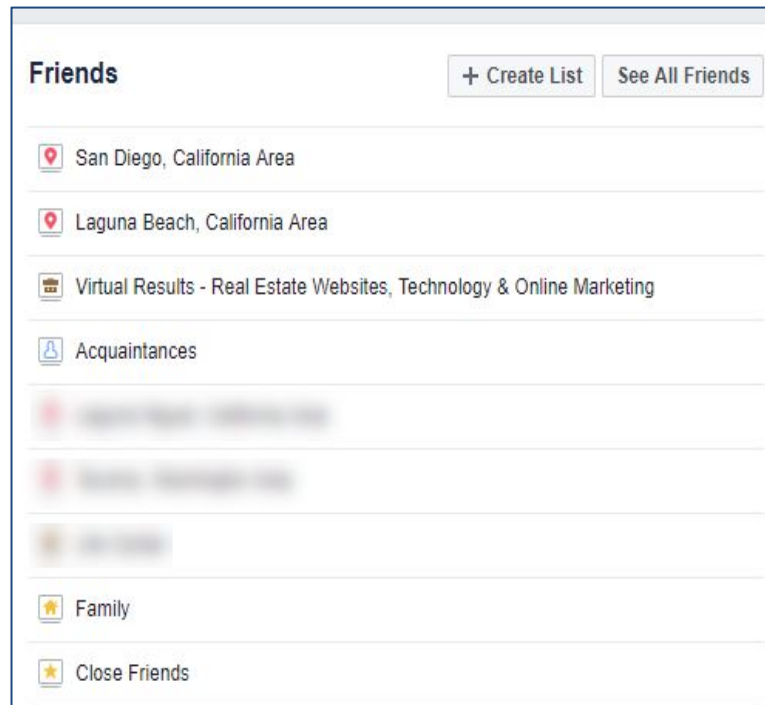
What's Trending Now



WHAT'S TRENDING NOW

LISTS

Click Friend Lists under Explore on the left side of your News Feed



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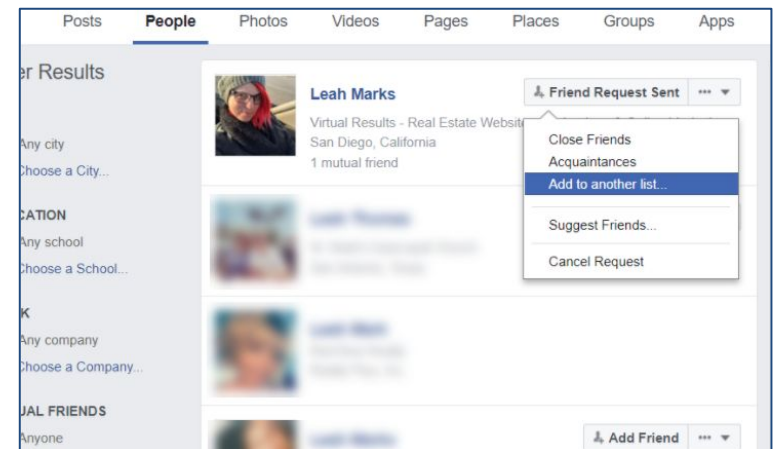
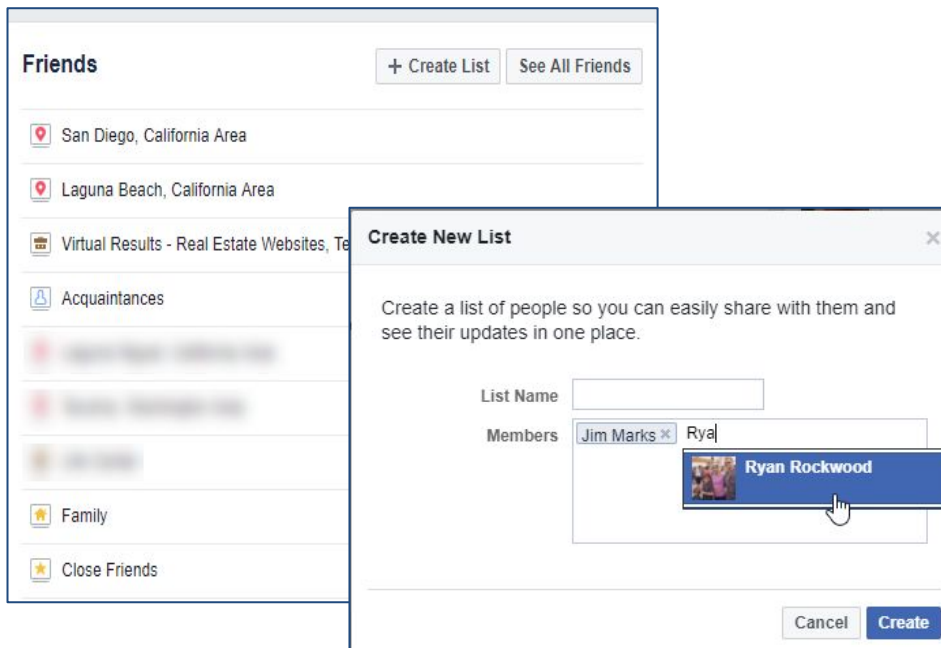


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CREATING LISTS

1. Under Friends Lists, click "Create List"
2. Name List / Add user (optional)
3. Search for friends, then click on their name to add them to the list
4. Click Finish



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Create and utilize friend lists
Like and comment on the posts of your followers
Create groups
Add content to your site regularly
Get client reviews



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STANDARD
DRAFT



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Facebook® Groups

Groups can be a powerful way to establish your expertise; create an engaged community; and find new customers, peers, and partners.

The Benefits of Groups include:

- Increased organic reach/impressions in niche communities
- Business networking/building relationships
- Connection to sphere of friends
- Use messenger to open conversations, instead of phone number
- Group chat with your group members.



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Facebook® Groups

- Set it up completely (info, cover photo, etc)
- Invite your friends
- Share your group with other related groups
- Share on your page and personal timeline
- Read and comment/like other posts
- Post quality content regularly, don't let activity stagnate

A screenshot of the Facebook "Create New Group" interface. It features a header "Create New Group" with a close button. Below is a carousel of group images with a text overlay: "Groups are great for getting things done and staying in touch with just the people you want. Share photos and videos, have conversations, make plans and more." The main form includes a "Name your group" text input, a "Personalize your invite with a note" button, an "Add some people" section with a text input "Enter names or email addresses...", a "Select privacy" dropdown menu currently set to "Closed Group" (with a subtext "Anyone can find the group and see who's in it. Only members can see posts."), a "Pin to Shortcuts" checkbox, and a blue "Create" button at the bottom right.

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POST A VARIETY OF CONTENT

- Coming Soon
- Just Listed
- Just Sold
- Testimonials
- Open House
- Behind the Scenes
- Adventures in Real Estate
- Community Life
- Team Spotlight
- Local Business
- Local Influencers
- Community Events
- From the Archives/Throwback
- Text Quotes



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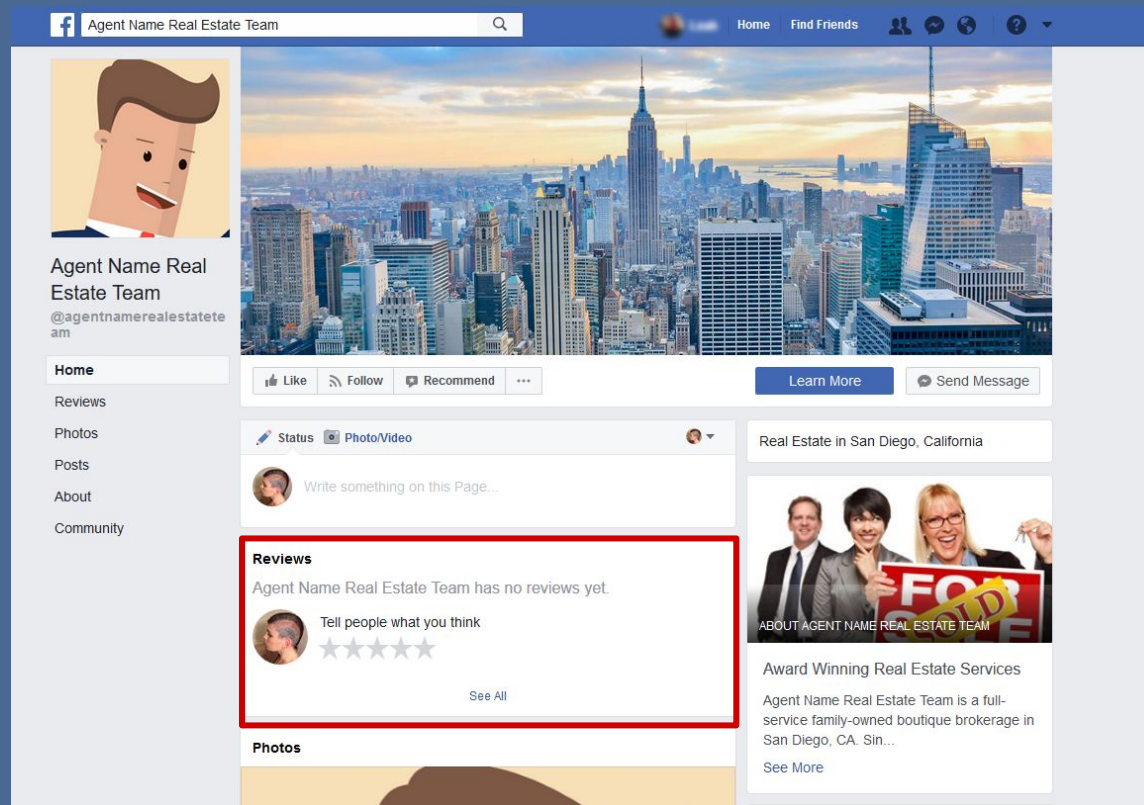


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Getting Reviews

one of the first elements seen on your Business page



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Getting Reviews

1. Send the Review url direct link
2. Ask at every closing
3. Don't delay. The longer you wait, the less likely you are to get a review



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WHAT'S TRENDING NOW

ADVANCED
ANALYTICS



EVENTS
CONTESTS
POLLS
RETARGETING
ADS
INSIGHTS



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WHAT'S TRENDING NOW

**Create opportunities to engage, such as
Events, Fundraisers & Polls**

Set up Site Retargeting

Create Facebook® Ads

Utilize Facebook® Insights



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Facebook® Poll

2018 **Team 100th Home Sale First Round**

The **Team's 2018 100th Home Sale Voting Poll!**

Please select your favorite charity below, you can vote one time per day. Make sure to come back daily to place a vote for your favorite charity!

Interested in learning about how your home can become our 100th Home Sale of 2018?

Give us a ring, [877-888-8722](tel:877-888-8722) or send us a note info@pnc.com

Vote for a Charity! *

- | | | |
|--|--|--|
| <input type="radio"/> ST. JAMES | <input type="radio"/> ST. JAMES | <input type="radio"/> ST. JAMES |
| <input type="radio"/> ST. JAMES | <input type="radio"/> ST. JAMES | <input type="radio"/> ST. JAMES |
| <input type="radio"/> ST. JAMES | <input type="radio"/> ST. JAMES | <input type="radio"/> ST. JAMES |



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Facebook® Fundraiser



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Create opportunities to engage, such as
Events, Fundraisers & Polls

Set up Site Retargeting

Create Facebook® Ads

Utilize Facebook® Insights



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Audience

NEW AUDIENCE ▾

☐ Use info from your pixel or app to create a retargeting audience.

☒ Define a broad audience and let Facebook optimize who sees your products. [Learn More](#)

Custom Audiences ⓘ

Add Custom Audiences or Lookalike Audiences

All	Lookalike Audience	Custom Audience
	Lookalike (US, 2% to 5%) - [redacted] Visit...	Lookalike
	Lookalike (US, 1%) - [redacted] Visitors 60 ...	Lookalike
	[redacted] Visitors 90 Days	Website
	Lookalike (US, 1%) [redacted] Sitewide	Lookalike
	[redacted] n Sitewide	Website
	[redacted]	Website
	[redacted] Custom Audience	Customer List



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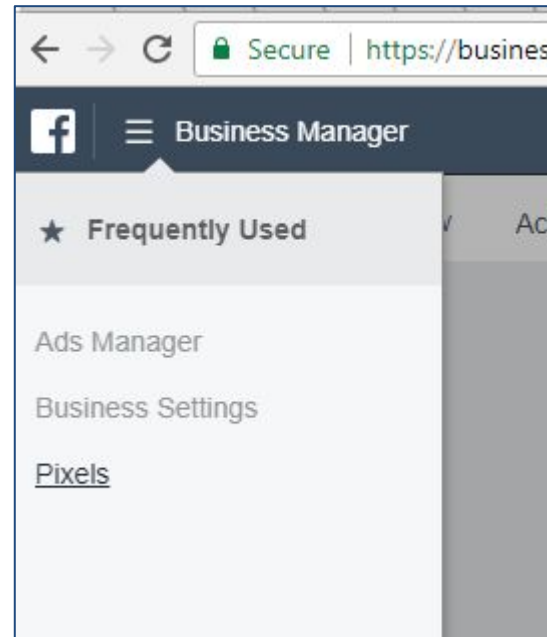
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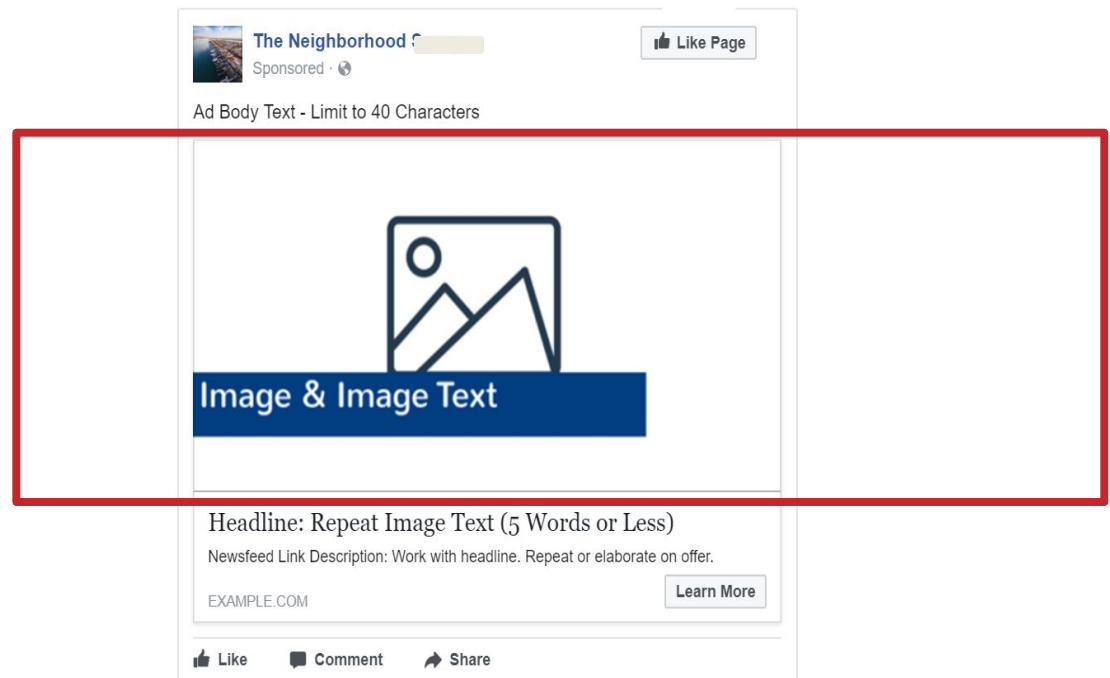
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1. Best Photo / Most Important Message
"Short and Snappy" on dark background



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2. Headline, repeat “Short and Snappy” image text and perhaps expand on it.



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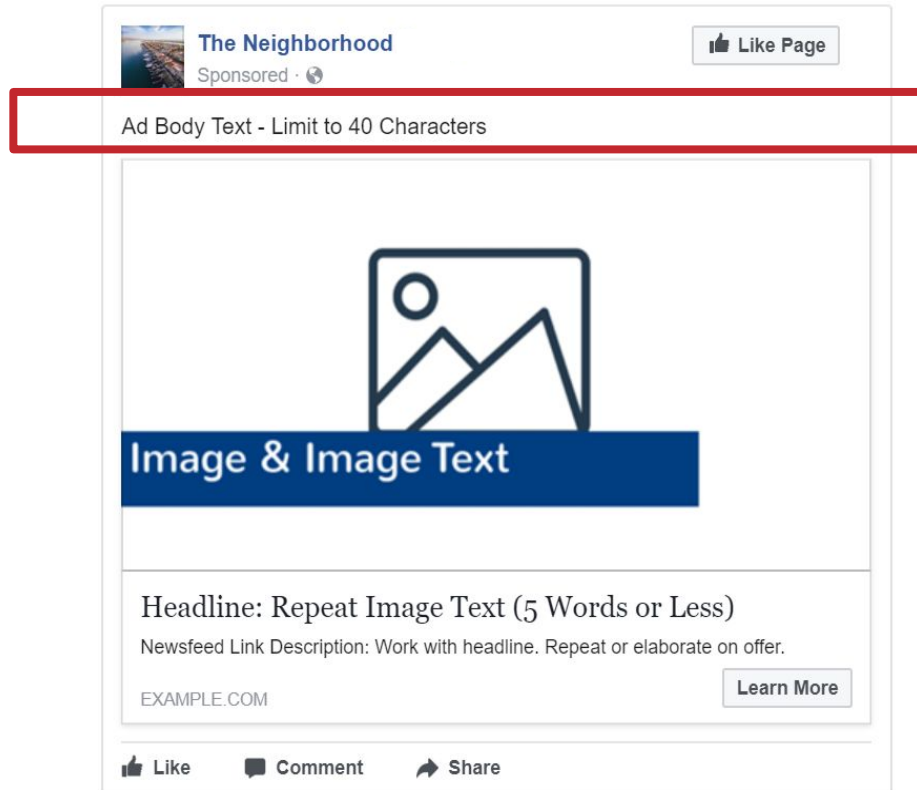
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3. Ad Body Text



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4. News Feed link description



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5. Call To Action



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Top Ad Types

Coming Soon
Just Listed
Just Sold
Home Value
Branding / Sphere of Influence

Published by Ryan Rockwood [?] · Just now ·

Just Sold by [?] - 2+ Acres in [?] - 5 bed / 6 baths -
Get the full info on price and how this sale may influence the price of your home! Click below for full details.

Rancho Santa Fe, CA 92067
Listing agent [?] official website for [?] Rancho Santa Fe, CA 92067. Beautiful property in incomparable Fairbanks Ranch.

Just Sold
Latest sold homes [Learn More](#)

New Fairbanks Ranch Listing
5 Beds / 6 Baths...



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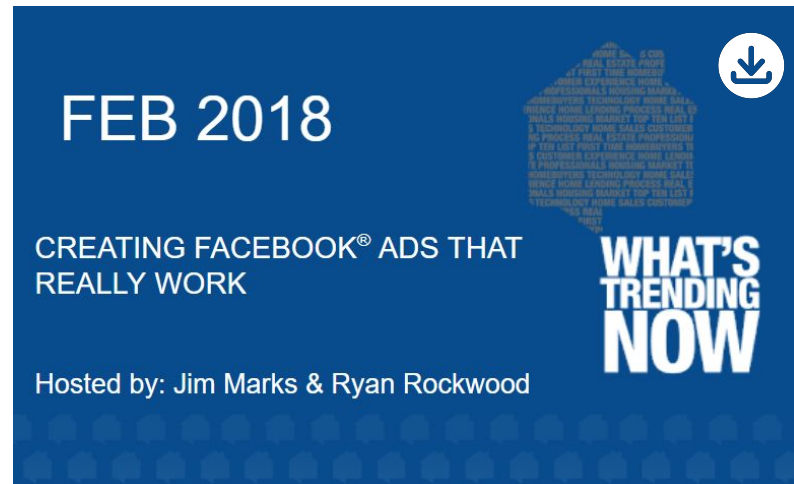


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WHAT'S TRENDING NOW

To learn more about creating Facebook® Ads, please check out the What's Trending Now February webinar on the PNC Replay page.



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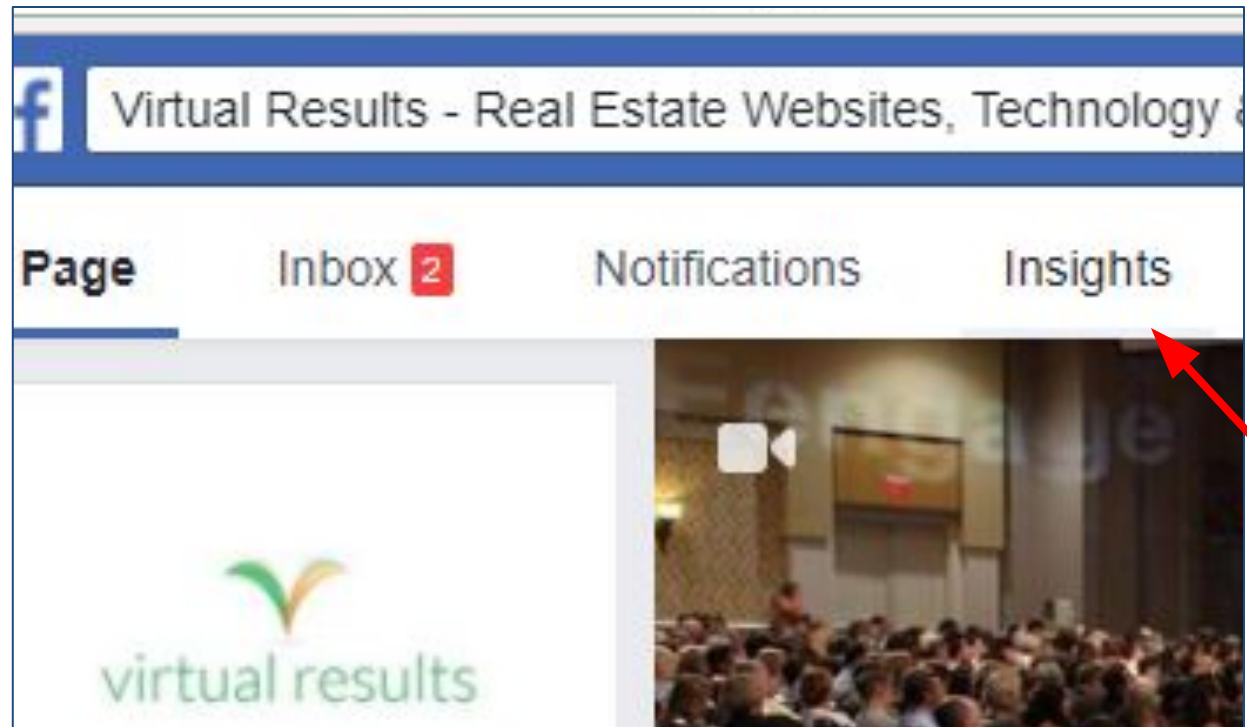
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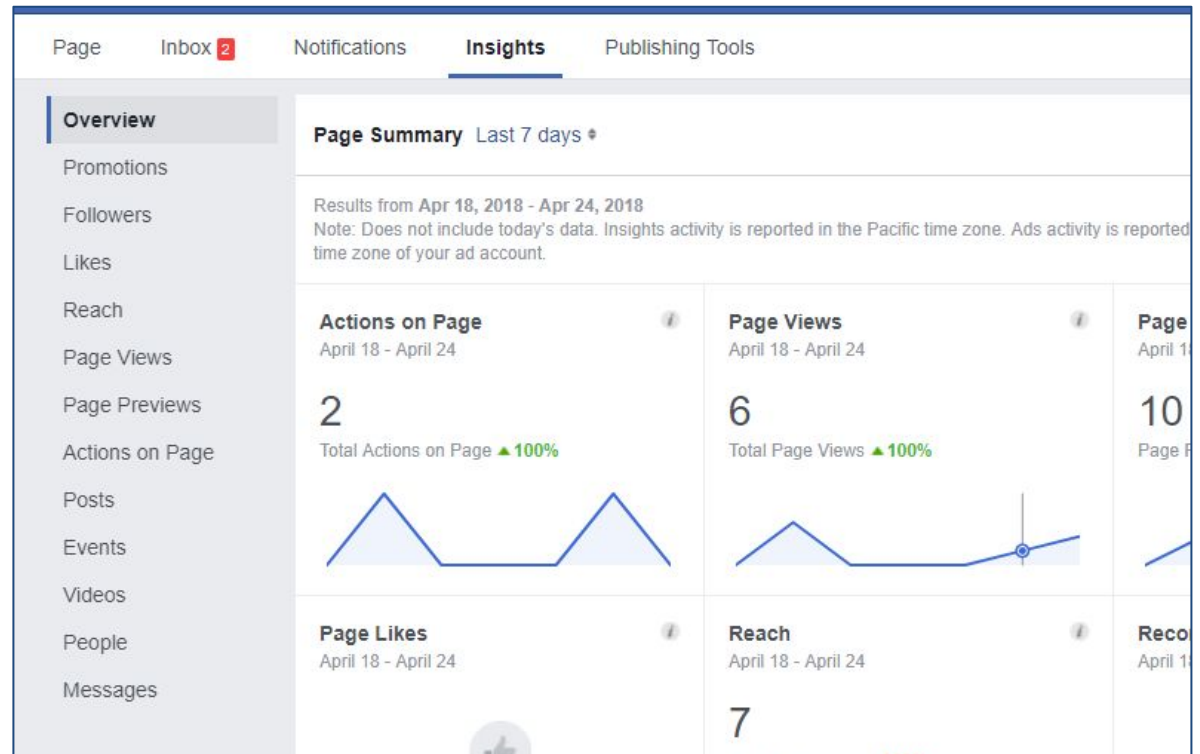
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- a) Learn what content is working the best by looking at your recent posts (click “See All Posts” for an in-depth analysis)
- b) Making improvements with this data is KEY.

What's available:

- Actions on Page, Page Views, Page Previews, Page Likes, Reach, Recommendations, Post Engagements, Videos, Page Followers



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SO, ARE YOU READY TO IMPLEMENT THIS STRATEGY?



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HOME SALES CUS
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ST FIRST TIME HOMEBU
HOMER EXPERIENCE HOME
PROFESSIONALS HOUSING MARKET
HOMEBUYERS TECHNOLOGY HOME SALE
EXPERIENCE HOME LENDING PROCESS REAL ES
NALS HOUSING MARKET TOP TEN LIST F
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ESS REAL
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TYPI

WHAT'S TRENDING NOW

- Drives Traffic
- Creates Conversion
- Retains Sphere
- Creates REAL Business



EQUAL HOUSING
LENDER



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