

## WRITING SAMPLES: PARADYM.COM/BLOG

[Blog series](#) intended to help Realtors® design and implement a social media strategy. Written for the launch of the [Success Academy at paradym.com](#).

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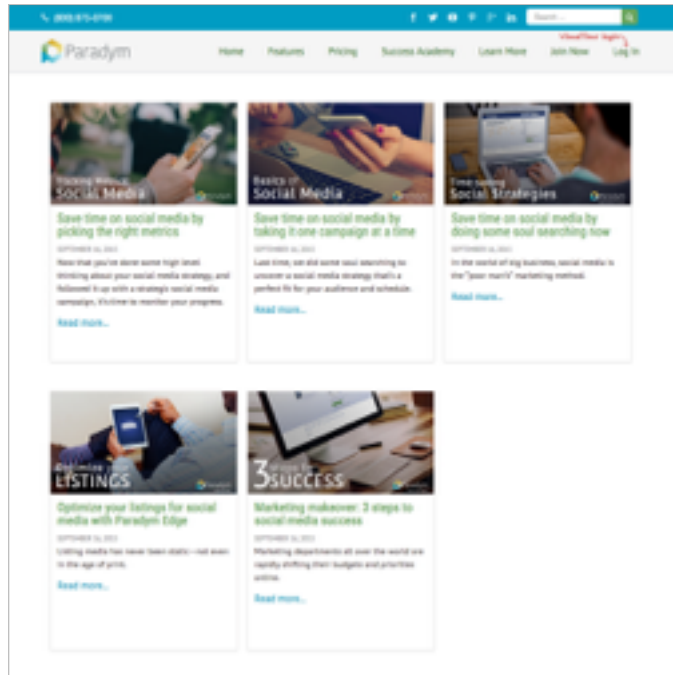
### Marketing makeover: 3 steps to social media success

Marketing departments all over the world are rapidly shifting their budgets and priorities online. The so-called “digital marketing” is no longer a buzzword from Silicon Valley—it’s an organizational reality that businesses ignore at their peril.

Realtors®, though, have been more insulated from these shifts than most, as traditional advertising and word of mouth have shown themselves to be surprisingly resilient marketing channels among independent contractors. This explains, in part, why social media marketing has been a slower sell in real estate quarters. Why pull resources from a marketing channel that’s still working to invest in something new?

At Paradym, we invite Realtors® to look at social media marketing from another angle. Set aside all the hype about building an online brand and creating an audience out of thin air for a second. You don’t have to be a Search Engine Optimization (SEO) expert or a Twitter junkie to have a social media strategy—and you don’t have to forfeit your sales strategy. In fact, a well laid social media strategy can become a foundation for organically growing your leads, referrals and listings for years to come.

So where do we begin? Here are three small steps you can take that will amount to a giant leap toward social media success:



**1. Open some accounts.**

First things first: you need to have the means to connect with your friends, neighbors and clients online. Set yourself a goal over the next work week to take the top four or five social platforms for agents and start one account a day. If you're new to this, it's going to take some deep breathing and a little discipline, but remember—social media is an investment, not a life sentence. You're opening these accounts to make your existing service more readily available. And if you start feeling lost, visit the Success Academy. You'll be glad you did.

**2. Give your accounts the MLS treatment.**

With all the exposure you're already getting just through your listings—whether by MLS, ListHub or portals like Homes.com, Realtor.com, Trulia and Zillow—it's crucial that you convert your new social accounts into distribution hubs for your listings. In the past this has been a painstaking process of manually updating your home page or newsfeed one account at a time, but social media automation is an emerging opportunity for Realtors®, as Paradym Edge members already know. Facebook's app functionality has also made it possible—with the right tools—to display dynamic, automated inventory of your listings or tours directly from your Facebook page.

**3. Notify your friends.**

A lot of experts will suggest you wait to share your pages until they're beefed up with content—that's great advice for bigger teams with marketing staff to spare, but our first goal is to make your service readily available online. Now that you've done all the work to start your social accounts, it's important to reach out to friends, clients and professional contacts on those platforms just as you would at a social event. Once users start hopping "organically" from one of your social sites to your web page, some good things can start to happen at a pretty fast pace. So, hold on!

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## **Optimize your listings for social media with Paradym Edge**

Listing media has never been static—not even in the age of print. (Remember the [MLS book](#)?) But since the rise of competitive online portals like Homes.com and Zillow, it seems like our listings are expected to be everywhere at once. That's why every Paradym Edge account comes with a fully integrated social media delivery system for your listing media.

While our range of benefits is expanding all the time, here's a shortlist of what you can expect as a Paradym Edge member:

*Facebook App.* Gone are the days of dutifully posting every tour on your Facebook wall. With the Paradym Facebook App, your entire inventory of tours displays on your Facebook Business page automatically and dynamically—no need to update. Clicking “My Paradym VisualTours” under the App menu, visitors to your page instantly browse your full catalog of live property listings. [Learn more.](#)

*Don't have a Facebook  
Business page yet?  
Not to worry.*

*“Share” shortcut.* The Facebook App is only the beginning of the automation benefits you get with Paradym Edge's Social Media Suite. The “Share” feature on your Tour Dashboard lets you distribute your new media with your entire social network with the click of a button. Once you've made your new tour, simply click from the row of icons for Facebook, Twitter, LinkedIn, Pinterest, and Instagram—and just like that, you've launched a social media campaign without leaving your Paradym account.

*Link Builder.* Simple, versatile and powerful, the Link Builder tool creates custom embeddable tour links for every context—from your website and social profiles to your outbound email. With just a few prompt questions, Link Builder generates a handy, trackable link that drives traffic to your tour and delivers valuable user behavior data directly to your account. [Learn more.](#)

*Did you know? You can speed-build  
links by saving your preferences on high  
frequency links. Just click “Add to Link  
Favorites” in [Link Builder](#).*

*YouTube Distribution.* With global YouTube participation at record highs and demand for video an industry standby, marketing your tours on YouTube is a must. And with Paradym, it couldn't be easier: simply enable automatic YouTube distribution in your Paradym Edge account and we'll convert your media into a video file and upload it to your YouTube channel for you. [Learn more.](#)

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*Social Networking Emails.* All of our social media efforts are for naught if we don't put tools in the hands of those who really create value—our clients. Arriving in your client's inbox with a sleek design, a rich media tour, and a one-click shortcut for social sharing, Social Networking Emails work great as a conversation piece for buyers, a viral marketing opportunity for sellers and a reputation builder for your brand. Learn more.

With automatic tour distribution across your social media channels and tools that drive traffic and encourage sharing, Paradym's Social Media Suite turns your listings into strategic components of your social media marketing plan. Start building your social following today with Paradym Edge.

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### **Save time on social media by doing some soul searching now**

In the world of big business, social media is the *"poor man's" marketing method*. That may be, but with experts suggesting you budget at least 12 hours for social media per week, social media isn't cheap.

Over the next two posts, we'll cover some best practices for the scaling down the opportunity costs and getting some real returns on your social media investment. We'll start with the hard part—looking in the mirror.

#### **1. Find your business objective**

Nothing saves time like limiting your options. Let's set aside the Facebook stats and Pinterest best practices for now, and focus on your goals. Why does your company need social media at all? Maybe your portfolio is small and you want to build awareness for your practice. Maybe you're ready to expand your reach to another segment of the housing market. Take some time to *uncover the core need of your business* and be ready to stand by it. Ideally, your business objective should be a strong indicator for which social media channels will be strategic for your later on.

#### **2. Find your own reasons.**

It's amazing how the sense of media fragmentation (*goldfish brain?*) suddenly goes away when you log in with a job to do. Before opening new social accounts or launching another campaign, take some time to remember why you became a Realtor in the first place. At what point in your life did real estate become a goal for you? What were the barriers to getting started and how did you overcome them? Social networks reward *passion*. Before you log on again, *find yours*. It will save you hours of screen time.

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**3. Review your client records.**

Reviewing old files on closed deals and demographic information through your website and social media accounts can be a strong source of direction for what content will work in your corner of the social media market. If you're new to the demographics game, YouTube, Facebook, LinkedIn, Google+, Twitter and Pinterest all offer analytics dashboards to their business accounts, and there are a number of [free software resources](#) for making your life easier and combining accounts.

**4. Make a channel plan.**

Now that you've broken ground with your business objective, personal goals and audience profiles, digging a [social media channel strategy](#) is easy. You're already thinking like a brand—now it's time to set your sights on the most relevant social platforms for that brand, get signed up, and lay out a content plan for each.

Facebook, LinkedIn, YouTube and Twitter are currently leading the real estate pack—though [Pinterest is climbing](#) to relevance too. No matter the platforms that become central to your social strategy, the key is see them as critical access points to your customer base. For top performing [Arizona Realtor® Don Matheson](#), understanding the uniqueness of platforms like LinkedIn, Twitter and Facebook goes hand-in-hand with understanding his audience and future clients: "My favorite is LinkedIn. But the goal for all of them is to understand them better, utilize them more, and to segment audiences and target market to each in a positive way."