



The future of marketing for real estate professionals via social media

January 10, 2011 - Spotlights

"What's the next Twitter?" "What's going to be as big as Facebook?" It seems as soon as we get comfortable with marketing and communicating with social media tools, something else captures the public's attention.

The Next Big Thing?

Think Mobile.

Even as we run our businesses with what's current and popular, we always need to be on the lookout for what's next and how it can help us run our businesses.

Technology itself plays a large part in what's next. Our daily communication and social connecting-not to mention information gathering and purchasing-has moved from our laptops and into our mobile phones. What's next could very well be tied to our mobile phones.

Mobile apps, mobile-specific websites-and not just content modified for the smart phone but rather, content and information specifically for the device. As sales professionals we must reach our clients quickly, efficiently and with the most information possible. Getting that to them when they're not at a computer-and having the information be clear, concise and graphic, while attainable on their phones-will be of enormous benefit.

There's also mobile advertising. Expanding on ideas such as Foursquare and Facebook places, there is the potential for alerts based on a client's location. Who wouldn't want a client to identify where they are and what you have listed in that area? Instant and personalized content-this is a hugely important feature, as it cuts down on what a client has to skim through to get what they want.

Laying the groundwork

Valued Added Branded Content

Consumers comfortable with certain social media systems mean consumers comfortable with filtering out ads. To keep in the running, marketing content must have meaning and give information to the potential client-it has to be more than a snappy ad to get under the radar.

Building usable content on Facebook and Twitter and linking it back to your website engages the reader much more than an ad. By giving information - perhaps an ad on how to research a potential new neighborhood or adding value to a home before putting it on the market - you aren't just sticking your name and photo on the page. You're enticing your potential client with what they need beyond the obvious.

It's important to engage people on a level they aren't saturated in already. Your focus should be on informing, helping, instructing - all ways to imprint on a client before trying to sell them anything.

Featured Information

Whether it is featured ads on Twitter or Facebook credits, social media companies are laying the

groundwork for premium content. Social media generally starts with a free platform and leaves it as a bare basic before layering on features and privileges as time goes on.

With their daily usage secure, the current social media giants have to start building special tiers for customers who want more. How can you position yourself to take advantage of these advancements? How can you utilize your social marketing skills and budget to enhance your message?

It's important to remember that overload is exactly what people are trying to avoid when they pay up for restricted content. The future of marketing on social media-really, the secret of marketing on social media-is pinpointing your message and applying it to the public in the most succinct way possible.

In the future, as social media expands, you must be in the forefront of exceptional content that elevates your message-this is a repeat of sorts, as value-added content plays heavily in the scheme of things.

In the coming year, we'll be inundated with the next big thing-but as we all know, it's a gamble as to whether the hype can be believed. As with all the other technology and social media constructs we're handed, it's a matter of finding what works best for you and making the most of it.

A great deal of the future of marketing via social media seems to be focusing on refining your message and precise targeting. It's a good time to look at what you want to say and start getting ready for what's next!

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