



MGIC

New Trends in

Facebook

Take Your Social Media Game Up a Level

September 2019

Hello!

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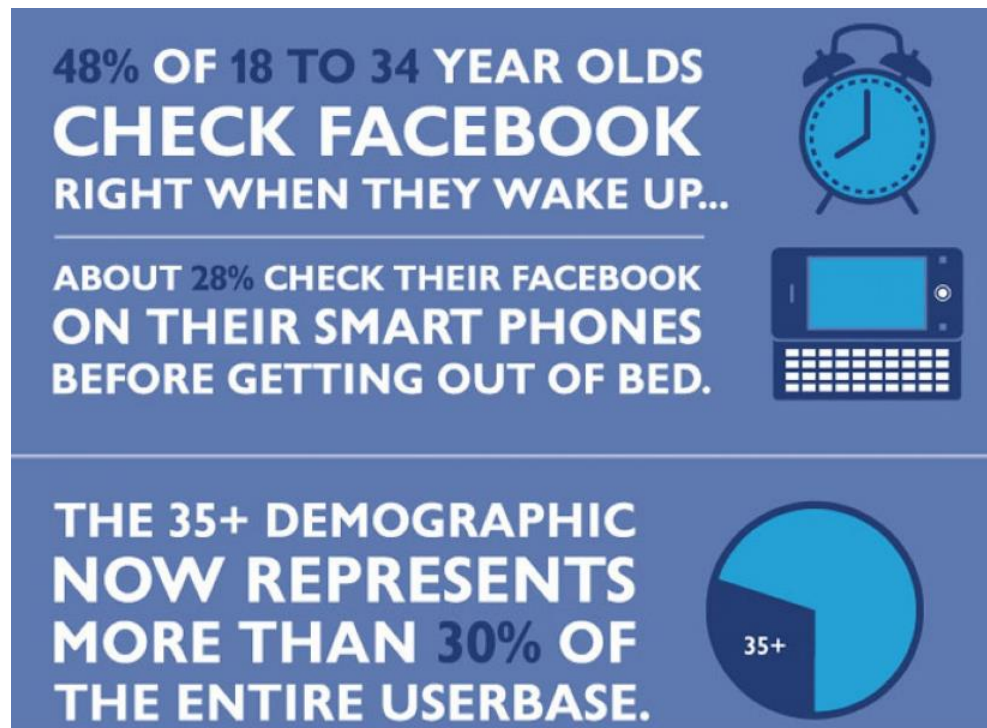
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Social Media to Grow Business

Agenda

- Understanding Your Audience
 - Are you adapting your strategy?
 - What do people want from social media?
- Rethink Facebook:
 - Reviews & Recommendations
 - Videos/Live
 - Stories
 - Messenger



Understanding Your Audience

Get familiar with how social media is perceived by consumers



SOCIAL MEDIA

*Social media is not a direct sales tool...it is a **relationship and brand-building tool***

91% of people believe in social's power to connect people

Consumers rank social media as the #1 way to connect with brands – more than TV/Radio, Email and Direct Mail



People don't buy from brands, they buy from people they know and trust... and that trust can be easily broken



Your Audience On-the-go

When is a Phone Not a Phone?

- People are always connected to their phone, but don't need it for calling
- How are you adjusting your communication and marketing strategies to meet this shift?
- 75% of buyers in 2018 found their homes on their phones!

Putting a Finger on Our Phone Obsession

Mobile touches: a study on humans and their tech

Words by Michael Winnick, Visuals by Robert Zolna
Thursday 16 June 2016, 7 min read



Q. How often do we touch our phones?

A. Oh, only about 2,617 times a day.



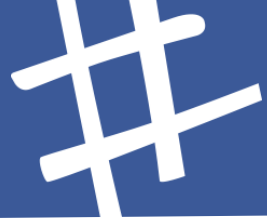
Top ten uses for a mobile phone? Calls come SIXTH! 40% of smartphone users say they could manage without call function on their device

- Making a call is now the sixth most common use for a mobile phone
- Texts, emails and the alarm clock are more popular than calls, study shows
- Four in 10 smartphone users say they could manage without call function
- The average person uses their mobile for an hour and 52 minutes a day
- Survey says around 20 minutes of this is spent making three phone calls

By Daily Mail Reporter

Facebook





About Facebook

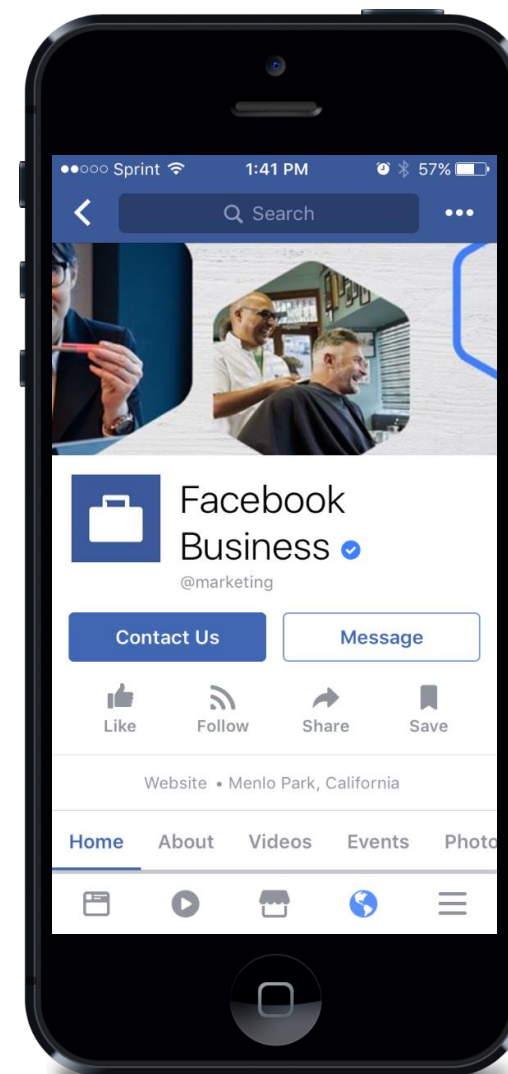
- 2.3 billion+ active monthly users
 - 1.5 billion are active daily
 - 1 Billion are mobile only
- Third most popular website in US
 - Google #1, YouTube #2, Amazon #4
- **8:10 online Americans** use Facebook
- Be where people spend time (**20 mins/day**)



Facebook for Business

Facebook Business Page

- Business-centric functionality
 - Schedule posts, set up auto responses to messages
- Part of the Facebook ecosystem
 - Encourage tagging, use notifications
- Built for Mobile
 - 96% of Facebook users access it on mobile
 - Essentially integrates mobile into your banking experience – no maintenance required!
- Take advantage of *recommend* feature

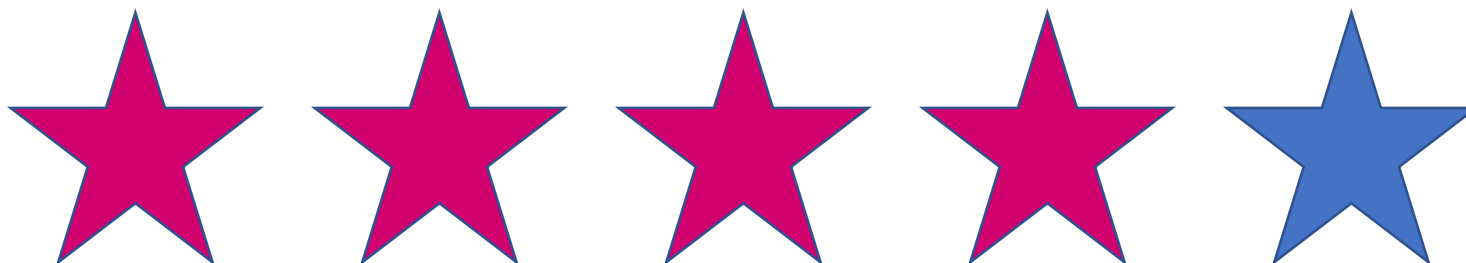




Facebook Recommendations

The Power of Reviews & Recommendations

- Millennials - and many others - do their own research
- **Positive** recommendations reduce doubt
- Can **turn on/off**, and **highlight** at the top of the page
- Increases **reach, validation & builds relationships**



Recommend Feature

Recommend feature


Realtor was tagged

Business Page Link for additional info

Realtor was tagged and responded to referral

Derek Salvatore was looking for recommendations.
July 18 at 3:41 PM · 🌐

Looking for a realtor in the Huntington/Barboursville area to assist with a HIGHLY motivated seller. PM details.



Looking for Recommendations
5 people recommended 4 places

Hannah Miller Denise Stricklen

Denise Stricklen - Realtor
4.3 ★ · Real Estate Agent
1205 Virginia St E, Charleston, West Virginia 25301
Like · Reply · 6d

Brandy Woods Hugh Ladd ..Old Colony
Like · Reply · 6d

Jayme Lee Erwin Christie Jones Giompalo
Like · Reply · 6d

Jayme Lee Erwin Realty exchange I believe is who she works for


Realty Exchange
4.9 ★ · Real Estate
831 4th Ave, Huntington, West Virginia 25701
Like · Reply · 6d · Edited

Christie Jones Giompalo Jayme Lee Erwin thank you for the endorsement 😊
Like · Reply · 6d




Denise Stricklen - Realtor

Andrea Home Create



Denise Stricklen - Realtor
@denisestrickenrealtor

Home
About
Reviews
Photos
Videos
Posts
Community
Info and Ads
Create a Page



Like Follow Recommend

Write a post...

Write a post...

Tag Friends Check in

Reviews
4.3 ★★★★★ 6 Reviews

Tell people what you think

Kevin O'Bryant
★★★★★ · November 4, 2016
Denise is not only one of the best realtors in the Kanawha Valley, but she is a wonderful lady. She doesn't just find you a house, she gets to know you and helps find your home. I recommend Denise wit... See More

Bonnie Hall
★★★★★ · November 22, 2016
Denise sold my home in Kanawha City in 11 days. She set up the listing and network within 24hrs, took beautiful pictures of my home and gave me great advice in staging. During the contract kept in to... See More

See All


Real Estate Agent in Charleston, West Virginia
4.3 ★★★★★

Community
Invite your friends to like this Page
201 people like this
202 people follow this

About
1205 Virginia St E
Charleston, West Virginia 25301
Get Directions
(304) 344-2581
Typically replies within a few hours
Send Message
denisestricken.com
Real Estate Agent · Real Estate Service · Commercial Real Estate Agency



Facebook Recommendations



LikeFollowRecommend

Call NowSend Message

Reviews

5.0★★★★★3 Reviews

Tell people what you think

★★★★★

Keriann Sears

★★★★★

Dustin helped us buy our FIRST beautiful home that we just closed on this past Friday! He is very easy and fun to work with. He made the buying experience smooth! I definitely recommend Dustin to anyo...
[See More](#)

Stacey Dodson Carlin

★★★★★

If you are looking for a professional lender who will work hard for your interests at every step along the way in your home buying process, look no further than Dustin Jankoviak. As a Realtor, I feel ...
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[See All](#)

Credit Union in Berrien Springs, Michigan

5.0★★★★★
[Open Now](#)

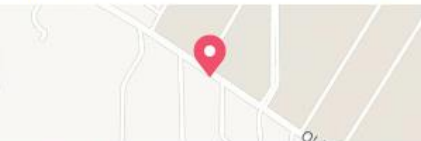
Community

Invite your friends to like this Page

197 people like this

199 people follow this

About



8952 Old US 31
Berrien Springs, Michigan 49103
[Get Directions](#)

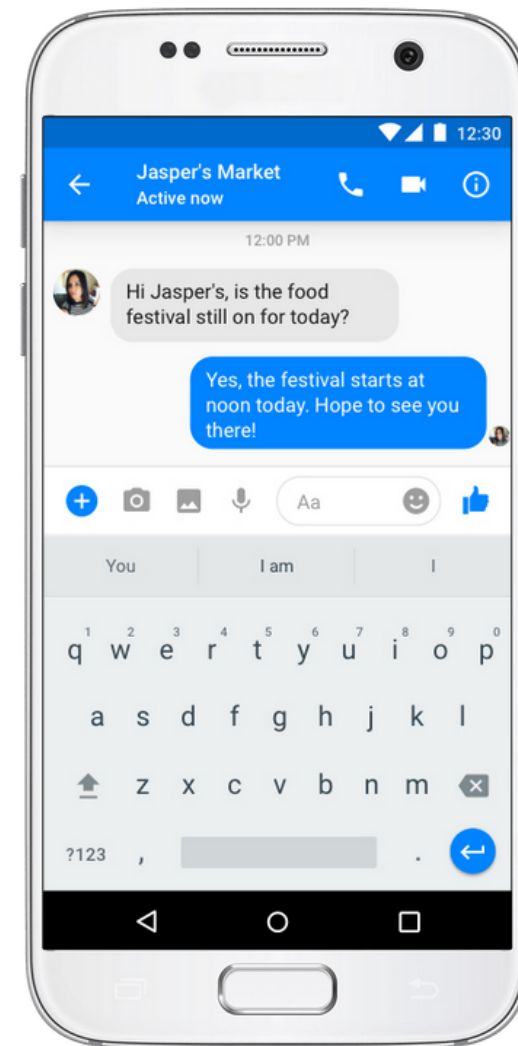
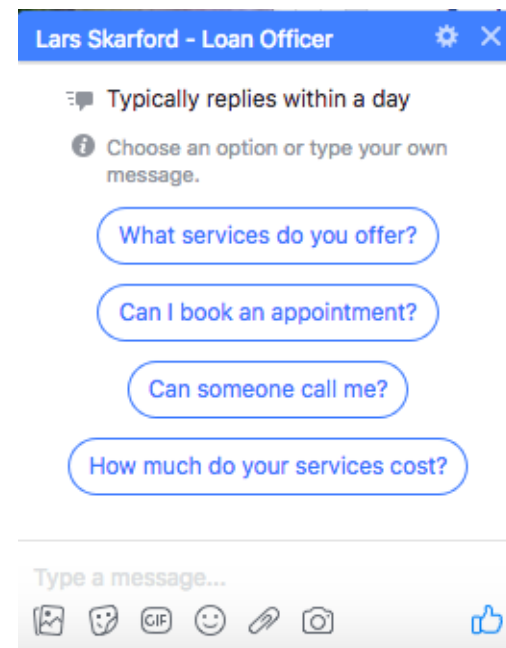
MGIC.COM/SOCIAL



Facebook *Messenger* for Business

An intro to Facebook Messenger

- More than **1 billion** monthly users
- Offers **path of least resistance**
 - Simply type the message and hit enter
- Can **customize** greeting & reply
- Be where your **customers** are



Video

But first, why Facebook video?

- Around 8 billion video views per day
- Native videos on FB have 10 times higher reach than YouTube links
- Users spend 88% more time on a website with video

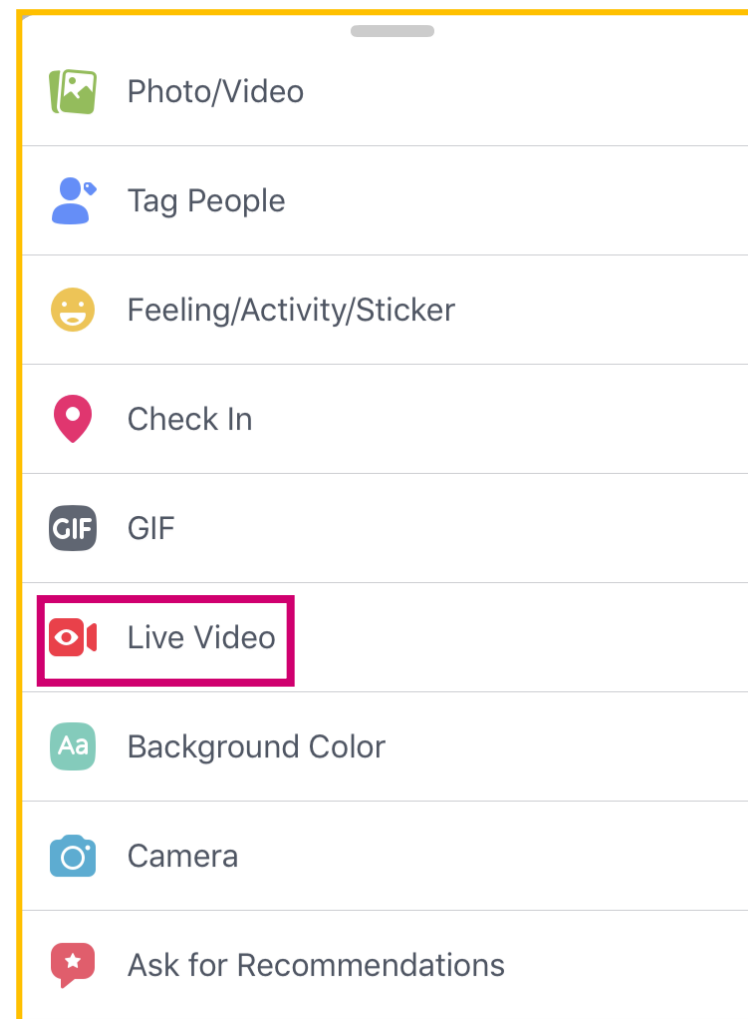


Facebook Live Videos

Live vs Other Videos

- 500 million+ people watch video on FB DAILY
- People spend 3x as much time watching live video vs pre-recorded

FB Live videos get 6x more interactions than non-live FB videos





Strategies

- Promote ahead of time so people can plan to “attend”
 - Include a headline with a clear Call-to-Action (CTA)
- Invite partners to be part of Live sessions
- Create a series of stories/topics



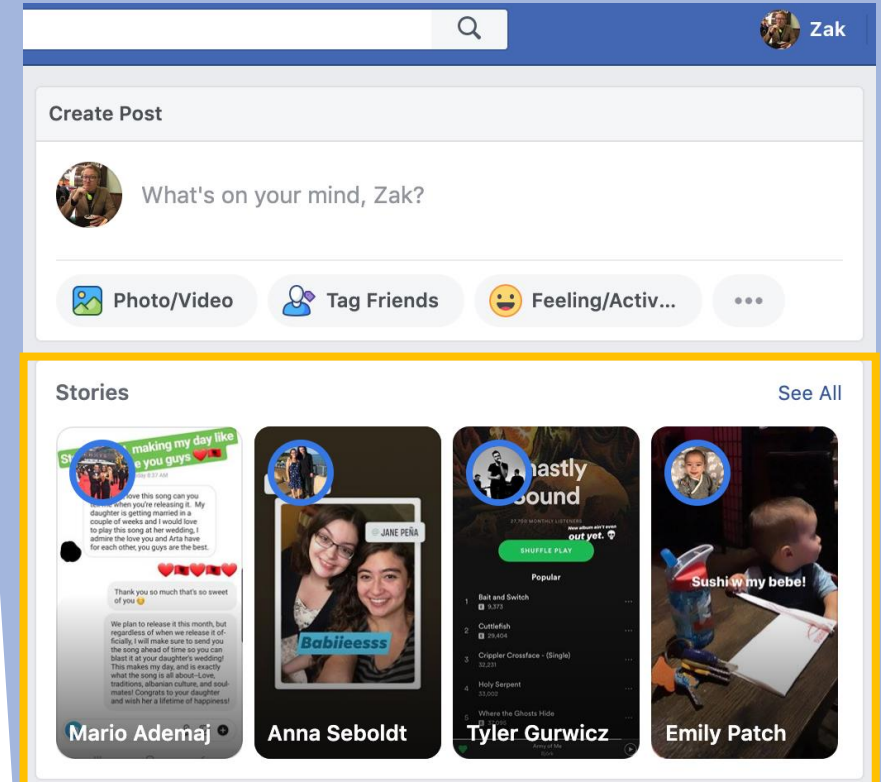
Video Ideas

- What kind of video would YOU connect with?
 - 72% of consumers want brands to be positive contributors to society
- Live walk through of a listing with a referral partner
- How-to/explanation/DIY/ Q&A
- Interviews with partners, experts on current industry topics
- Insights on breaking news (like housing trends)
 - 68% of Americans get news on social media

Facebook Stories

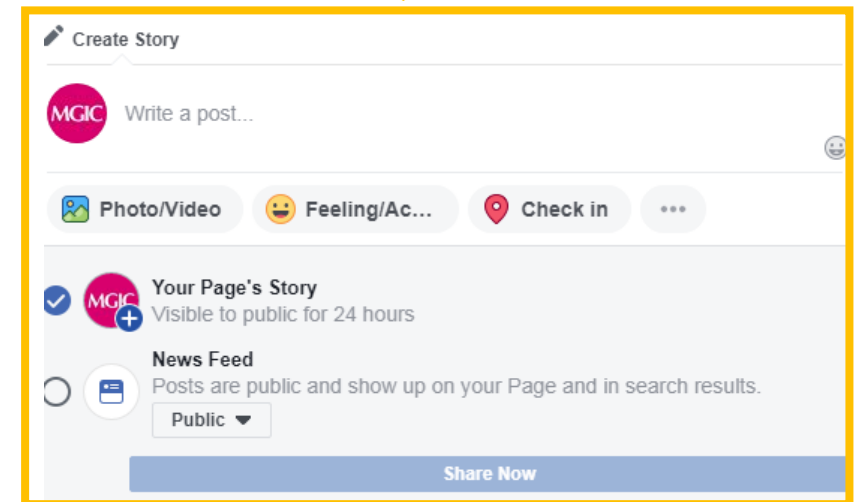
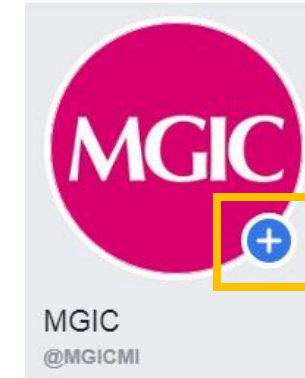
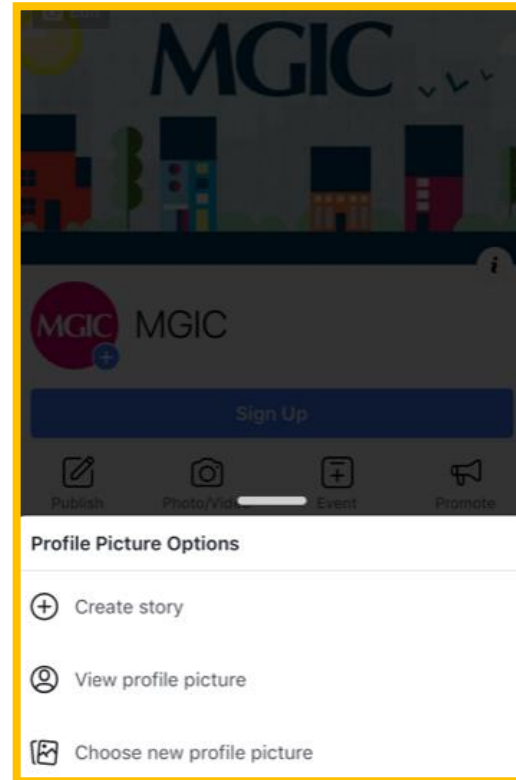
Stories Feature

- Feature carried over from Instagram
- Only available to view for 24 hours
- Can create on desktop or mobile
- Helps you stay top of mind – literally!



Stories Feature

Look for the + symbol

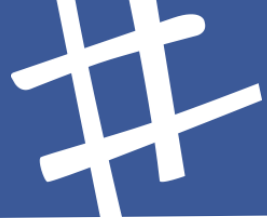




Facebook Stories

Story Ideas

- Try some of the same for videos:
 - Photos/video with referral partners
 - Share a selfie at an event
 - Closing with a customer (if they consent)
 - DIY, how-to ideas



Facebook: The Future

Trends

- Hybrid Stories/News Feed in the near future
- By 2022, online videos will make up more than 82% of all consumer internet traffic — 15 times higher than it was in 2017
- FB pushing for stories to overtake News Feed
- Private messaging, ephemeral stories and groups = fastest growing form of communication
 - *Is this part of you marketing/communications plan?*



Summary

Maximize Value

- Think like social audiences, adjust to their communication and engagement preferences
- Use new features to stay relevant with your Facebook Strategy
- Tailor your engagement plan
- *Homework: test/play with one new feature/setting from Facebook*



QUESTIONS?