

7 Mistakes That Kill Agents' Social Media

And How to Fix Them



Who Is Home ASAP?

Home ASAP has been helping real estate agents market themselves on Facebook since 2011. In that time, our Real Estate Agent Directory has grown to over 600,000 members, and we've generated millions of leads for agents nationwide.

As official Facebook Marketing Partners, we have run millions of dollars in Facebook ads on behalf of real estate agents. With an IDX integration network spanning over 200 MLSs across the US, we are able to offer innovative new products like Dynamic Listing Ads. Each day, we help thousands of agents access tools once available only to huge corporations.

For more information on how we can help you generate leads visit about.homeasap.com.



*Written by Jonathan Walker and Sam Southron
January 2021*

Contents

Introduction.....	4
Which social media platforms should agents use?	6
Using personal social accounts for business	13
Not presenting a consistent brand.....	16
Not optimizing for search.....	20
Posting too little (or too much)	24
Depending solely on page posts to reach customers	28
Failing to engage with followers	36
No value proposition for followers.....	40
Bringing it all together	45
About TurnKey Suite.....	52

Introduction

As social media experts, nothing is quite as painful as watching real estate agents spinning their wheels with marketing strategies that don't work. As hard as it is on us, it's even worse for the agents themselves.

That's because agents who fail at social media miss out on tons of opportunities to connect with new leads and grow their brands. According to Pew research, around three quarters of all adults in the US use social media and the vast majority log-in at least once a day. As millennials and gen Z grow in market share, that number only stands to rise in the future.

No other marketing strategy comes close to reaching an audience that size, and, at the same time, social media remains amazingly cost effective. In fact, the majority of tips and strategies we cover in this book involve little or no cost.

But since you're reading this book, you probably already appreciate the power of social media, so the real question is, "How do I use social media in a way that will help me grow my business?" Fortunately, you're in the right place! Here's a little more info on what you can expect from the rest of this book.

Who Is this book for?

Home ASAP works primarily with real estate agents and brokers, and so we have written this book primarily for that group. Throughout the book, we will address the specific needs and concerns of real estate agents with real life examples

wherever possible, but many of the tips and strategies can also apply to related businesses such as mortgage lenders.

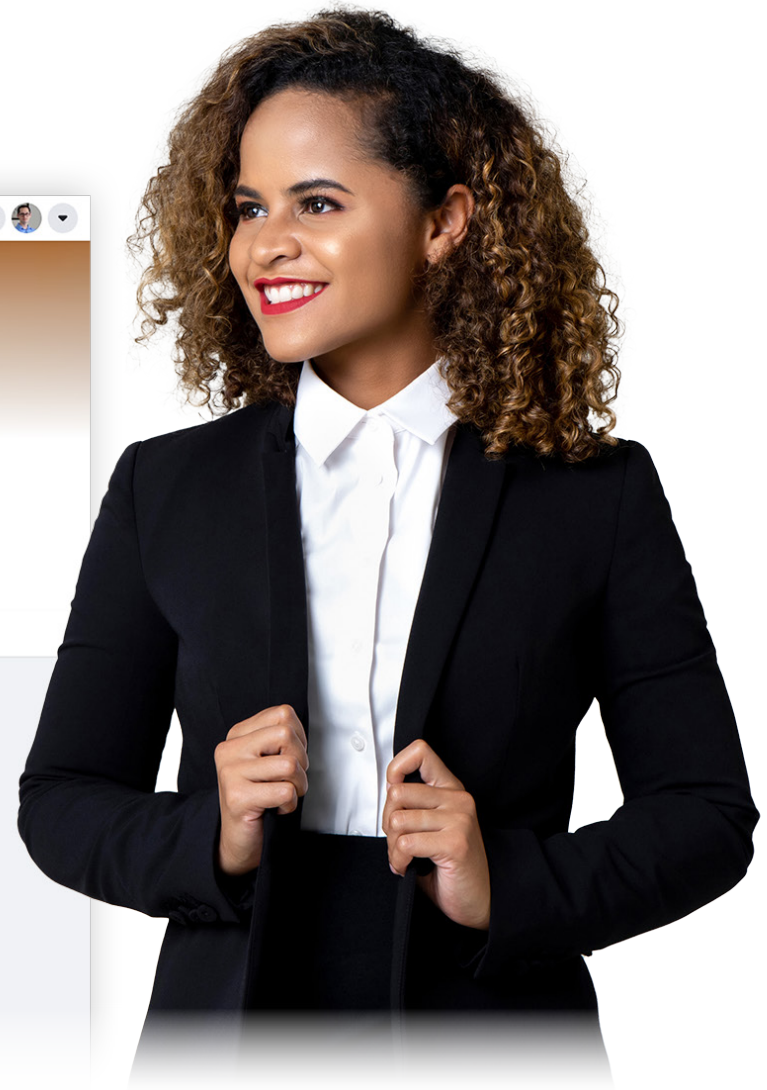
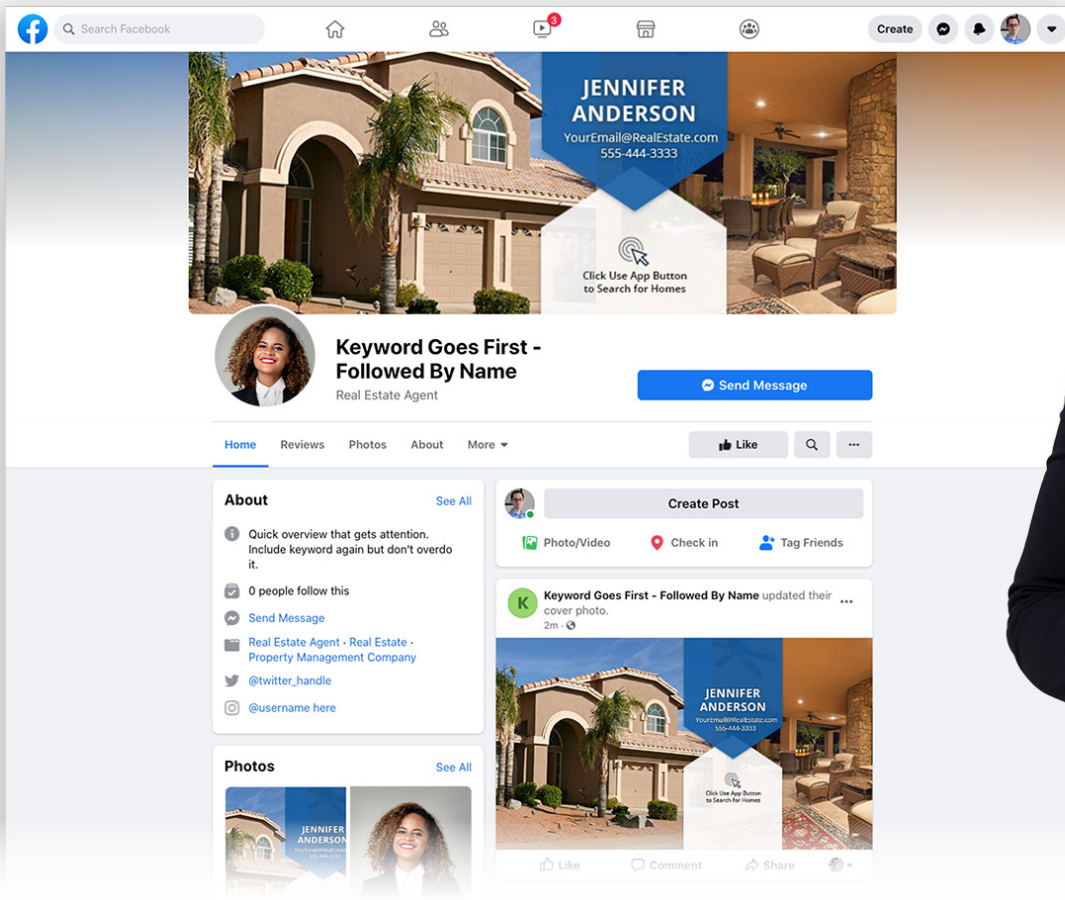
We've also written this book to be useful to a wide range of skill levels from social media newcomers to experienced users. Throughout the book, we'll also provide links to other resources that will explain certain concepts in greater detail for those interested.

What we'll cover in this book

Here are the main topics we'll cover in this book:

- Overview of social media platforms currently available
- Setting up and optimizing pages and profiles
- Best practices for posting and advertising
- Engagement tools available on platforms
- Strategies for lead generation and branding on social media

In the rest of this book, we'll be examine the 7 most common mistakes our marketing experts see agents make on social media, so you don't make them, too. But even more than that, we'll share how to correct these mistakes and create a social media strategy that nets you more leads, better engagement, and a stronger brand. So let's dig in.



1

Which social media platforms should agents use?

Before looking at the mistakes agents make on social media, let's take a moment to consider the social media platforms out there. From Snapchat to Facebook and beyond, social media platforms continue to pop-up and evolve. Realistically, you can't devote time and resources to every platform, so you'll need to choose a couple to really focus on. Here's what agents should know about the major platforms.

Facebook

Good for:

All Purpose

Pros For Agents:

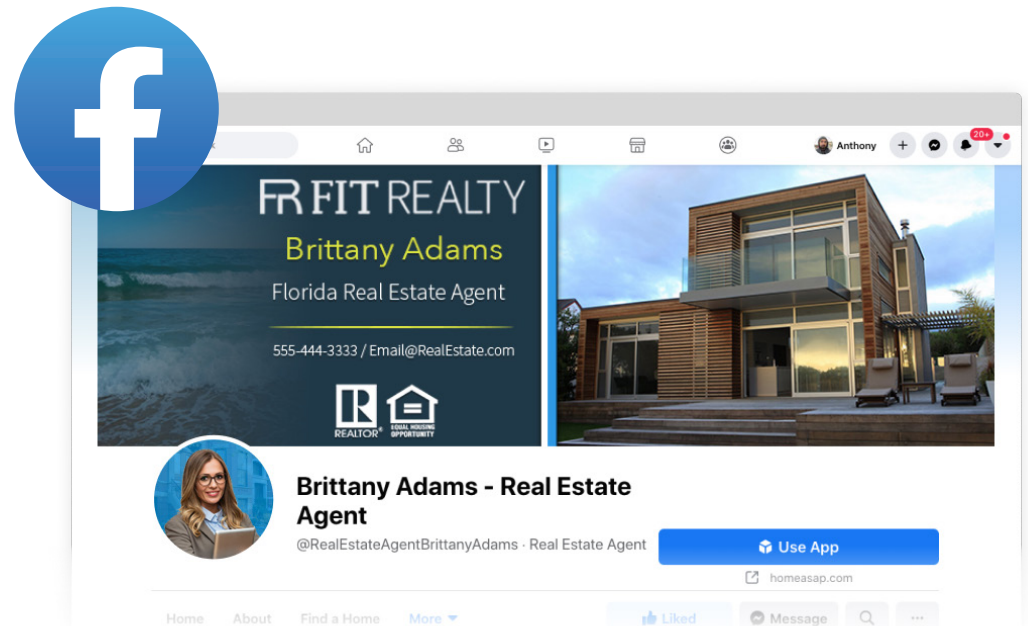
- Most widely used platform
- Lots of tools for engagement and branding
- Business specific features

Cons For Agents:

- Frequent updates to base platform

Overview:

Facebook really is hands-down the best all-purpose platform for reaching the most people. If you are overwhelmed and just want to choose just one platform to get started, definitely opt for Facebook. Over 80% of people have a Facebook account, and people have gotten very accustomed to interacting with businesses on Facebook.



Instagram

Good for:

Reaching Millennials

Pros For Agents:

- Younger audience
- Highly visual platform
- Lots of tools for engagement

Cons For Agents:

- More difficult to link to off platform resources such as MLS listings and websites
- Difficult to leverage for lead generation

Overview:

Instagram works well for reaching younger audiences, and it continues to grow. Since it's highly visual it can be useful for brand building, too. It can work for lead generation for agents, but it requires a well-coordinated strategy.



YouTube

Good for:

Long term-brand building

Pros For Agents:

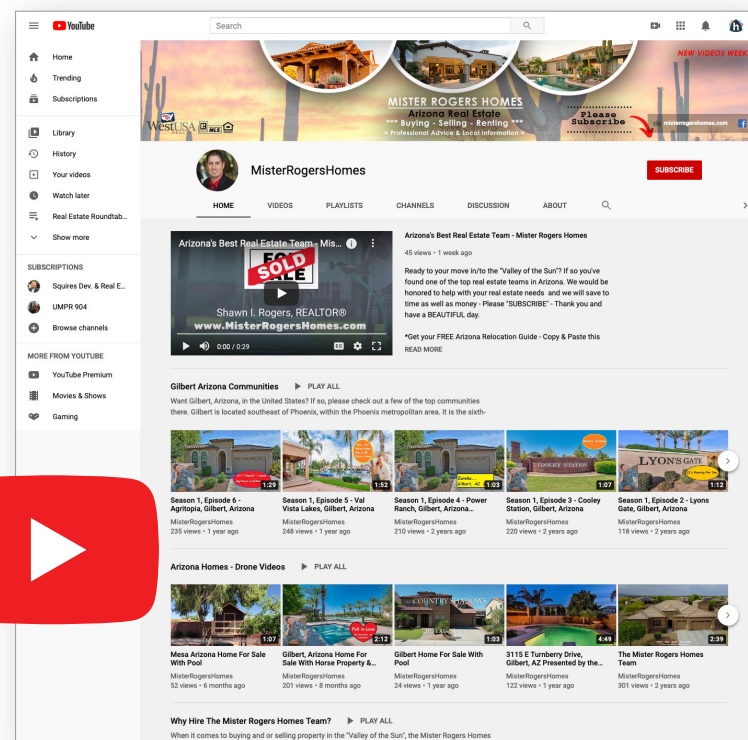
- A single piece of content can generate leads for years
- Strong search value
- Able to demonstrate expertise which aids branding

Cons For Agents:

- Video recording and editing can be difficult

Overview:

Many agents use YouTube for video tours of listings, but its real power lies in the ability for a single video to generate business for years. It can be a powerful brand building tool to demonstrate your expertise in an area or topic of interest to potential sellers since YouTube allows you into greater depth on topics. Of course, producing quality videos can be difficult and getting that video discovered can be, too.



Google My Business

Good for:

All agents

Pros For Agents:

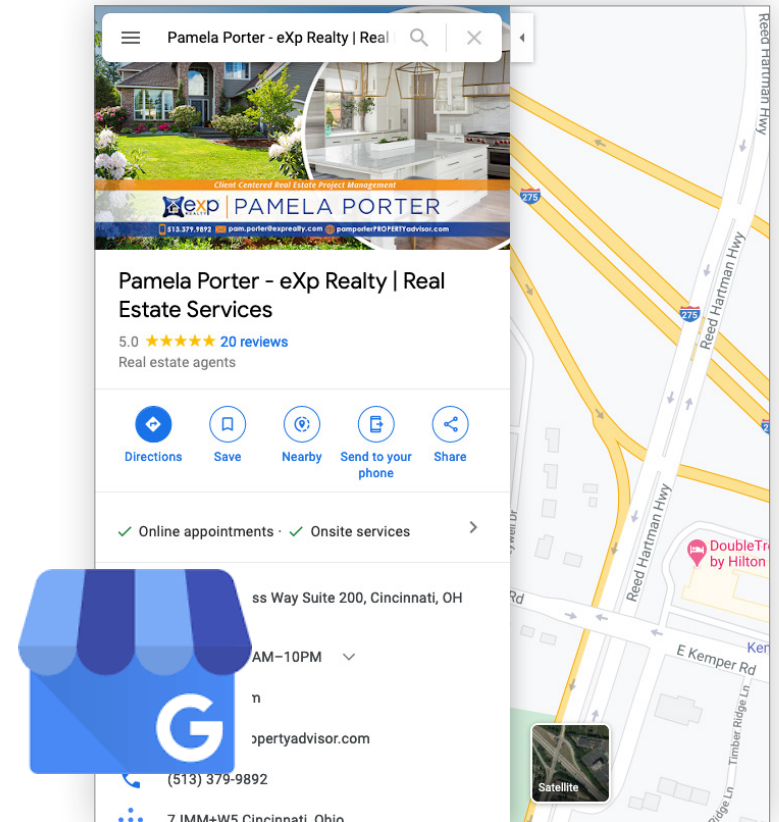
- Improves search engine optimization (SEO)
- Increased visibility on Google Maps
- Relatively low maintenance

Cons For Agents:

- None

Overview:

The newcomer to this group, but probably one of the most important to do would be Google My Business. Google My Business controls the information people see for a business when doing a Google search or when looking on Google maps. We all know Google is a common stop for people researching agents, so agents should definitely address this platform.



Other Platforms to Consider

So far we've mentioned social media platforms with a wide appeal for real estate estate. All of the previously mentioned platforms have a combination of large established audiences and tools that most agents will find helpful. Of course, many more platforms exist.

However, the average agent probably won't get enough benefit from many of these platforms to justify the time spent on them. That said, here are a few more platforms that some agents may find useful.



LinkedIn

Good for: Brokers, Commercial agents

Despite being one of the oldest social networks, LinkedIn has seen lots of growth in recent years. Most agents will not see a lot of return from their LinkedIn in terms of leads or branding, but it can be a great tool for brokers looking to connect to agents and vice versa.



TikTok

Good for: Younger audiences

TikTok has made headlines as a fast-growing social media app that appeals to Gen Z audiences. At the moment, most agents won't see a lot of benefit from TikTok because of the type of content and the difficulty in targeting customers, but it may be a platform to watch in the future.



Next Door

Good for: Hyperlocal audience

Next Door lets agents speak to people in select neighborhoods, and people typically use the platform to solicit help from their neighbors. Of course, Next Door knows that agents value access to that audience, and they charge agents to sponsor a neighborhood. Right now, relatively few people use Next Door, so it's not clear how much return agents can expect from that investment.

Choosing Social Media Platforms

Now that you have a better understanding of the social media options out there, let's talk about how to choose which platforms to use. In general, the boost you get from social media will depend on the time or money you invest. So when evaluating platforms, you need to ask yourself, "Am I willing and able to devote resources to doing this right?"

You also need to consider what each platform will give you in return for your investment. Here are a few more key questions to help you make a decision:

- Will I reach the people that are important to me?
- Will I be able to consistently create content for this platform?
- How will the platform help me generate leads and build my brand?
- Does the platform offer the tools I need to follow up with leads?

For most agents, Facebook and Google My Business will check all of the boxes and should be the base of your social media strategy. Other platforms will depend on your unique situation.

Each social media platform is different, yet we also see common mistakes occur across all of them. For the rest of this book, we'll focus on the most common mistakes seen by our TurnKey Suite account managers, so you can understand what it means to do social media the "right way."

2

Critical Mistake:

Using personal social accounts for business

The marketing experts from our TurnKey Suite division see many agents every year that get confused between personal accounts and business accounts. This mistake seems harmless, but it can actually have some devastating consequences.

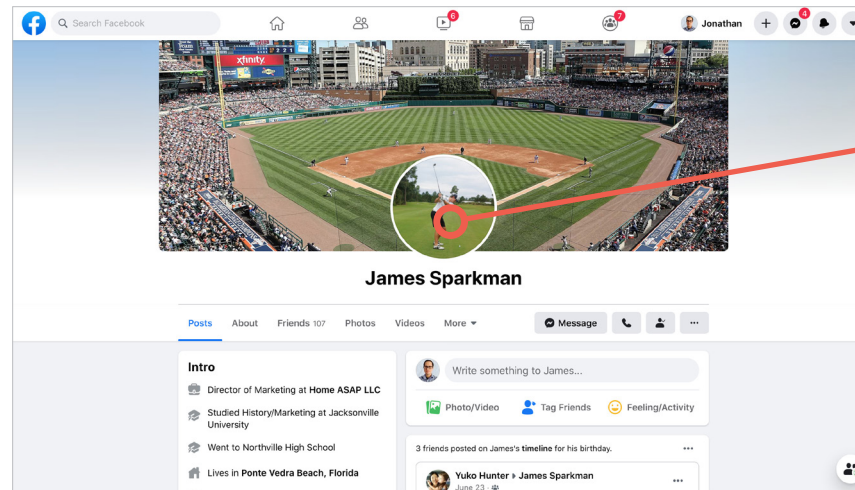
What is the difference between personal and business accounts?

So what is the difference? Basically, a personal account is what you would use in your day to day life while interacting with your friends and family. A business account or page would obviously be geared toward the needs of a business.

Confusion often sets in because some platforms like Facebook make you set up a personal account first which is then used to set up a business page. As a result, an inexperienced user might use the initial sign-up form with their business info. These users think they have created a business account, but they haven't. They've actually created a personal account that just happens to have the name of their business.

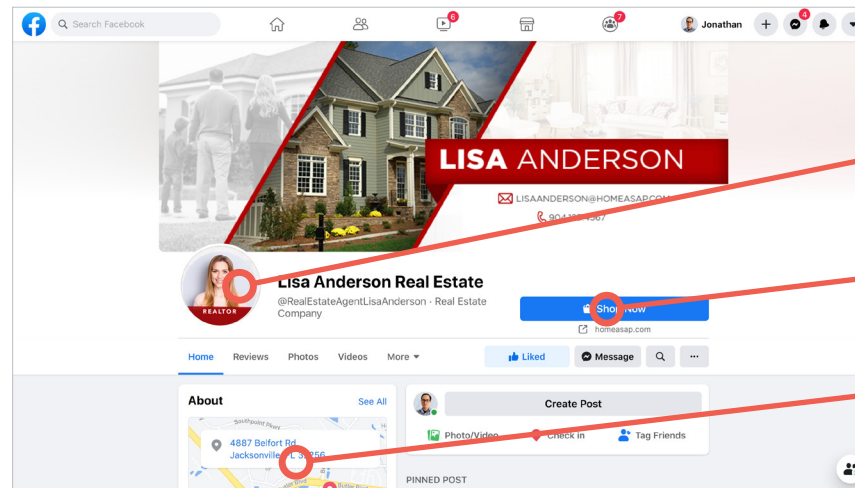
Others agents might just decide they don't want to go through the hassle of setting up and managing a Business Page on Facebook, so they just use their personal account like a business account.

Personal Facebook Profile



Profile picture centered

Business Facebook Page



Profile picture on the left side

Blue call to action button

Business Info

Consequences of Using a Personal Account For Business

Either way this is a huge mistake. For one thing, the platform can close your personal account if you use it for business. These people can say good-bye to all the connections and posts they've worked to get. They are as good as gone.

Just as important, you miss out on the business features that will help you grow. For instance, a business page on Facebook or Instagram displays your contact info front and center so leads can reach out to you. This doesn't happen on personal pages. You can also access posts stats from business accounts, but these aren't available from personal accounts. For another thing, you can run ads from a Business Page, but not from a personal page. Do you really want to limit yourself like that?

If all that wasn't enough, consider your brand image. Using your personal page for business simply looks unprofessional. It really isn't the message you want to send someone who is deciding who will help them with the biggest purchase of their life. Speaking branding, let's move on to the next mistake...

Features of Facebook Pages and Profiles

	Business Page	Personal Profile
Cover Image	Yes	Yes
Call to action button	Yes	No
Post analytics data	Yes	No
Post scheduling	Yes	No
Reviews	Yes	No
Automatic Messenger greetings	Yes	No
Able to advertise	Yes	No
Contact info displayed	Yes	No
Can automate posts	Yes	No
Delegate admin access	Yes	No



3

Critical Mistake:

Not presenting a consistent brand

Our next mistake is not presenting a consistent brand. Good branding can be an incredibly powerful tool for creating sustainable business. However, many agents misunderstand what strong branding is, and even more do a poor job of executing a brand strategy in their social media.

What is a strong brand?

Let's start by understanding what strong branding is. A brand is an idea that people associate with a company or product that differentiates that company or product from other options. In other words, you are known for some quality that sets you apart.

The incredibly difficult part of this is that you can't directly control what people think of you. You can only influence them by how you present yourself.

For instance, you might have a big cover photo on Facebook proclaiming yourself the most successful agent in your area, but people may be skeptical if the page graphics look terrible and your page only gets updated here and there with random or irrelevant posts. Or maybe they see these poor reviews on your page with no context. You can say your brand is all about success, but you've built a brand as unprofessional in the client's mind.

The key to a strong brand

Now how do we influence our client's brand perception? Consistency and coordination.

First, you need to have a goal for how you want people to perceive you. Next, you need to create consistency across all of your social media platforms. For instance, you should use the same page name across all of your social media accounts. We'll come back to naming your page as part of another mistake in another part of the book, as well.

Consistent Messaging

You also want to send a consistent message through your posts and page descriptions. So when choosing what to post ask yourself whether that content supports the brand perception you are trying to build or harms it. That way you avoid sending mixed messages to people. Again, we'll go into greater detail about posting and page descriptions later on in the book.

Next, you want to cultivate some outside voices that help prove you are everything about yourself. Usually, this comes by asking past clients for reviews. So if you have a client that you feel will have good things to say about you, simply ask them to leave you a review on your Facebook page and Google My Business listing. Like we pointed out earlier, people can only leave reviews on business accounts, so this is another reason to avoid using a personal account for business.

Brand Imagery

Finally, you need visuals that are consistent with your brand across several platforms. Now keep in mind that individual platforms have their own image requirements, so you won't have the exact same image for every platform. Still they should have enough similarity that they all complement each other if a person looks you up in more than one place.

For example, both Google My Business and Facebook business pages include a cover image. Below you can see the sizes for cover images on Google My Business and Facebook. With Facebook, your page's cover image actually gets cropped at different sizes depending whether a person is on a phone or desktop computer. So you'll see that you need to keep any important elements a certain distance from the sides so they're always visible.

Then YouTube also has its own cover art requirements which you can also see here, and like Facebook it automatically crops the image depending on the device. Finally, Instagram doesn't have a cover image at all. So as I said before, the images won't necessarily be identical, but you want them all to tell the same story about your brand.

Facebook Cover Image Size



820 pixels

360 pixels

Important: Keep important info at least 90 pixels from left or right edges and 24 pixels from the top or bottom edges.

Google Cover Image Size



1080 pixels

608 pixels

YouTube Cover Image Size



2560 pixels

1440 pixels

Important: On most device the cover image will display as 423 pixels tall. All text and logos should be at least 507 pixels from the sides. Safe area outlined in red.

Facebook Cover Examples



Want Your Page Optimized, Too?

The cover images you see on this page were created for real agents by the professional designers of Page Create by Home ASAP. Each Page Create includes professionally designed imagery made to convey your unique brand. Our Page Create team will also optimize your page to improve your search rankings and convert more customers.

Available for Facebook, Google My Business, or YouTube.

For more information

Visit: about.homeasap.com/page-create/

Call: (904) 549-7616

Email: sales@homeasap.com

4

Critical Mistake:

Not optimizing for search

Next mistake. Not optimizing social media pages for search. Many agents don't consider the major search engines like Google at all when creating their social media. As a result, they miss lots of opportunities to be discovered by people looking for a real estate agent.

In fact, Facebook pages and other social media will often be displayed on the first page of Google's search results. That presents a huge opportunity to connect with people if your pages have been optimized for search.

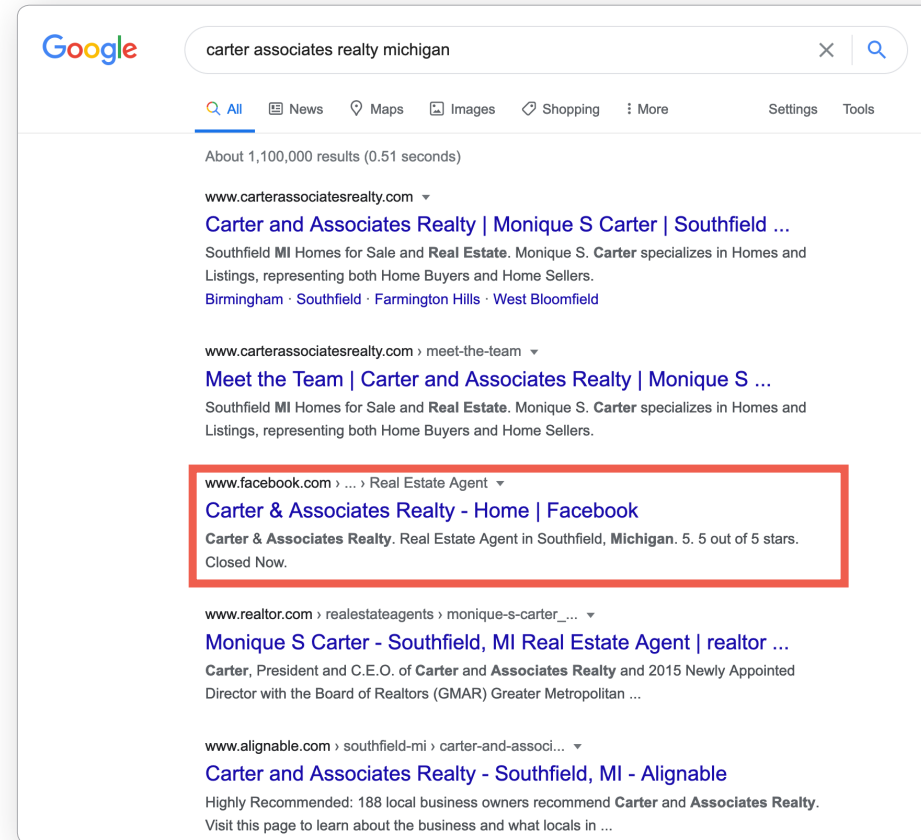
All of the major social media platforms also have their own search feature built into their platform. This offers you another place to be discovered and to increase the size of your audience for free.

How search engines rank your page

At a very basic level, all of these search engines work in a similar way. A computer program looks at the content of your page. Then it tries to figure out what it's all about and judge the quality, so they can show searchers the best and most relevant results possible.

Improving your search ranking starts with providing complete information during set-up. You want to give search engines lots of info to use for indexing your page including contact info, a page description, category, address, and website. In fact, simply listing your website on your social media pages sends what are called "social signals" to Google that can boost your regular website, too.

As a general rule, don't leave any fields blank during set-up. After your initial setup, you should periodically check your page settings to see if more fields have been added, too. As you complete these sections, a few techniques will help you improve rankings even more.



Above: A Facebook page is shown as the third result on a Google search for this agent.

Using keywords wisely

First, consider the keywords people are likely to use in searches that are also related to what you do. So for instance, a home buyer might search for “golf course homes for sale in Jacksonville, Florida.” If that’s the kind of buyer you want, then you should attend to this in your page name and description.

You may have also noticed how specific the keyword was in the previous example. This goes back to our branding strategy in the previous chapter. We’re trying to differentiate ourselves, and so we need to get into the mindset of specific groups of people. In this case, we’re considering how people with an interest in golf would search for an agent.

Naming your page

Your page name may be one of the most important places to use your keyword. Let’s create a page name based on the keyword example from before. One possible name could be “Jax Golf Course Homes Specialist, Jack Nicklaus.” Notice how we lead with the local area and keywords followed by our name? That’s because the first couple words are the most important both for a person skimming over search results and for the programs that compile search results.

Here’s a basic formula to use to name your page:

- Start with your market area.
- Use a keyword (especially ones that differentiate you)
- End with your name

Also remember to keep it short and natural sounding. After all, you want to be able to talk about it in conversation, too. Here are a few other examples of how this might look:

Good Page Names

- Jax Golf Homes Specialist, Jack Nicklaus
- Jacksonville Golf Homes Specialist, Jack Nicklaus
- Jax Golf Community Realtor, Jack Nicklaus
- Bold City Golf Homes Expert, Jack Nicklaus

Poor Page Names

- Jack Nicklaus, Specializing in Golf Course Communities in the Jacksonville Area
- Jack Nicklaus, Realtor
- Jacksonville and Beaches Golf Community Homes Agent - Jack Nicklaus

Writing page descriptions

Your page description can be another place to address your keywords, but you want to be careful. Some people think adding keywords means stuff as many into the description and you’ll rank for all these keywords.

This “keyword stuffing” backfires for two reasons. First of all, search engines can recognize when you are just cramming in keywords, and they will penalize you by actually making you rank lower. More importantly, this will also turn off your visitors. You should be writing your descriptions for people first.

Instead, aim to answer people’s questions about:

- who you are,
- what you do,
- and why you’re special.

You’ll naturally tend to use your keywords as you use this formula, and you’ll be more convincing, too. Specifically, you’ll want to address your specialty. You should mention the local areas you service plus their nickname, and where you can you want to use local expression and colloquialisms to show you are local, too.

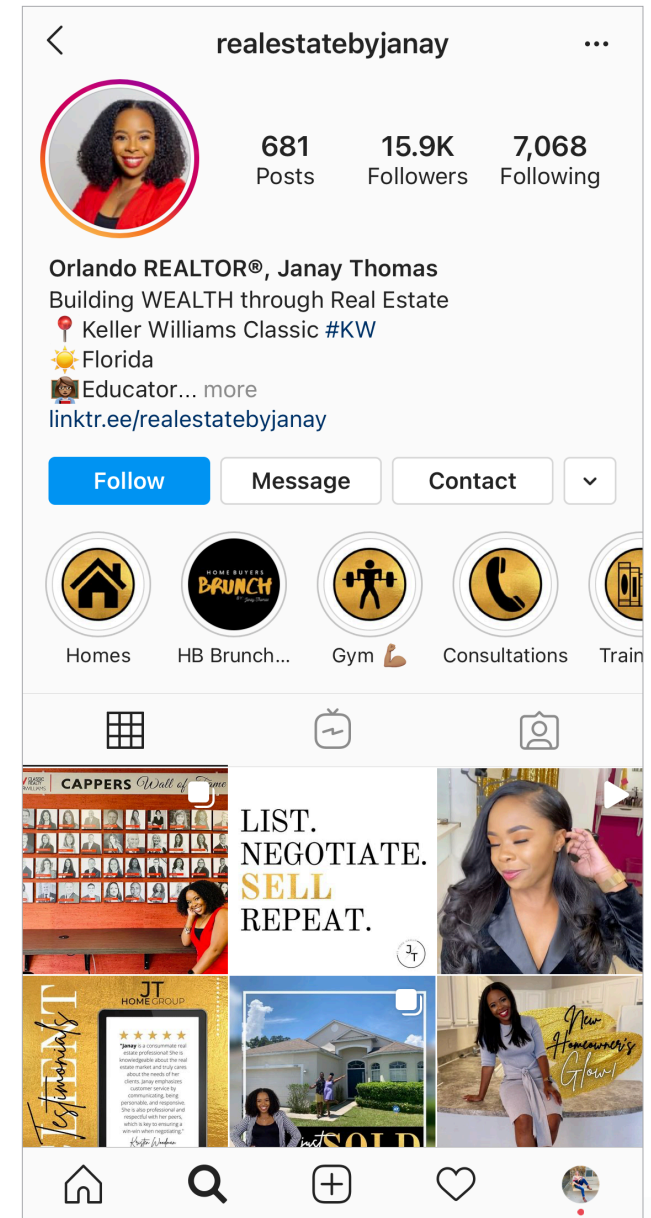
Page Descriptions on Instagram

Your page description is important on all platforms, but it is probably the most important on Instagram. Unlike other

platforms, Instagram does not allow you to add links to posts. As real estate agents, we usually want to drive people towards some kind of lead capture form to push them down our sales funnel. So you want to have the link to your lead capture tool somewhere in your page description. Then you can use the captions in posts to drive people to the link in your “bio.”

If you spend any time on Instagram you’ve probably seen lots of posts that end with “link in bio,” and that’s why. I’ll also give you a bonus tip on Instagram posts. Instead of a generic call to action like “link in bio,” you’re better off asking people to take a specific action with a clear benefit to them. So for example you could say something like, “Click the link in my bio to see more homes for sale” or “Request a free home value report at the link in my bio.”

Quick tip: Since your description is limited to 300 characters, you can use a link shortening service like bitly to save on characters.



5

Critical Mistake:

Posting too little (or too much)

Our TurnKey Suite team frequently works with agents that do not post enough content to their pages. Every so often, we also see an agent that posts too much. A nice balance is crucial for a healthy social media page. You need to post enough to engage followers and build up your lead flow, but don't post so much that you annoy your followers.

So how much is just right then? Well...it depends. Each social media platform has its own sweet spot, and it will also depend on the content you're posting.

Posting frequency for Facebook and Instagram

Overall, Facebook and Instagram have been built for short-term engagement. A post typically only appears on feeds in the first few days after it's published, and most of the activity from posts will occur in the first few hours. As a result, you want a steady stream of content to keep you top of mind and to keep engagement high.

Remember, not all of your posts will be shown to all of your followers. Facebook and Instagram want to keep as many users on their platform as possible, and they do that by showing the most engaging content they have available. So they will look at your posts, and if lots of people like, comment, and share your posts will be shown to more people.

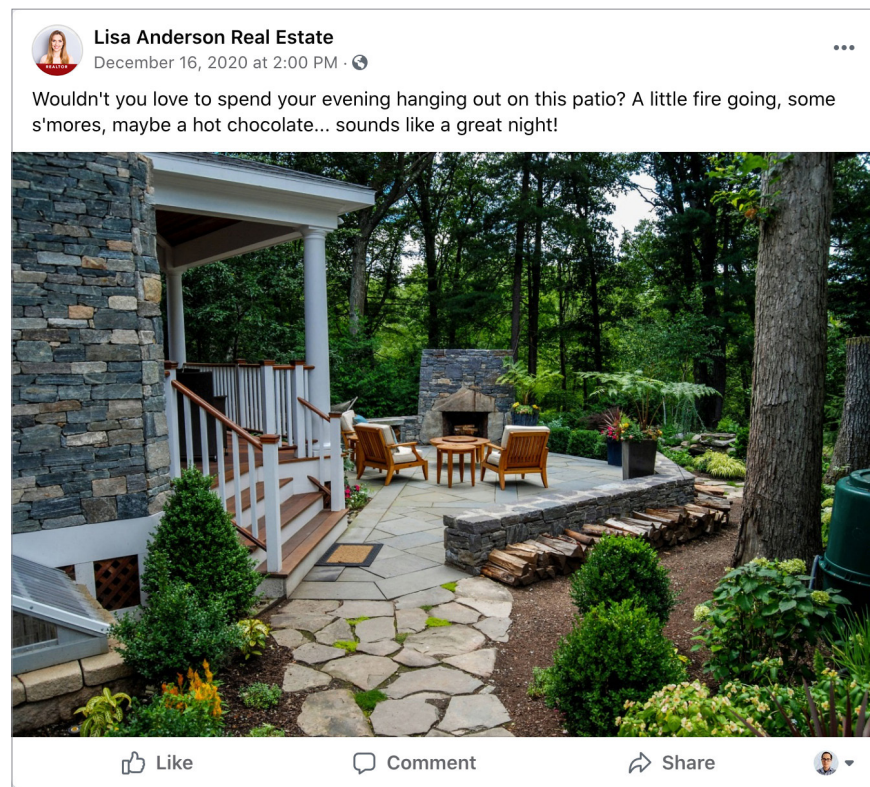
At a minimum, you want to make a post to Facebook or Instagram to show your page is active (which is also another way to boost search rankings). On the other end of the spectrum, you should usually post once a day at most. The real sweet spot will be about 3-5 posts per week.

Finding Content to Post

If you find yourself struggling to post that much, you can always use a posting service such as Page Engage that will

find engaging content for you and post it to your Facebook page. These services can also help you avoid issues with copyrights on the images you post since they have the rights to the images they offer. These services act as your baseline of content, and you can add extra posts as needed.

If you find yourself posting too much, then you may want to consider using Facebook and Instagram stories instead. We'll cover stories in greater detail in the next chapter, but for now we'll just say they work great for sharing thoughts, conducting informal polls, and more. You want to save posts for highly engaging content and important announcements.



Posting frequency for YouTube

As we alluded to earlier, YouTube tends to be quite different than Facebook and Instagram. Facebook and Instagram excel at short-term content, but YouTube emphasize the long-term content. Just think about your own experience. You have probably watched a YouTube video that was recorded years ago, but you probably don't look up others' Facebook posts from years ago very often.

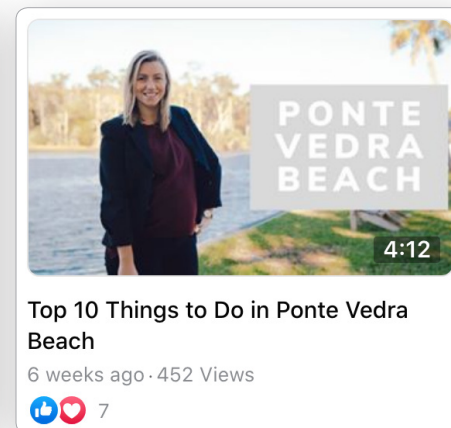
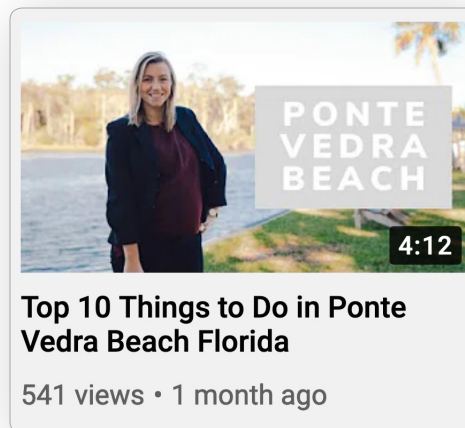
Since the videos have a longer shelf life, you may need to put a bit more thought into what you post on YouTube, and you can get away with less frequent videos. If you are very serious about using the platform, one video a week released on a specific day is plenty. If you don't have the time for that, a video every quarter should be plenty. The key with YouTube is quality not quantity.

Posting YouTube Videos on Facebook

Naturally, Facebook would seem like a great place to promote your YouTube content, but it is usually a bad idea to just post a link to a YouTube video on Facebook. First of all, the platforms favor 2 different formats for videos. YouTube prefers long-form video that might last ten minutes or more. Facebook (and Instagram) prefers short videos of less than 3 minutes.

More importantly, Facebook views YouTube as a competitor. As a result, links to YouTube videos will often be seen by less people in the feed compared to videos that use Facebook's built-in video features.

To get more people to watch your YouTube, you may want to consider recording a short teaser video for Facebook that asks people to watch the full video on YouTube. You can even add the link to the YouTube video in the comments of your Facebook teaser video.



Above: This video has been uploaded to both YouTube (left) and Facebook (right). By not posting a link to the YouTube video on Facebook, the video will be shown to more people.

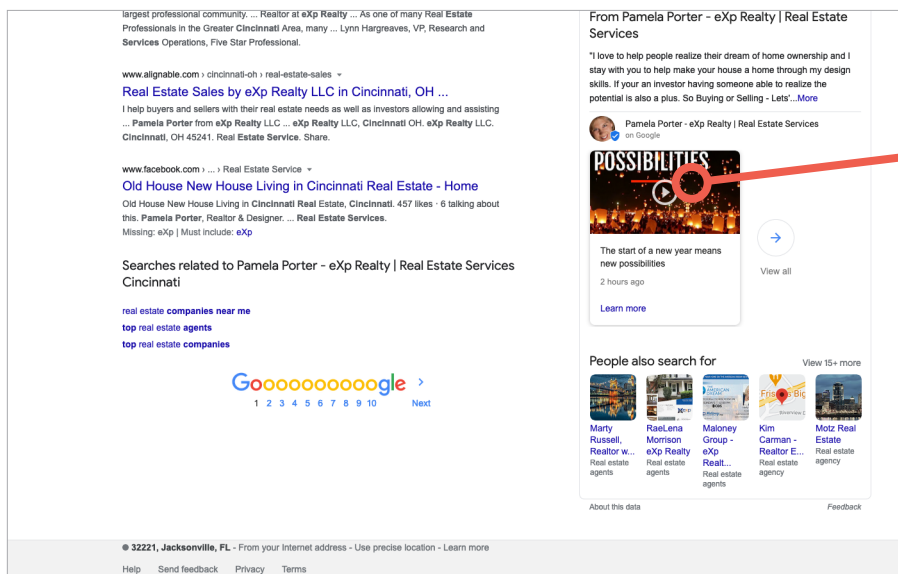
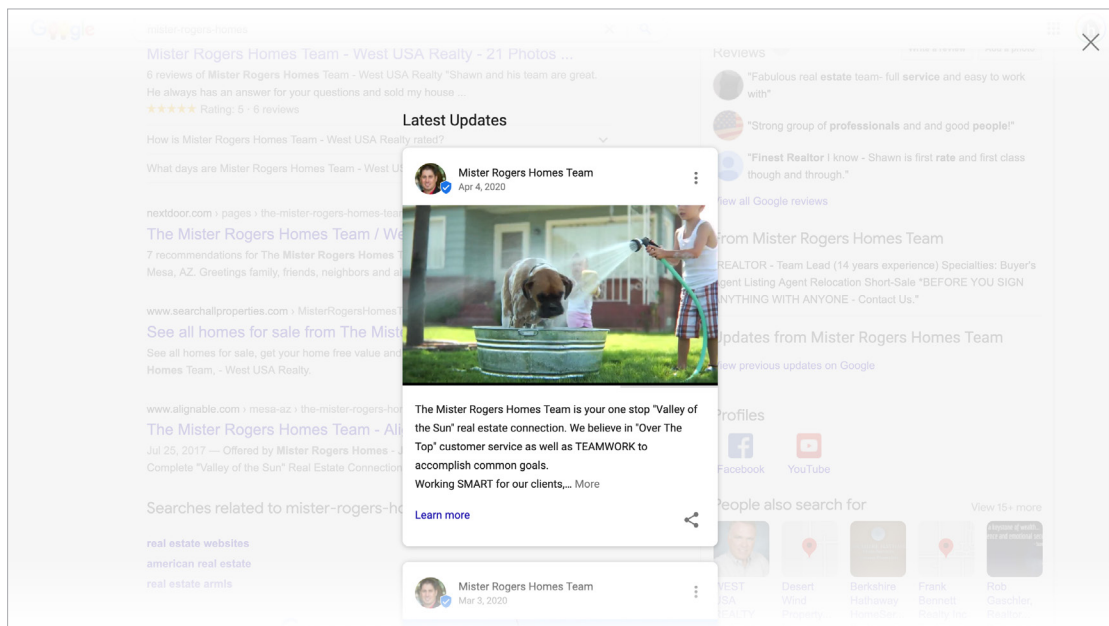
Posting Frequency For Google My Business

Many people don't realize that you can even post to Google My Business, but it's an important part of getting your listing seen. Regular posts tell Google that your listing is active which helps it get discovered by more people.

Google My Business posts can also help searchers become customers. By the time someone starts searching for you on Google, they are often close to moving forward with picking a real estate. A well made post can be the nudge a client needs to go from researching an agent to hiring an agent.

Fortunately, you don't need to post to Google My Business very frequently. Most agents can usually post somewhere between once a month and once a week. We recommend posting every other week.

However, with all of these platforms, you'll need to do some experimentation on when you post because each of you has a unique situation. So treat all of these recommendations as guidelines not strict rules.



Primary display location for posts to Google My Business

6

Critical Mistake:

Depending solely on page posts to reach customers

Imagine you have purchased a toolbox full of the best tools, but for every repair around the house you just pull out your hammer. That makes no sense! Each tool is suited to particular jobs, and the same can be said of the tools provided by various social media platforms. Unfortunately, many agents don't realize the power of many of these tools.

Many agents make use of the posting tools in Facebook and Instagram as we discussed in the last chapter. However, not all posts are created equal. Complex computer programs decide which posts to show each user's feeds. The type of post can be an important factor in these programs, especially on Facebook and Instagram.

In general, these programs (also called algorithms) try to show users the most engaging content to keep them on the platform longer, but platforms often place special value on new features they want to promote. This fact can be used to help agents reach more people. Here a few tools you should be taking advantage of to build your business.

Live Video Broadcasts

Facebook, Instagram, and YouTube all allow users to stream live video. While presenting live seems nerve-wracking, users actually love the authentic and raw quality of live video. In fact, live video gets 178% more engagement than the average post. Plus, live videos receive special promotion on Facebook that lets you reach more people.

After all, Facebook wants their investment in live video to be successful, so when you go live on a Page your followers receive a notification of your live video. They also add a special preference to live videos in users' feeds. Plus, the live video is saved for people to rewatch in case they missed it.

So what would an agent actually use live video for? Imagine you have a listing to sell. You definitely want to post images of it on Facebook, but why not do a live walkthrough of the listing

on your smartphone, too? Here are a few more live video ideas you can try as well:

- Show off neighborhood amenities
- Visit community events to demonstrate quality of life
- Interviews with community residents/businesses
- Workshops on preparing a home to sell



Above: An agent shares tips on choosing builders through a Live Video on Instagram.

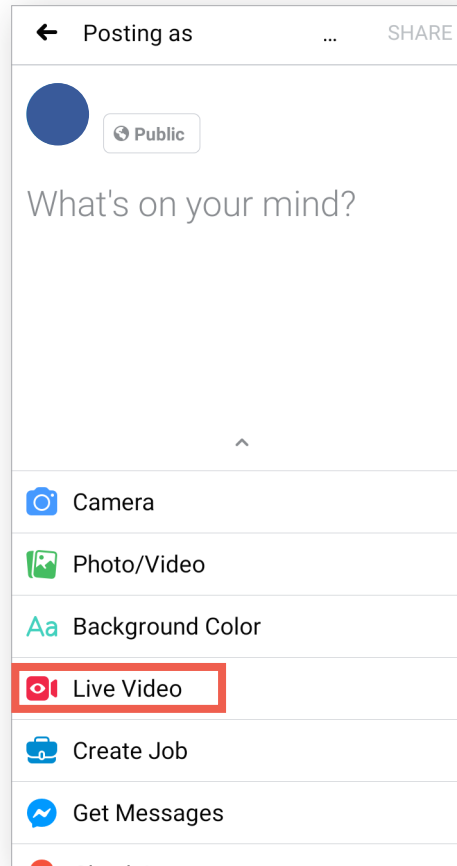
How to Go Live on Facebook

Facebook makes it fairly simple to “go live” on your smartphone.

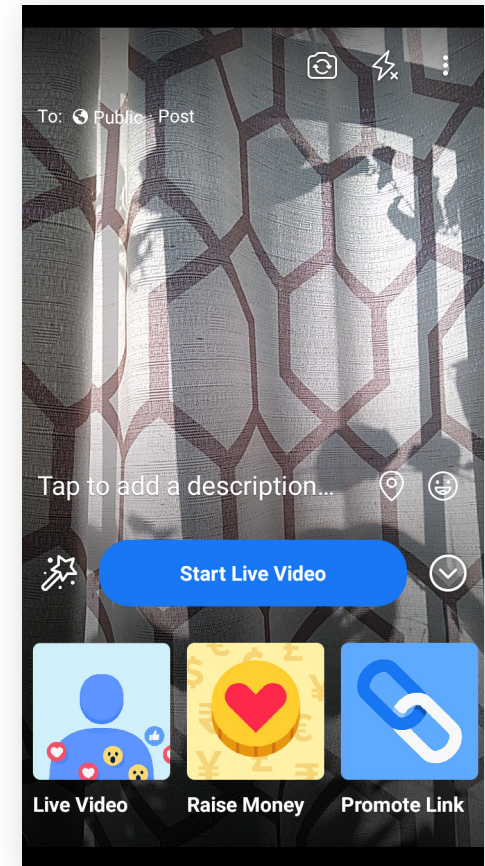
- First go to your page in the Facebook app on your phone.
- Then go to the “Live” tab.
- You have the option to create a title and description and a couple other options like adding a link to appear in the video.
- Then hit the “Start Live Video” button.

You can also start a live video from the same place you use to make a post. Again you’ll go to your Facebook page, and tap the “Create Post” button. From there, you should see an option for Live Video.

Another great feature of the Live broadcast is that people can leave comments in real time. So you can do a live Q&A about the home just like you were meeting with all of these people in real life. And the best part of that is that all of the engagement will boost your audience size even more.



1. Make a post from your page and choose “Live Video.”



2. Add a description and select any desired options, then tap “Start Live Video.”

Stories

As we hinted earlier, stories can also be a powerful feature for reaching customers. Stories are a special kind of visual post available on most of the major platforms, but unlike a typical post they disappear after a set amount of time, usually a day.

Stories were made for mobile phones so they have a vertical orientation, and instead of appearing in a feed like the traditional posts or videos, interact with them through gestures on your phone.

To view a story, the user first taps a thumbnail image. Then that story will expand to fill the entire screen. Next, a series of content from that page will appear in succession from oldest to newest. The content will automatically advance forward in the series every 15 seconds unless the user taps and holds the screen. The user can also swipe left or right to move between pieces of content.

Users interact differently with stories differently than posts, too. For instance, people typically leave comments on posts which are publicly viewable, but users interact through private messages with stories. Stories on Instagram allow you to add other interactive features such as quizzes, polls, and lists. These more direct communications make stories feel more like a one-on-one conversation than a group discussion.

Right: On Instagram, users can tap the profile pictures to view that page's current stories.

Far Right: Stories take up the entire screen and each story displays for a short time in succession or a user can swipe left to view the next story.



Advantages of Stories

So why bother with stories when you have posts? First of all, they're popular, especially on Instagram where over 500 million people use stories daily. Secondly, since they take up the entire screen you have a period where you can reach that customer without the distraction of other posts. Third, stories make it easy to communicate and follow up with leads, and, finally, stories often reach followers that do not typically view your posts. In fact, whenever you make an Instagram or Facebook, you probably also want to share that post to your stories to increase the post's reach.

You can use stories in lots of creative ways that generate leads and build your brand. For instance, you could do a walkthrough of a listing in your story. Just like with live video, you can go room by room through the house showing off its features. Instagram also allows you to pick a series of stories to share as a highlight that remains on your page for people to view at any time.

Here are some more ideas for how you can use stories:

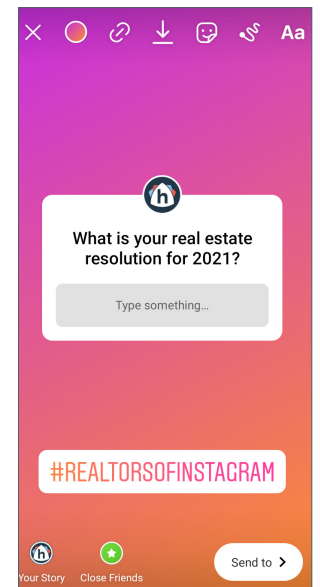
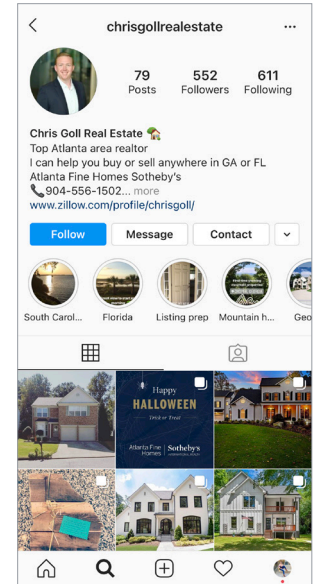
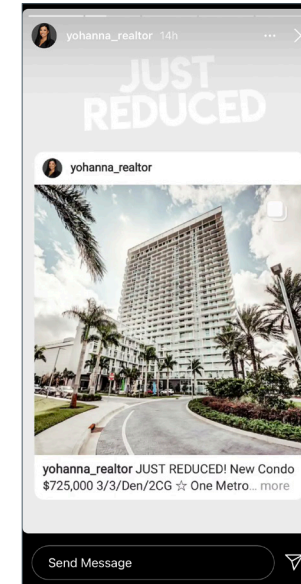
- Highlight community amenities and attractions

- Choose a theme such as kitchen upgrades post pictures of ideas
- Share the story of a client's experience in buying or selling
- Create a poll about topics of community interest (e.g.- favorite local restaurant)
- Share screenshots of positive reviews from Google and Facebook

All things considered, stories can be a great way to break the ice with a lead and get them talking. The possibilities are endless, and unlike typical posts you can usually post several stories in a day without turning off followers.

Clockwise from top left:

1. An agent shares a post about a listing on Instagram stories.
2. Instagram allows you to choose sets of past stories that will be continuously displayed as highlights on your page.
3. Agents can use special features such as Questions to engage their audience.
4. An agent shares a market snapshot for her local area.



Advertising on Social Media

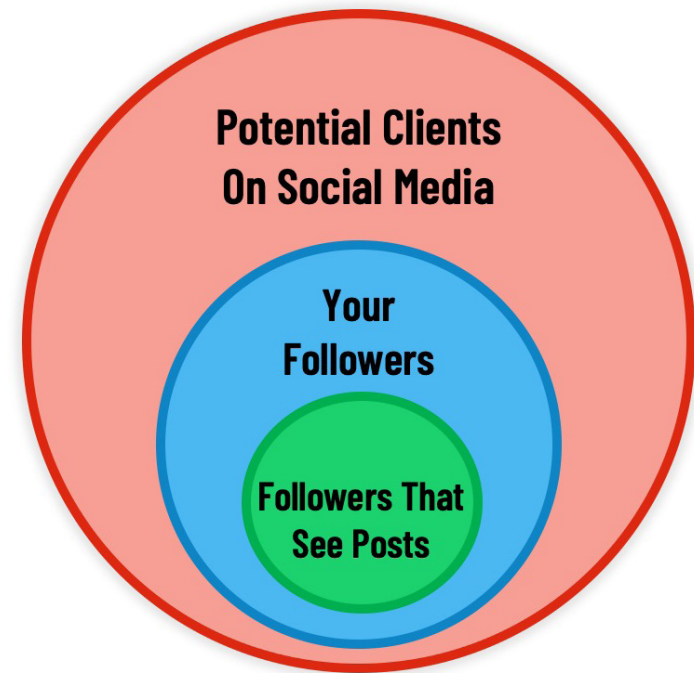
So far the methods we've mentioned here all have one major flaw. For the most part, they only reach people who already follow you. You can do some minor things to reach beyond your followers like using hashtags or hoping someone shares your posts, but if you really want to grow your reach you're probably going to need to advertise.

By running ads instead of depending on organic social media, you give yourself a few key advantages including:

- Access a much larger audience
- Access to features that are only available through ads such as built-in lead capture forms
- Greater control over where and when your ads appear

As you can see, ads provide us with more direct control in general than other features. We get to pick the general vicinity, times of day, and a lot more when setting up an ad. In contrast, typical posts leave us at the mercy of a complex formula, and they'll be seen by only a fraction of your current followers at best.

Just as importantly, advertising sends a clear message to potential clients. You are a proactive agent that will be their advocate when buying or selling a home.



Above: Each post on social media be seen by only a portion of your followers based on several factors such as the amount of engagement the post receives in the first couple of hours.

Misconceptions About Paid Social Media Promotion

So if ads are so beneficial, why do so many agents make the mistake of not using them? A lot of it comes down to misconceptions.

Misconception: Social media ads are expensive

For one, a lot of agents hear paid ads, and they automatically assume that paid ads will be expensive. This does not have to be the case at all. Facebook ads can cost as little as a few dollars at a time. Obviously, more money towards the campaign lets you reach more people, but even small campaigns can make an impact.

Misconception: Social media ads are less effective

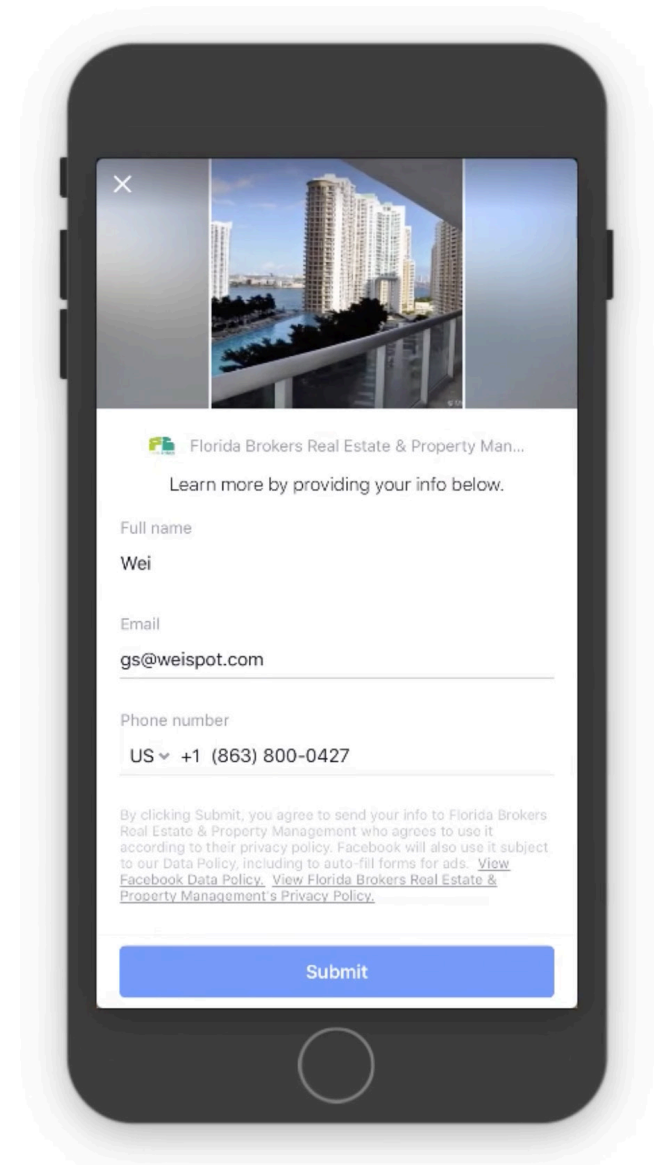
Many people also have the misconception that paid ads on Facebook are less effective since removing targeting options. Some options like zip code targeting have been removed, but other forms of advertising such

as Google ads now face the same restrictions, too. More than enough options remain for targeting your ideal customers, so you still get the same quality leads as before.

Misconception: Social media ads create low-quality leads

That brings us to another misconception: social media yields low quality leads. A little thought can debunk this myth. When you create a social media account, you're asked to verify your e-mail address and your phone number. Some users even have to provide proof of identity such as a drivers' license if the new account seems suspicious. The minute someone tries to create fake accounts, they are quickly shut down.

Is anyone doing this vetting for you on other lead services? And if they are, how much do they charge you? On the major social media platforms, you can be reasonably sure a real live person is seeing your advertisement. Then consider the ad types available to further vet prospects. For instance, Facebook has a lead generation ad type that includes a lead capture form that you can customize. If you want to qualify



Above: The lead form used for Facebook lead ads can be fully customized to screen out low quality leads.

leads, just add an extra question to your form, and you're able to easily hone in on warmer leads.

When it comes down to it, no other paid marketing combines the low-cost, flexibility, and effectiveness of social media ads.

Misconception: Social media ads are difficult to manage

Some agents just hear the word, ad, and get intimidated. They may struggle with the basics of social media let alone the extra layers that come with ads. After

all, you need content and budgets and audience targeting and a ton of stuff, but this fear shouldn't stop you. Tools such as the Real Estate Agent Directory (READ) can let you launch social media ads in just 3 steps.

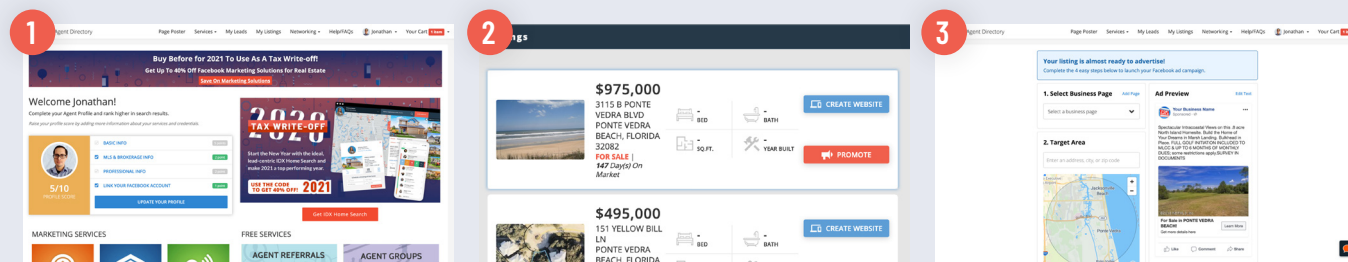
Even if you want to take advantage of more advanced ad strategies, you can always opt for services like TurnKey Suite to manage these ads for you. With TurnKey Suite specifically, you pay a flat fee that includes a built-in ad budget, then an account manager meets with you over the phone to get an idea of what you're trying to achieve and who you are as an agent.

They'll offer you their professional opinion on how to proceed, and then they manage your ads for you to get the most return on your investment. Then as you get new listings or open houses or what so have you can reach out to the account manager to make the necessary adjustments.

Most agents love TurnKey Suite because first you get the expertise of someone who works with ads day in and day out. But they also love the time it frees up that they can focus on following up with their leads and doing all the other millions of things agents have on their to-do lists.

Launching Facebook Ads From the Real Estate Agent Directory

Members of the free Real Estate Agent Directory can launch ads in just a few easy steps at a cost that works with their budget. Here's how it works.



Log-in to the Real Estate Agent Directory by visiting: dashboard.homeasap.com

Go to "My Listings" in the main menu and click "Promote" on the listing you want to advertise.

Enter the required info such as target area and budget, and click "Launch Campaign."

7

Critical Mistake:

Failing to engage with followers

The social element of social media is what makes it different and exciting compared to other media. There is a give and take in social media that lets you develop genuine relationships with your clients, and as people say all the time, real estate is a relationships business. Yet, huge numbers of agents fail to truly engage with followers.

With your social media sales funnel, you are going to meet people at all stages of the real estate purchase cycle. Good engagement pushes leads down your sales and prevents them from using another agent when the time comes to sell or purchase a home.

In building your social media funnel, you need great content and ads to continually draw new people to your page, but a lot of those will need some warming up before they're ready to move to the next step. Your lead follow-up falls into the nurture part of the process. Here, you're trying to build a relationship, and nudge them towards taking the next step. If you have built a relationship, your leads will naturally choose you when they're ready to move.

Engaging Through Comments

For the most part, engaging is straightforward. First of all, respond to all comments with a thoughtful response. Every comment is an opportunity to demonstrate your ability to listen and how responsive you'll be when they hire you. Make sure to check your ads for comments and respond to those in a timely way, too.

As a bonus, these responses let you reach more people. All of the platforms prioritize content with lots of engagement when choosing what to show people. If you strike an engaging conversation, your reach is going to grow, too.

Also, be sure to prove a call to action in your content that tells people how they can engage with the content. For instance, you can ask people to tag friends who could benefit from your post. Another great tactic is to ask an open ended question for

people to respond to in the comments. This nudges people towards joining in the conversation.

Responding to Reviews

Facebook and Google My Business both allow users to leave reviews of a business., and many of the same principles from comments apply to reviews, too. You should direct happy customers to leave you reviews and always respond to reviews...especially negative reviews.



Above: Even negative reviews should receive a response. This office correctly directs the conversation to a more private medium to resolve the issue.

If someone leaves a negative review, respond to them in a way that shows that you take their concerns seriously and take the higher road. If they have a valid concern, offer to talk to them privately about the matter. If they leave out an important piece of context, politely provide additional context if you can and direct the conversation to be resolved in private. The key is to remain gracious and helpful no matter what.

Other people who see your conversation can see when someone is acting unreasonably and will typically give you the benefit of the doubt. Even great companies receive bad reviews from time to time, so try not to take a bad review personally.

Engaging Through Messenger

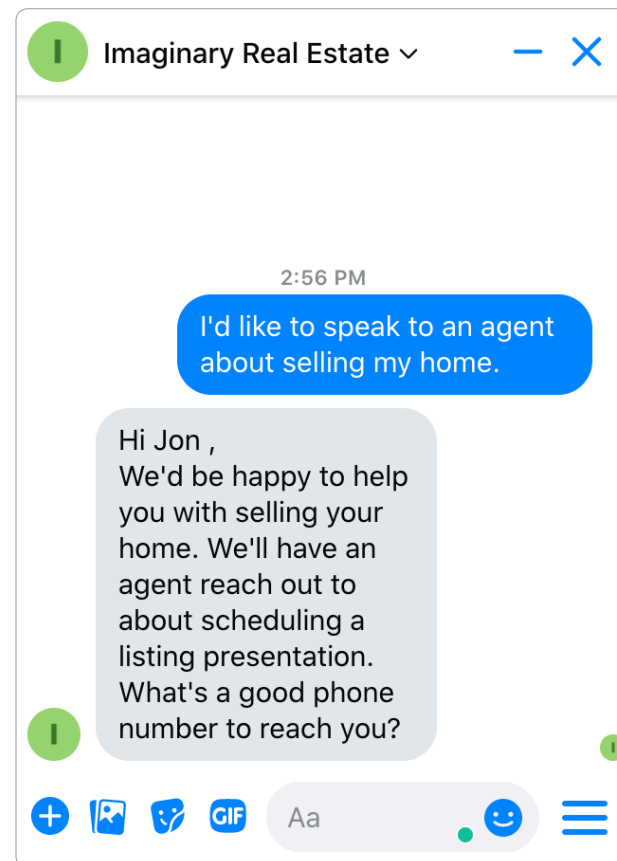
Direct messages should be another part of your social media engagement strategy. Facebook and Instagram use a shared messaging service called Messenger that lets you see messages from both platforms in one app. The really great thing about using messenger as opposed to email is that you get up to 70% better open rates.

On Facebook, you can use messenger to automatically greet people that visit your page to start more conversations. You can even create automatic responses for common requests to save you time. Of course, you want to use this feature sparingly since people can usually sense when they are talking to a chatbot. Think of it as a conversation starter not a replacement for real interaction.

You can also add “send message” buttons to posts to encourage more direct messages from your posts and

Facebook even allows you to add a Messenger button directly to your own website.

And, finally, another way to encourage more people to start chats with you is simply to respond quickly to messages. Facebook automatically adds an estimated response time to your Facebook page. In order to get the “Very Responsive to Messages” badge, you’ll need to respond to 90% of messages within 15 minutes for at least 7 days.



Left: This message was initiated using the automated response features available for Facebook.

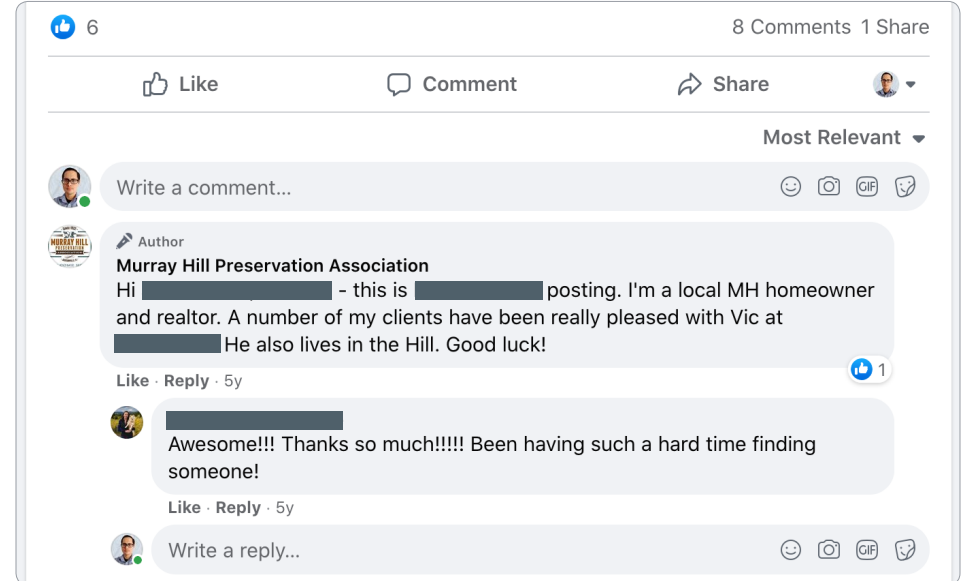
Outbound Engagement

All of these strategies I just mentioned form a great basis for nurturing and converting your followers into customers, but you also want to expand your lead base, right? That's why you should have an outbound engagement strategy, too.

First, you need to follow other pages and groups your ideal clients are likely to frequent. For instance, you could follow local restaurants and other non-competitor businesses. Local government pages and non-profits can be great options, too.

From there, you need to regularly interact as your Page by liking and leaving comments on other's content. Just as with comments on your page, be sure that you always add something valuable to the conversation. Remember this will be the first impression for some people, so try to project the brand image that you're trying to achieve.

If you can consistently engage on these outside groups and pages, you will see that many of these people end up following you. Then as these followers share with their circle you'll notice that your efforts start paying exponentially. In general, paying attention to engagement is the key piece that separates agents who use social media effectively from those who complain about social media going nowhere for them.



Above: This agent interacts with a potential client on a page dedicated to local neighborhood organization. This strengthens her brand as a neighborhood expert and builds her network.



8

Critical Mistake:

No value proposition for followers

Our final mistake may be the most devastating mistake of all because it undergirds everything an agent does on social media. Social media platforms constantly evolve and add new features, but in everything you do the customer should come first. Many agents make their social media about their needs by constantly selling but who wants to see nothing but sales pitches?

Why You Need a Value Proposition

Obviously, we're on social media to sell houses, but we need to put ourselves into the mindset of the people on the other side. People aren't coming to social media like they're going to a store intent on spending money. They're coming for entertainment, for connection, for inspiration, or even education.

If you, as an agent, do not offer value to your followers, then you're not even going to get that opportunity to make your sales pitch. They're going to move on to others who are offering them something of value. Your social media strategy should be built around a core value proposition for your followers. So honestly ask yourself:

- What can you offer your audience? (e.g.- community insights, home advice, etc.)
- How is what I have to offer different from other resources? (e.g. - unique perspectives, visual format, etc.)
- Can I consistently produce whatever I have to give?

Creating Value Propositions

Once we've considered these big questions, we'll want to create an overarching value statement for your social media presence. Start with the statement, "People should follow with me on _____ because _____." Here are a few examples of social media value propositions for agents.

- People should follow me on YouTube because they'll get insider tips on life in Jacksonville Beach.
- People should follow me on Instagram because they'll get inspiration for how they can improve their home's value.
- People should follow me on Facebook because they'll learn about current housing market news and trends.

As you might have noticed, each platform lends itself to certain types of value propositions, so let's also examine what tends to work best on each platform.

Right: This agent adds value for followers by sharing news and information about the historic neighborhood she serves.



Value Propositions for Instagram

Instagram is a highly visual medium that's often used for aspirational types of posts. Don't forget, Instagram is the platform of choice for influencers. Influencers are individuals who have built a community of followers that look up to them for advice and inspiration.

The best influencers work their magic through visual storytelling. For a real estate agent, this might be a sequence of images that takes a person through a home that creates a sense of a certain lifestyle. With that in mind, you can use staging to get their imaginations working, so they could picture themselves in the home.

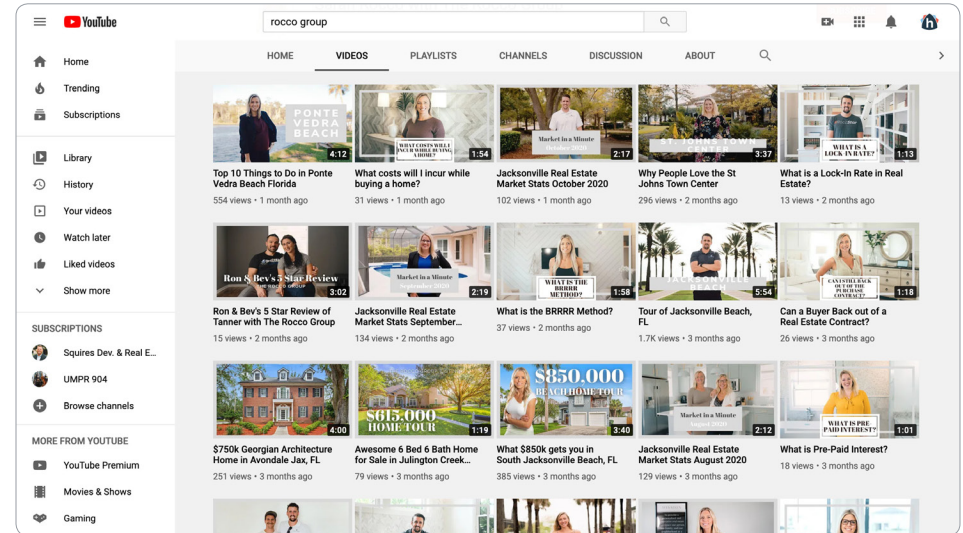
You can do the same thing with neighborhood amenities and nearby attractions. Just remember whatever you do, people expect high-quality imagery on the platform, and whenever possible use multiple images or video.

Value Propositions for YouTube

With YouTube, the audience's intent can be split into two main groups. Some people come to YouTube simply to watch cat videos and be entertained, but we're interested in the other half. These people come to YouTube to learn something. Many of them come from search engines with specific questions to answers, and others have a general interest in a topic.

For instance, maybe they want to know about how to do some basic home maintenance. Perhaps, they are looking for an

inside view on the current market conditions. Maybe they're researching an area before they relocate. If you can anticipate what someone in your target audience wants to know about you can add value by making the video that answers their questions and appeals to their interests.



Above: This brokerage uses their YouTube channel to share info that could help a person looking to buy or sell in affluent neighborhoods around the Jacksonville metro area.

Value Propositions for Facebook

As we mentioned at the beginning of this book, Facebook is the most versatile of all the platforms we've been talking about. For instance, some studies suggest that over 50% of Facebook users actually depend on the platform for their news. So if you

can be the one to provide real estate and local news, then you are adding value for those people.

Then again you can provide useful information on topics of interest. So if you're targeting current homeowners, maybe you're sharing info about maintenance or increasing their home's value.

Also, don't forget that people have an innate need to feel connection with others. So recognizing your buyers and sellers and sharing their stories can be really compelling content. These are often the types of posts that get shared around and garner lots of attention.

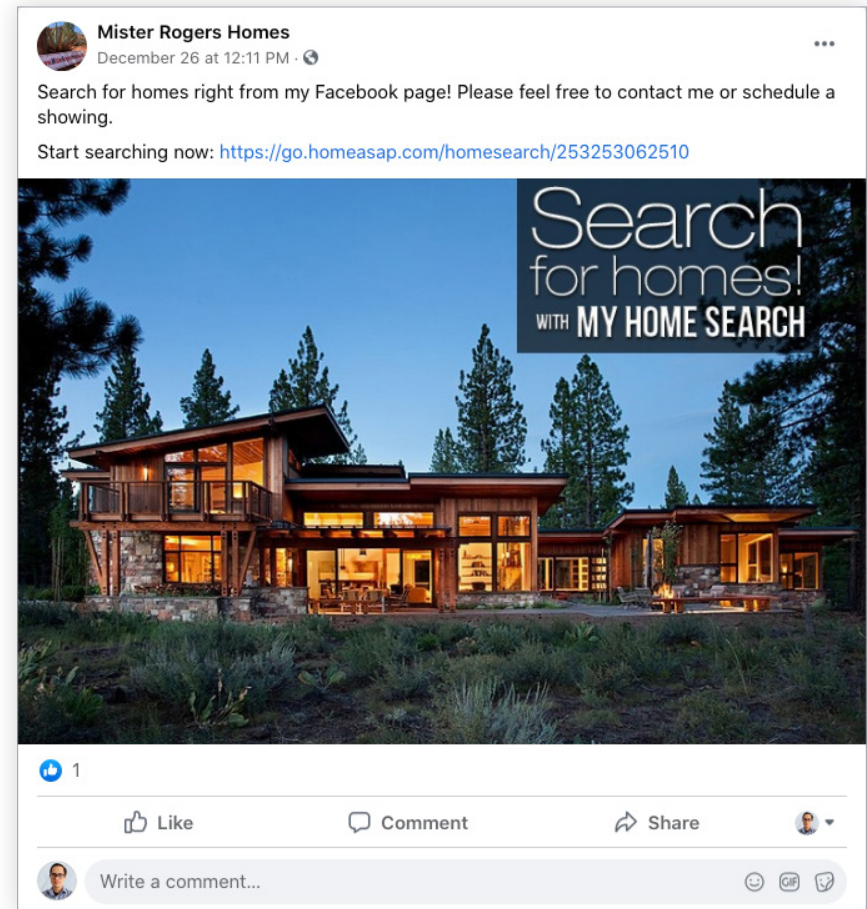
Then finally you can be a resource that connects people to other resources. For instance, you can profile and shine a spotlight on some of those local businesses I mentioned earlier when we were talking about engagement. This demonstrates your local knowledge and builds goodwill that often ends up with some reciprocal promotion from the other business.

You have endless possibilities for adding value as long as you're making it about fulfilling your followers needs.

Pivoting to Sales

Of course, at some point you want those followers to turn into customers. So that's why you still need to include promotional posts in your rotation, too. The informative and entertaining posts lay the groundwork for your promotional posts to be more effective in a couple ways.

First, you'll get more people to see these posts because all platforms reward you for creating engaging posts with better reach for the following posts.




Above: This agent offers access to his MLS search to turn Facebook followers into buyer leads.

Secondly, you'll have built better relationships with your followers so they'll be more receptive to what you have to offer. They'll know you're not simply in it for yourself.


A good rule of thumb is that 80% of your posts should focus on engagement, and the other 20% should be promotional. Even in the promotional posts, you'll want to focus on creating some value for your customer.

So for instance, you could offer a free CMA to attract potential sellers, and then in the ensuing conversation you focus on convincing them to take the next step and schedule a listing presentation. You could also direct people to search for homes on an IDX Home Search too. However you promote yourself just remember to focus on creating value for your customer.

Below: This conversation came from the comment section of a YouTube video about things to do in a community. Notice how the agent quickly redirects the lead to a contact form to keep the momentum going towards a sale.


Duane Oestreich 1 month ago
 Are there condos, villas, houses in the 200's to 300's? Is a printing available that I may peruse?
 👍 👎 REPLY

Hide reply


Sarah Rocco with The Rocco Group 3 weeks ago
 Hey Duane, great question! Do you mind explaining your interests in a little more detail via our site?
<https://theroccogroup.com/connect>
 Someone from our team is sure to help you.
 👍 👎 REPLY


Brittany Adams - Ponte Vedra Realty
 Sponsored · 🌐

Search all of the area's newest listings right on my Facebook page! Please contact me to schedule a showing.



 Like
  Comment
  Share

  21


 Write a comment...
 




Above: This agent creates value for potential customers by offering them a free service that would be attractive to potential sellers.

9

Bringing it all together

Throughout this book, we've covered seven major mistakes that real estate agents make in marketing themselves on social media and how to fix them. That's a lot of time spent talking about what not to do, so how about we wrap up by looking at the right way to use social media as a real estate agent?

The Right Way to Do Social Media

So what is the right way to use social media as a real estate agent? Basically, we need to do the opposite of the mistakes.

- Create business pages on the platforms you use.
- Present a consistent brand.
- Optimize your social media pages for search.
- Post on a regular basis, but don't overdo it.
- Use the features the platforms have to offer.
- Engage with your followers regularly.
- Give your audience a good reason to follow you.

This may seem like a lot to manage when you consider your other responsibilities. Maybe you're even unsure wondering how anyone has the time and energy to do one platform right let alone multiple social media platforms.

Not only is it possible for an agent to do social media right, it is essential. The Covid-19 pandemic has taught us that a robust social media connection lets you stay connected to clients no matter the conditions. As tech savvy Millennial and Gen Z consumers, take up more and more market share, social media is only going to grow in importance.

With all of this in mind, let's look at an example of an agent who has been able to use social media to successfully grow his business. In fact, this agent has managed to grow his Facebook page to over 11,000 followers using the strategies we've shared throughout this book.





Meet Mr. Rogers

Shawn Rogers leads a team of real estate agents in the Phoenix metro area. He has been a client of TurnKey Suite since 2018, and he consistently sells millions of dollars in real estate each year. Shawn has capitalized on sharing a name with the famous Fred Rogers, and he has been a brand of outstanding and caring service within his community with Mister Rogers Homes.

Shawn is very active on social media. As we said before, he was a successful Facebook page, but he also maintains an active presence on YouTube and Google My Business. He uses his memorable name to his advantage by using the same handle across all accounts: @MisterRogersHomes.

If you visit any of these social media pages, you'll also notice consistent visual branding. His TurnKey Suite designers created cover images for Facebook and YouTube pages that incorporate beautiful homes in the southwest. This focus on the "Valley of the Sun" also extends into how Shawn posts to his social media.

Social Media Posts

Shawn does a great job with consistently posting great content that adds value for his followers. For example, he adds weekly updates to his YouTube channel. Looking at his videos you see that he typically posts information about the local communities he serves. This includes profiles of the neighborhoods and highlights of things to do in the area, but he also features homes for sale from time to time as well.

His videos have clear value for someone looking to learn about the Phoenix area. They also demonstrate how he keeps a consistent posting schedule to regularly engage his subscribers. Shawn also uses these videos as content for his Facebook page.

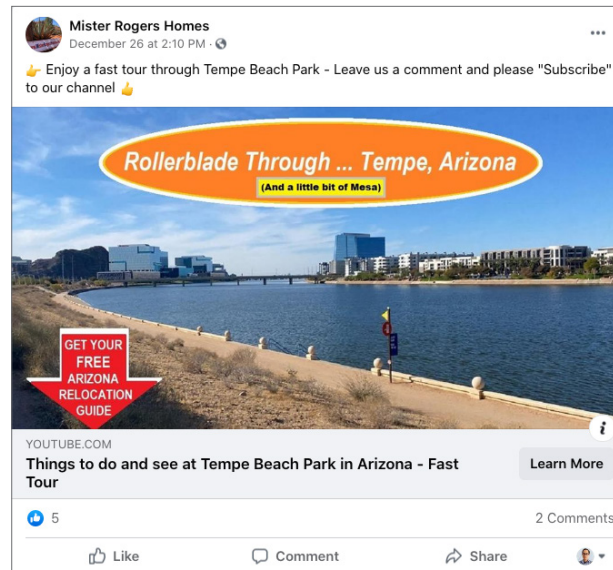
Despite a busy schedule, Shawn posts to his Facebook page daily. Of course, he does have a little help here. He takes advantage of TurnKey Suite's automatic posts to create content for 5 days of the week, then

with the other 2 days he posts his YouTube content to add a local touch that demonstrates his local expertise.

Lead Generation Through Content

Shawn also does an excellent job of using his content to generate leads. First, he balances the promotional posts with lots of posts that focus on engagement. Second, he provides value in his promotional posts by offering services such as his IDX Home Search tool. Third, he makes himself easily accessible by adding contact info to his posts. Here are a few examples of his content in action.

Right: Posts from the Mister Rogers Homes Facebook page. The top left and far right posts were generated automatically through Shawn's TurnKey Suite subscription. On the bottom left, Shawn is promoting content from his YouTube channel.

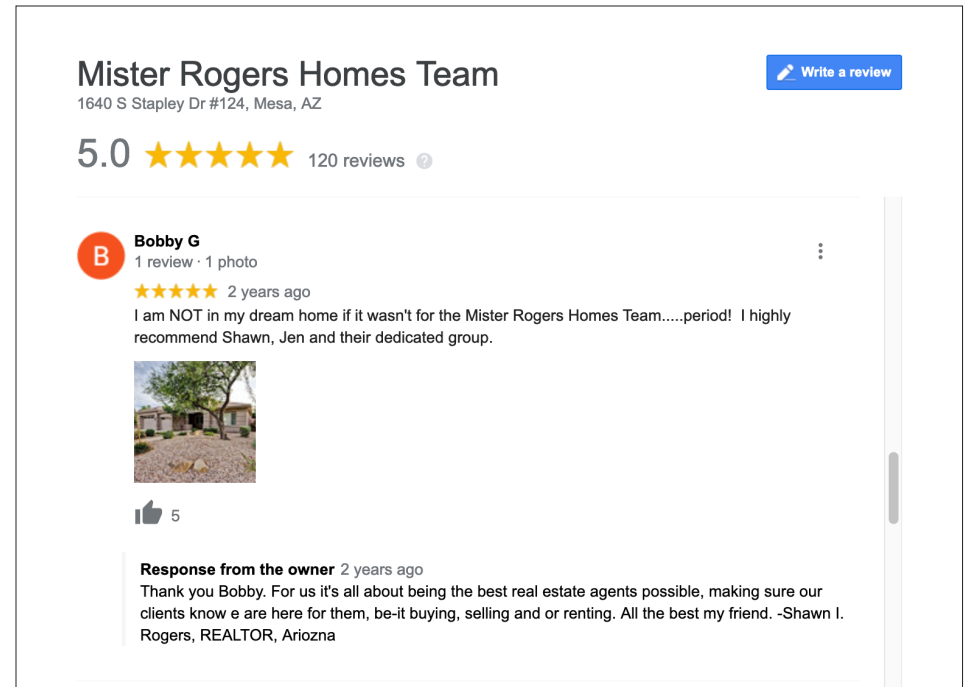


Leveraging Reviews

Both Facebook and Google My Business allow customers to leave reviews, and Shawn takes full advantage of this feature to engage his clients. Mister Rogers Homes Team has over 120 reviews on Google My Business, and each review has a heartfelt response from his team.

Through these responses Shawn reinforces his brand as the caring neighbor. He truly is the Mister Rogers of real estate! Just as importantly, Shawn has used these glowing reviews to create more sales opportunities using an important Facebook feature: advertising.

Right: Actual reviews on the Mister Rogers Home Team from Google My Business and Facebook. In both reviews, you can see that Shawn leaves a heartfelt response that reinforces his brand image as the caring neighbor.



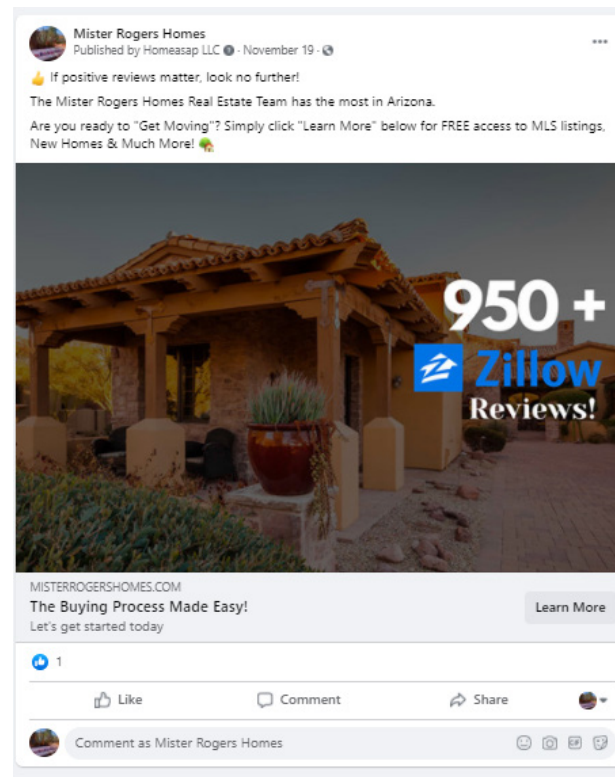
Advertising Success

With over 11,000 page likes, Mister Rogers already has a sizable audience, but with Facebook ads run by his TurnKey Suite account manager Shawn is able to continue growing his business. Here are a few examples of Facebook ads run by Shawn's TurnKey Suite account manager.



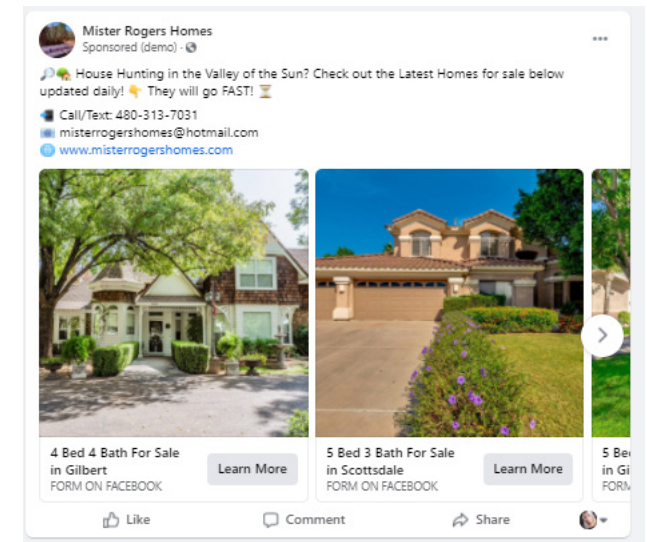
Facebook Traffic Ads

Knowing that Mister Rogers Homes had gathered a wealth of positive reviews, Shawn's TurnKey Suite account manager created an ad that put those reviews front and center.



Facebook Dynamic Ads

Shawn also uses Facebook ads to get his listings in front of potential buyers. Because of our deep MLS integrations, TurnKey Suite also gives him access to a special ad type called dynamic ads. These ads use an engaging carousel format that pulls in up to date MLS info, and they use a customizable lead capture form to convert leads.



Setting Yourself Up For Social Media Success

As real estate agents, the ultimate measure of our success is homes sold and client satisfaction, and Shawn's millions of dollars of sales each year speaks for itself. Strong social media with the help of Home ASAP has made a huge impact on that success, or as Shawn puts it, "Home ASAP has been a backbone of our lead gen."

While Shawn Rogers deserves a ton of credit, his results are not unique. Social media is a tool available to any agent with the willingness to try something new. Now that you've learned common pitfalls to avoid, you need to get out there and start trying it for yourself. We promise social media is well worth the effort for any real estate agent.

And as you improve your social media marketing, remember you're not alone. The experts at TurnKey Suite can help you elevate your marketing strategy and achieve your professional goals.

Appendix:

About TurnKey Suite

Throughout this book, we have talked a lot about TurnKey Suite by Home ASAP, but what is it exactly? Glad you asked! In this section, we'll share some essential info about TurnKey Suite including what is included and how well it works. That way you can decide if it is a service is a good investment for you.

What Is TurnKey Suite?

At its core, TurnKey Suite is about helping real estate agents grow their business using cutting edge marketing tools. When you purchase a TurnKey Suite package, you receive a dedicated account manager that creates a system to funnel new leads into your sales pipeline through social media.

With TurnKey Suite, you get the expertise and experience of marketers who work in social media day in and day out. This allows you ramp up your social media marketing much more quickly than if you were to do it yourself, and so TurnKey Suite ultimately saves you both time and money while growing sales.

What's Included With TurnKey Suite?

TurnKey Suite includes a host of tools and features that help you take command of your social media and save you time:

- Dedicated Account Manager
- Monthly ad budget for Facebook or Instagram
- IDX Home Search For Facebook and WordPress
- Automatic Facebook content posting
- Automatic listing posts to Facebook
- Facebook page remodel and optimization
- Fully managed social media contests
- Pro level membership to the Real Estate Agent Directory
- Premium listing landing pages



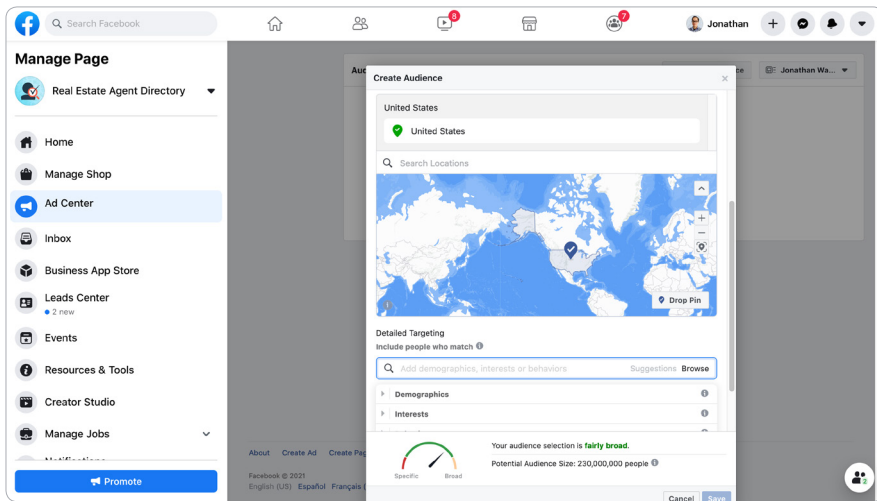
Above: Allysa Warren, Director of TurnKey Suite, leads a meeting of TurnKey Suite Account Managers.

What Does My Account Manager Do?

Our Account Managers are the heart and soul of TurnKey Suite. Each new agent receives a welcome call from their account manager where you can discuss what is important to you and how we can support you.

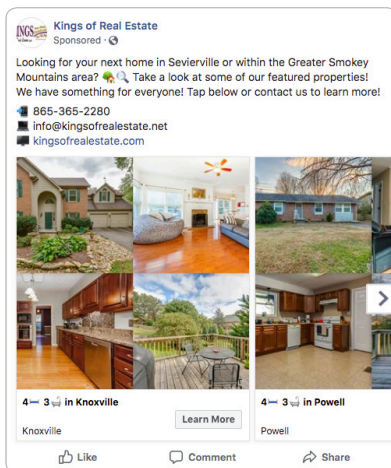
From there, they help make sure that your tools and features get activated properly, and get you connected to a member of our design team who will remodel and optimize your Facebook Page. If you don't have a Facebook page, don't worry. We can create one for you!

From there, your account manager will create and manage ad campaigns on Facebook or Instagram for you each month. Since your ad budget is included in your subscription, you pay nothing extra out of pocket unless you want to increase your ad spend.



Above: Facebook Ads manager is used to create audiences, set bids, and create campaigns when running your own campaign. TurnKey Suite account managers do this for as part of your subscription.

Left: Example of a Dynamic Ad campaign run by a TurnKey Suite account manager on a customer's behalf.



Ad Management

We understand that Facebook ads can be confusing and time consuming for agents. Facebook offers a ton of choices on its ads platform and constantly makes changes. That's why it's important to have someone who is experienced to do the work for you.

Our account managers have the training and experience to help you get the best results from your ad budget. Plus, they can unlock powerful features such as dynamic ads that most companies would be next to impossible to do on your own.

Dynamic ads are a powerful type of ad used by successful companies like Amazon to display a carousel of items tailored to the consumer. With over 200 powerful MLS integrations, we can pull in listings directly through IDX feeds to lure potential buyers which means new leads for you!

Facebook Page Creation or Remodel

After reading this book, you already appreciate how a well-crafted Facebook page makes such a difference in marketing your business. That's why TurnKey Suite includes a page remodel or creation. Our professional designers work with you to design custom graphics that bring out your unique brand.

They can also craft custom graphics for your Google My Business or YouTube channel. That way you keep a consistent look across every major platform.

Even more than that, TurnKey Suite's team of experts will also fully optimize your page to ensure you get the best search rankings possible. Then they'll optimize your page to convert more leads each time people find your page.

Automatic Facebook Posts

You know you need to regularly post engaging content to have a successful social media page, but finding that content can be difficult and time consuming. Fortunately, TurnKey Suite does the work for you.

Use our automatic Facebook posts up to 7 days a week to create a baseline of engaging content you can build on. You can even post your listings in an attractive carousel format to generate buyer leads. No listings? No worries! You can also set up automatic listing posts for listings from your brokers' office.

How Does TurnKey Suite Generate Leads?

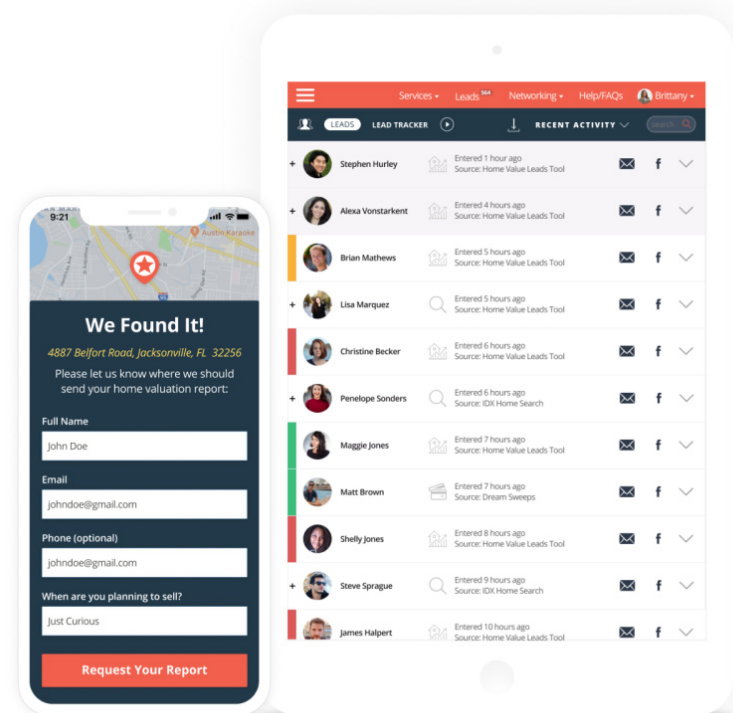
Speaking of leads, your TurnKey Suite subscriptions contains tools to help you generate both buyer and seller leads.

Our IDX network includes over 90% of active U.S. listings from over 200 MLS's. This network powers our best in class IDX Home Search which can integrate with both Facebook and WordPress. This means you can have one tool generate buyer leads for both your website and your social media.

For seller leads, you also have access to our Home Value Leads Tool. This tool encourages your Facebook followers to request a free home value report, so that you can connect with people

interested in selling their home. Plus, each lead includes contact info and timeline for selling to help you prioritize your follow-up.

Your TurnKey Suite subscription also comes with innovative lead generation tools like hassle-free Facebook contests and premium listing landing pages. Most important of all, your account manager will run targeted ad campaigns to reach thousands of potential leads. In fact, TurnKey Suite has delivered over 4 million leads for our agents!

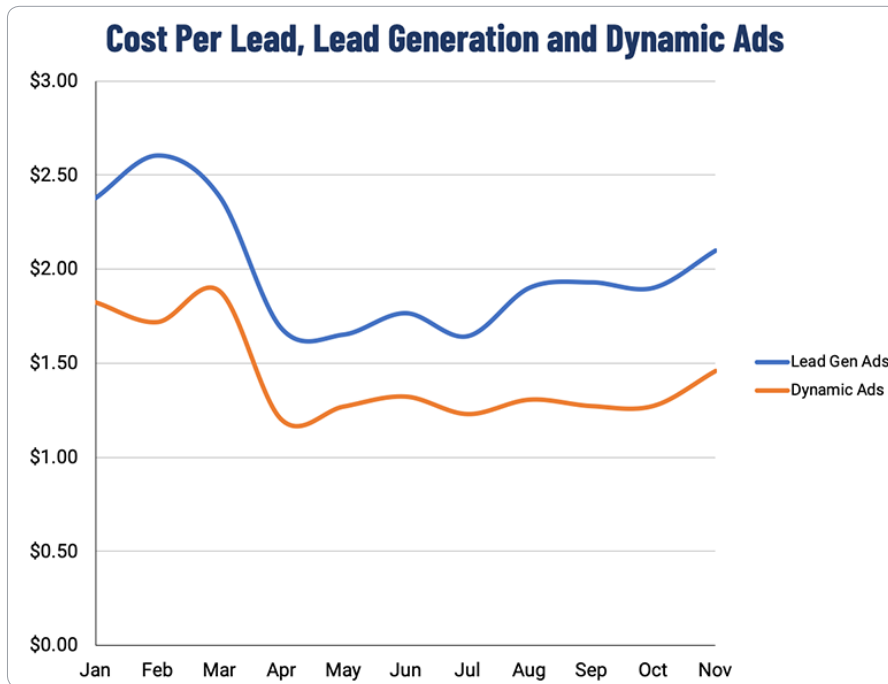


Above: A mobile friendly lead capture form used with the Home Value Leads Tool included in TurnKey Suite. Leads are sent to a leads dashboard and by e-mail.

How Effective Is TurnKey Suite?

TurnKey Suite offers incredible value and performance. Over the course of 2020, the average cost per lead for Facebook lead ads was well under \$3 per lead every single month, and as low as \$1.60 per lead in July 2020. This translates into more leads for your money, especially compared to other marketers running Facebook ads.

Our Dynamic ads performed even better with an average cost per lead under \$2. That's roughly two-thirds the cost of the already affordable lead ads! Plus, with both ad types, lead forms can be customized to gather the info you need to convert leads down your sales funnel.



What TurnKey Suite Customers Say

Of course, the numbers are only have the story. TurnKey Suite clients from across the country have taken to social media to share their thoughts. Here's what they had to say about TurnKey Suite.



Capprice Kitchen

4 reviews

★★★★★ a year ago

As a previous user of Turnkey Suite, we had ventured off to try other opportunities; but, upon learning of advanced services we came back and thus far have been very impressed. I think the real difference this time is the level of engagement and one on one service we have with our account manager, who is fantastic! Our account manager is very responsive, makes great suggestions and super personable and easy to work with. We truly feel like we're literally working on the same team and working toward the same goals. Since reconnecting with Turnkey Suite, and it's only been a brief period, we've seen an increase in Facebook and lead activity. The ads shared are engaging and our followers enjoy them. Our account manager has prepared some great lead generating content and they are working better than we could have expected. We're excited to be back with Turnkey Suite and look forward to what the future has in store for continued growth.



Lee Cohen

4 reviews

★★★★★ a week ago

Positive: Professionalism, Quality, Responsiveness, Value

Working with Home ASAP for the past years was one of my best business decision. Professional, affordable, high quality contents and very responsive to my needs. Thank you Home ASAP for great service.



Deborah Citarella

2 reviews

★★★★★ 2 weeks ago

Positive: Professionalism, Quality, Responsiveness, Value

Gwen is my account manager. She is phenomenal. She always has my best interest at heart and strives to make everything perfect. It has been a pleasure working with her. I can't tell you how important it is to have someone advocate your strengths and success to social media for your business. We have been working together for so long now, I don't need to do anything. It's a well oiled machine. She just knows what I need and does a great job! Love you Gwen! Thank you for everything.

About TurnKey Suite



Mike n Rosalie Pedraza

1 review

★★★★★ 2 months ago

Positive: Professionalism, Quality, Responsiveness, Value

Originally was unsure of the product and services, but turns out to be a very useful and productive tool! Definitely worth the investment! The staff has been exceptional in handling every question and providing input and guidance. Their diligence has been outstanding! Excellent product overall!



John Watts

2 reviews

★★★★★ 3 months ago

Positive: Professionalism, Quality, Responsiveness, Value

I have been using Turnkey Suite for less than 2 months. My Account Manager/Marketing Consultant is Ashley Meyers. Ashley has done an outstanding job providing me 32 leads. She is very professional and prompt whenever I need assistance for my business needs. Daily, she provides facebook marketing material, as well as has developed an excellent post advertising Austin, Texas to attract leads. She works with me to develop a marketing plan that provides quality leads.



Linda Hill Hughes

4 reviews

★★★★★ 3 months ago

Positive: Professionalism, Quality, Responsiveness, Value

I can't say enough about Home ASAP. Gwen handles my account. She cares about my business and helping me grow. She goes above and beyond always. Their FB postings get attention. I've used other companies and nothing. They also get me page LIKES! I know she's got my back and I trust her to care for my business!



Andrew Arild

3 reviews

★★★★★ 11 months ago

I've had a phenomenal experience with Home ASAP and my personal account rep, Kate. The service is great, keeps my page updated and current but what stands out above all else is the service Kate provides. I am not a social media natural and she has helped me learn all while continuously optimizing ads that have grown the followers on my page by huge amounts. I highly recommend the service and, if you're lucky, you will get to work with Kate like I do.



Barbara C. Henderson

Local Guide · 22 reviews

★★★★★ 10 months ago

Steven Hubbard has been very responsive and helpful with my leads from Homeasap. So far, out of the 19 leads I've received, I've spoken to 3 individuals and have an appointment with one and a "promise" of an appointment with another - we'll see how that turns out. Thanks, Steven!



Juliette Sherrill

7 reviews

★★★★★ 2 months ago

I am super impressed with the price and the level of service I've gotten from this company. They've done everything they said they would and communicate with me super fast when I need something. I love the product and the price! I Already doubled my likes on FB in the first day!



Niki Vale - Los Angeles Real Estate

10 reviews · 1 photo

★★★★★ a year ago

The Turnkey Suite at Home ASAP provides extraordinary service, consistently and persistently reaching out to offer solutions and white glove setup! I now have a laser-focused marketing strategy to build my business and gain new listings. Great service, great value. Blair, my account manager is excellent.



Pam Donohue

6 reviews

★★★★★ 3 months ago

Positive: Professionalism, Quality, Responsiveness, Value

As a full time Real Estate Agent I am not sure how many people really understand that we work all the time. We cannot predict how long we will actually be out when trying to help our clients find that perfect property. All of our attention is on them, as it should be. Social Media can be overwhelming at the end of day, especially when you have to think of something to post. That is why I LOVE Home ASAP! Having their team take that task off my shoulders is awesome. Plus they are professionals that really post great stuff! Yes I still throw in my own posts sometimes, but I would never go back to just taking care of it myself for our team.

They are the best!

Pam Donohue

Coldwell Banker Sea Coast Advantage



Sapphire Realty Partners

1 review

★★★★★ 11 months ago

We have been with the Turnkey Suite family for a few years now, and with the great assistance of Ashley Meyers, we appreciate all of your help in getting our real estate company ready for social media. Ashley has been a great help in assisting and collaborating with us to implement our vision whenever we needed her to. We thank Ashley and your entire team for the quality of service and dedication you have provided us and we look forward to our continued partnership.



For more information about ad performance and customer reviews, visit turnkeysuite.homeasap.com or call (904) 549-7616 to schedule a free demo.



How To Get Started With TurnKey Suite

If you're ready to start using social media to grow your real estate business, you owe it to yourself to try TurnKey Suite by Home ASAP. No one else can match the expertise, service, and effectiveness of our marketing pros.

To schedule a free demo of TurnKey Suite:

- Call (904) 549-7616
- E-mail sales@homeasap.com
- Visit turnkeysuite.homeasap.com