



SOCIAL MEDIA MARKETING & REAL ESTATE

In just a few years, social media have gone from a playful tool for connecting friends, to an indispensable marketing tool for connecting buyers and sellers. YouTube, Facebook, Google and Twitter are booming. The statistics are boggling. Worldwide, there are nearly 2 billion active Facebook users and more than 4.5 billion "likes" generated daily. More than 58 million tweets are generated each day and 100 hours of video are uploaded to YouTube every minute!

Some distinct benefits of social media for selling homes include: cost effectiveness compared with print advertising, continuous 24/7 exposure, specific geo-targeting and exponential market penetration created by "sharing." Most importantly, digital media are visual and dramatize your home's curb appeal with unlimited images and tempting photos. Buyers do not need to drive by or visit open houses. They can obsess about details, take virtual tours, watch videos, view drone images, study floor plans and google neighbourhoods, all on their laptops or phones. Studies show 90% of buyers start their search online so that social media can expose your house or condo to thousands of potential purchasers.

Before listing your home, make sure your real estate professional is studiously familiar with "tags", "SEO's", "geo-targeting", "boosting" and the new vocabulary of online marketing. Ask about their online marketing platform and how they plan to capture the huge segment of couch-surfers who are looking for a home exactly like yours.

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Lynn Tribbling

Sales Representative

email: ltribbling@sympatico.ca