*Systems*

**Facebook Media Marketing**

**□** Create Facebook business page. It will probably be connected to your personal page.

□ Add Professional photos of yourself for profile. Also include Genesis logo on the page. Add other pictures in the pictures section that relate to real estate such as Boise Valley neighborhoods, properties for sale (only genesis listings), and other pictures of yourself.

□ Fill out the profile completely or as close as possible. Include a very detailed Bio that tells about yourself and uses RE key words (investing, invest, Real Estate, Realtor, Sellers, etc.)

□ Once the page is set up, send out invitations to all your FB friends to “like” your page.

□ Start making friends! Choose your cheerleaders. Now, start sending friend requests to their friends. Limit yourself to 10 a week or FB may lock your account for spamming. When you friend these folks, send a warm greeting introducing yourself and how you know the other people. (maybe keep your current friends in a separate group to specify posting moving forward).

□ After you have friended new folks, send them a request to like your page.

□ This is a continuing effort. This box can to the left can never be checked because this is an ongoing process.

**Start Posting**

□ Main rule of posting- Don’t overdo it! Too many posts will cause people to unfollow you. I advise to post once a week. (This rule applies to twitter, linkedin, and Instagram)

□ Take turns with 3 different types of posts. The 3 types are serious, funny, and experience. An example of experience would be to post a picture of a dead critter found in a crawlspace of a house. It allows people to know you are out and about working with homes.

□ Ask your cheerleaders to “like” your posts. It will help you appear on more pages and generate a stronger following.

Prospecting tip: If you need a reason to call sphere people, this is one. You can take the time to call, ask how they are doing, and then verbally request they like your page (for the folks who haven’t). This allows you to touch them and talk business in a friendly manner.