Social Media & Engagement

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Video: Socialnomics 3
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Is CRE Social?
What are the benefits of Social Media for CRE?

- Brand Awareness
- Search Engine Optimization
- Recruitment
- Thought leadership
- Increase web traffic
- Customer loyalty
- Customer Service
- Conversions and sales
- Promote products or services
- Market Research

*People prefer doing business with people they know!*
CRE Social Media Tools

- Recruiting; Networking
- Community engagement; Customer Svc
- Market Research, Promotions; Traffic
- Property Marketing, Sales, Events
- Thought Leadership
- Promotions; Location based marketing
- Pin photos; Drive web traffic
- Mobile Outreach; Photo sharing

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Social Media Explained

Twitter
I'm eating a #donut

Facebook
I like donuts

Foursquare
This is where I eat donuts

Instagram
Here's a vintage photo of my donut

YouTube
Here I am eating a donut

LinkedIn
My skills include donut eating

Pinterest
Here's a donut recipe

Last FM
Now listening to "Donuts"

G+
I'm a Google employee who eats donuts.
Developing Your Strategy

Phase I

Set Measurable Objectives
- Increase awareness?
- Engagement?
- Promote a property or event?
- Referral traffic?

Target Your Audience
- Who?
- What?
- When?
- Where?

Listen
- Follow on Twitter
- Google Alerts
- Blogs

Set Guidelines
- Who is in charge?
- Who can share?
Developing Your Strategy

Phase II

Choose Your Tools
- Twitter
- YouTube
- Facebook
- LinkedIn
- And More…

Allocate Resources
- Experts, not interns

Integrate
- Link blogs and SM pages to website

Measure
- Adjust
- Repeat
Developing your Strategy

A note about resources…

Allocate resources to experts, not interns.
ROI: Can it be measured?

Your Return on Investment

Cost

Value

Relationship

Referrals

Investment

Exposure
ROI: Sales and Beyond

Directly Financial

# 1 Financial Perspective
Did your actions help increase sales?

# 2 Risk Management
Is your brand better prepared to respond to attacks?
(how much would it cost if not?)

Undirectly Financial

# 3 Digital Perspective
Has your brand enhanced its digital presence?

# 4 Brand perspective
Has your brand’s relationship with its customers improved?

Forrester report - The ROI of Social Media Marketing - July 2010
Tips for Social Media Success

- Transparency & authenticity
- Set measurable objectives
- Develop relationships & encourage the conversations
- Try to add value to your industry and community
- Connect with the influencers / help them find you
- For maximum ROI: “Build communities” instead of “doing communications”
Thank You