

Bill Hart

TalkJet Audio Interviews

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This month's TalkJet interview is with;

Katie Lance

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Social Media Strategy and Content Development

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Katie is the former chief strategist and social media director for Inman News.

The People That Are on the “Fringe” of Our Lives

Friends of friends, or the people we worked with 10-15 years ago... people we were introduced to at a party. Katie observes that in the past, we would never have stayed in touch with those people. Studies indicate that the people on the fringe of our lives represent our largest lead sources.

“Social Media is like word-of-mouth on steroids.”

Social Media non-negotiables for REALTORS

At a bare minimum, make sure that you can be found online – particularly Facebook and LinkedIn. Make sure your email and contact information is there. If someone finds you on Facebook as an example and they're not friends with you, you want them to be able to contact you. Make it easy for them.

Facebook Lists

With the clients that you are friends with (make this is a conscious effort), put them in a list. That way, rather than seeing the feeds for your 500 friends, you'll see just the 5 that you are working with right now. When you see things that are happening in their lives and you engage, it's a huge way to build a relationship.

“It's less about what you're putting out there, and more about how you're connecting with people on a one-to-one basis.”

Facebook Business Page

Have a strategy; post consistently. Katie suggests using the “scheduling” feature on business pages where you can batch out your content. Also consider Facebook advertising as you can start with a budget and track your expenses.

Don't Delegate Social. Engage.

Engage as yourself in your authentic voice. It's obvious when it's not you.

Build Your Reviews

Have your clients review you on whatever platform they're most comfortable with. Reviews become the “breadcrumbs” sprinkled around the Internet when people search for you. (“5 Stars Matter”)