



IG WITH TESSABELLE JELTEN

Campbell Co Real Estate

9 TYPES OF SOCIAL SHARING CONTENT

1. Personal story post - what about you makes people want to connect
2. Beliefs & Philosophy Posts - what do you care about
3. Lifestyle Posts - practice what you preach
4. Authority & Value - teaching and partnership
5. Questions - asking what they think or how they feel
6. Testimonials & Case Studies - testimonials on video. How you're the person to get them from A to B
7. PR / Myth busting - industry articles and creative informing
8. Process & Solution - How you do what you do, and how is that different from others?
9. Pain / Problem

3 E'S

- ENTERTAINMENT
- EMOTION
- EDUCATION

5 HUMAN DESIRES

1. Acquire - desire to have material items or immaterial items
 2. Learn - desire to satisfy our curiosity
 3. Defend - desire for safety and belonging
 4. Bond - craving connection, feeling apart of
 5. Feel - emotional stimulation
- Captions are key
 - Schedule one day to knock out 30 days of posting
 - Think of it as documenting instead of creating
 - Repurpose your content

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FB GROUP AS A DIGITAL FARM W/ NICK & TRISTAN

Community Pages

- Special Interest
- Community Group
- Business Group
- Mastermind Group

Build The Team

- Creators
- Founders
- Admin / Moderators - they have to understand the vision | have to be consistent on FB

Content & Community

- You set the tone for the culture
- Top 100 - highly engaged members (ambassadors)

Put money behind your videos and posts to your business page, lead them back to the group

Make sponsors come to you by using their content and showing others how to use it well. Make them love you!

FROM FB GROUP TO COMPANY

- Organization Chart
- Employees or VA
- Attorney
- CPA

OUTSIDE OF FB

- Website
 - Podcast
1. SWAG / Products



FB OPEN CONCEPT WITH MUSTAFA

MOBILE

- First time buyers who look for homes use their mobile phone
- Use images vertical for better feed display
- Time and attention is limited

SOCIAL

- 65% of first time home buyers are influenced by their internet friend purchases
- Stories
- Catching attention with relevance and entertaining

AUDIENCE

- Reach the most relevant people with the most relevant information
- Targeting: let the system find the people
- Advanced Audiences: valuable leads
- Geo Target with look alike audiences

DYNAMIC ADS

Retargeting leads who are most likely to respond

1. A single ad will change according to relevance for the consumer: ex, seeing an ad for shoes, they search for shoes, they see another ad, then fill out the form or inputs



DOMINATING YOUR MARKET FAST

STRATEGY

- Segment your market: Geography | lifestyle | work
- Pick the segment you want to market
- Make sure it's big enough
- Make sure it's not too big
- Position yourself as the expert with that segment
- "Best known will beat best anything" - Grant Cardone

TACTICS

- Trial and execution
- Measure, track, refine: lead generation, sales and conversion, systems and scaling
- Consistent with your target segment & Value proposition
- Study others

HAVE YOU GIVEN IT ENOUGH TIME

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LISTING MACHINE WITHOUT WORKING WEEKENDS W/ JEFF GLOVER OF GLOVERU

NO SUCCESS IN THE WORLD CAN COMPENSATE FOR FAILURE IN THE HOME

GET WICKED EFFICIENT - 4 BLUE PENS SAVED 80 MINS

- Build a team
- Become a member of a team
- 6 to 8 appointments per day

SET MORE APPOINTMENTS

One new lead source every quarter

3 THINGS TO DO EVERY DAY

1. Led Gen
2. Lead follow up
3. Lead conversion

LEAD FOLLOW UP

- Speed to lead
- Keep them on the call for 5 min
- **Rule of 3:** 3x / day for the first 3 days - 3x / week for the next 3 weeks - 3x / month for the next 3 months
- Calls, texts, video texts, email, video email, Facebook
- Double dial

LEAD CONVERSION

- First ones free
- Restate your close 7 to 9 times at the appointment on average

**TAKE EVERY LISTING, AND TAKE IT NOW
A SIGN IN THE CAR BEATS A SIGN IN THE CAR**

NO WEEKENDS:

***Only accept offers Monday through Thursday**

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FB MYTHS WITH TRAVIS THOM

- FB favors videos around 3min long with quick capture within 30 sec for best reach
- Retargeting people based on their engagement with the videos and posts
- Start with first post to build audience and then after a couple weeks create custom audience for lead gen
- A collection ad = instant experience **With call to action**
- Create ads specific for custom audiences
- You can create an audience for up to one year after a post
- Use targeted interest for initial ad, then retargeting with "the next steps"
- Build FB ad workflows - **Think if this, than that**

When done right, Retargeting builds trust and brand recognition



EXPIRED WITH BORRINO

It's a now business - Borrino

- Mindset
- Systems
- Action

Step 1

First Contact: call, email, mail, stop by

Step 2

Follow Up

Step 3

Listing Appointment

MUST HAVE:

- Consistency
- Repetition
- Familiarity
- Comfort

Sweet spot is between 5 and 8 touches

PHASE 1

- Get the info on expireds
- Call: 8am - The point is to figure out the listing status
- Short Visit or Follow Up

1. Put into CRM

2. Email

3. Text

PHASE 2

Expired Package

- Your letter
- CMA
- Brochure on process
- Include their MLS
- Samples of marketing pieces
- Personal note



RANDOM TAKEAWAYS

SCRIPTS

"Are you currently renting?"

is better than

"Do you own your home?"

Magic 3 word text:

Is this "Name?"

|

Calling you now

TOOLS

- Ylopo
- FUB
- Conversion Monster
- Firepoint
- Lion Desk
- Agentology
- Espresso
- Jack Pratt Signs
- My Linked Solution
- Virtudesk
- Iprintandship
- RICOH Tours
- Homes.Com
- Headshot Squad
- Chime
- Cole Realty Resource
- Landvoice
- Closing Table
- Back At You Media
- VYral Marketing
- **LAB COAT AGENTS**

TIPS

SQUIRREL LIST

Keep a blank sheet of paper around for "pop-up" to do's

- **Sunshine Wilhite**

AUDIENCES

- SOI
- Network
- Farm (Geo)
- Prospective clients

Phone free day each week

- Have friends and family engage first on social media content, and then when social proof is attached to the post, promo to audiences