

SOCIAL MEDIA MIND MAP



**HOW TO CONVERT SOCIAL
MEDIA INTO MORE REAL
ESTATE CLOSINGS!**

ROSS HAIR

SOCIALMEDIAMINDMAP.COM

Social Media Mind Map for Real Estate

DON'T GET LEFT OUT IN THE COLD

“How to Convert Social Marketing into More Real Estate Deals and Closings”



This report is not for sale!
You can FLAT OUT have it for FREE!

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SOCIAL MEDIA MIND MAP FOR REAL ESTATE



1. Why Social Media Works for Real Estate

Let's get straight to the bottom line ...

This report has been written for real estate professionals and real estate investors and it's designed to accomplish just one thing:

“Show you how to convert social marketing into more real estate deals and closings”

It starts from the premise that *you can* use social media as a business marketing tool to close more real estate deals and not just as a way to stay connected to your personal friends.

Sure it's fun to chit chat with your buddies and reunite with long lost school friends but it's also fun to go to a closing and get a nice fat check from a real estate deal.

I know that feeling and it **never** gets old.

So I'll type it out in **bold letters** one more time:

You can use social media as a business tool to close more real estate deals!

Let's talk about what works and what doesn't work ...

This report is written from my personal experience and it reflects the techniques and strategies I use to drive my own real estate business. I'm only going to talk about what works. I'm sure you're not interested in what doesn't work.

I'm a full time real estate broker and investor and a huge social media fan.

I think it's important for you to know that everything you read in this report is something that I do on a daily basis.

I certainly didn't invent social media marketing. I've worked hard and borrowed ideas and studied strategies from a number of social media gurus.

Guys like **Frank Kern, Jeff Walker** and **Perry Belcher** have all left a mark on the way I do things. You may not know any of these names in the real estate industry but they're legends in the internet marketing industry.

They're making millions of dollars from social media so I'd be a fool not to learn their strategies, right?

Most importantly I noticed that they do things completely differently from 97% of Realtors who engage in social marketing.


I tried to do things the conventional way and it didn't work for me (and I know it doesn't work for most Realtors). I was just spinning my wheels going round and round in circles in the endless expanse of the internet.


As soon as I started to do things like **Frank Kern, Jeff Walker** and **Perry Belcher** I started to get real results and I started to convert social media into real closings.

Let's get you started the right way ...

I know from my own experience that social media marketing is confusing, frustrating and quite frankly overwhelming. I've also spoken to dozens of Realtors and received a great deal of feedback that confirms that social media is basically too overwhelming for most real estate professionals.

I recently posted two blogs that were featured on [Active Rain](#) (a great social network for real estate professionals).

[All Social Networkers are Spammers](#) - 08/12/2009 02:39 PM
 Christian Russell made a great point about the amount of spam on social networks like Twitter. I want to take the point one step further - ALL SOCIAL NETWORKERS ARE SPAMMERS! (Almost the only exception appears to be ActiveRainers. But I'll... (48 comments)

[A Report Card on Social Networks and the Real Estate Profession](#) - 08/10/2009 01:41 PM
 The one think I noticed about the recent Denver REBarCamp (Great Job by Kristal Kraft and team)...



They caused quite a buzz and stirred up **loads of comments**.

It made me really think about the one question that's on every Realtor's mind:

“How do you convert social media and social networking into more closings?”

It became clear from the comments that social media is important but it's also very frustrating and overwhelming to many Realtors.

Here are a few of the comments from Active Rain ...

 There is so much it is easy to get overwhelmed. Agents should try to pick good tools that work for them and develop those tools well, rather than have a bunch of half backed strategies.

Gene Riemenschneider, Realtor Brentwood Homes for Sale (Area Pro Realty) [Delete](#) | [Report a Concern](#) 10:52am



Ross,

I would find a step-by-step, day-by-day course very helpful. Something that would take about 15 minutes per step. Unless utilizing social media and blogging is broken down into tiny pieces, it becomes too overwhelming for me.

Berkeley California Real Estate with Chris Cohn (Pacific Union Real Estate)

10:32am • #11



The inability to convert "friends" into closings is truly at the center of social media. I am still looking for a comprehensive marketing plan that incorporates the use of social media. Although I consider myself tech savvy, and understand a lot of the technology "speak", I am clueless as to how to implement technology, the internet and social media all into one smooth "marketing plan".

And another somewhat related problem: How do e-mail blasts work if your SOI opts out of your e-mail newsletter?

DEBORAH STONE (REALTY SOURCE)

Delete | Report Concern 10:27am •

All the comments reminded me of my early experience with social marketing. I remember the frustration, the long hours in front of the computer and the poor return on time invested.

Quite honestly, I was running around like a chicken without a head. I really didn't have a social marketing plan because I didn't know where to start or how to be a social marketer.

The technology was confusing and my mind was bogged down by information overload.

But the biggest problem was I didn't know for sure if you could convert social marketing into more real estate closings. That's a tough one because it's really difficult to keep going and tough it out if you don't know if the end line even exists.

It's the reason I wrote this report.

I remember how tough it was for me and I don't want you to have the same experience.

Some people think I'm crazy for sharing **my secret sauce** with other real estate professionals but I don't care what they think.

It's my pleasure to help you as a fellow real estate professional and **Good Karma** is payment enough.

Just think of me when you next refer a client to Colorado ☺

2. Here's the single most important thing about my social media strategy ...

Here's what I found out about social media.

I found that the things that worked for me often seem counter intuitive, but they work for me so that's why I do them.

Try this for counter intuitive!

I think it's too difficult to sell real estate online. So I don't even try.

Is that a crazy statement or what?

It's certainly counter intuitive.

Why write a report about converting social marketing into real estate closings if you think it's too difficult to sell real estate online?

What I found was that it was difficult to sell real estate online but much easier to sell it offline in the real world.

So I don't try to sell online. I sell it offline. (Actually, I don't even sell it offline because I refer 99% of my deals to the 296 real estate agents in my nationwide referral network).

I only try to do one thing online.

Do you know what that is?

All I try to do online is get a name and email address and permission to email.

My entire social marketing plan is designed to turn a stranger into a “friend” and then turn my new “friend” into a contact.

I’m marketing just for contact details. That’s it!

You see I found that although it was difficult to sell real estate online, it was really easy to make friends online.

How easy?

Well, I currently have 38,000 online friends and that number grows at a rate of 500 new friends a day.

I own or run 20 real estate groups on Facebook, Linked In and Twitter and own my own real estate social networks on Ning.

Here’s a screen shot of one of my social networks on Ning. It’s a social network for real estate investors.

I get so many deals from this network and it’s turned into a little goldmine.




This network is tougher to grow than Facebook, Linked In and Twitter but it's absolute gold because I get the full contact details and a financial profile of every member.

Do you see the significance of this network?


Every time a new member signs up I meet my sole goal of converting a stranger into a contact because I get the new member's contact details.

Here's a screen shot from a **Linked In** group that I have with my partner Jason Donn.


Search Results (4,818)




Finance Club Join this group »
 We help worldwide finance* professionals boosting their career, closing more deals and growing their industry network. * Accounting, Banking, Capital markets, Financial Services, Insurance, Investment Banking, Investment Management, Real Estate, Venture Capital, Private Equity Tags: Job
 Owner: [Martin Luenendonk](#) | 26,584 members | [Share](#)



Real Estate Finance & Investment Society Already a member
 For investors in commercial or residential real estate or notes (retail, industrial, office, multifamily, hospitality, land, golf, condo, storage). Including, REO, distressed debt, acquisition/development, CMBS, CDO, syndication, mortgage brokerage, lending/banking, law, workouts, mezzanine, etc.
 Owner: [Jake Little](#) | 21,393 members | [Share](#)



Real Estate Connect Join this group »
 Welcome to the Inman News Real Estate Connect group on LinkedIn. The purpose of this group is to promote greater networking within the Real Estate industry. Our hopes are that you can use this group as a tool to expand and grow your sphere of contacts.
 Owner: [Jeff Bernheisel](#) | 16,951 members | [Share](#)



Real Estate Open Networkers - eRealEstate.com Already a member
 Open Network with the real estate industry including REO, Mortgage, Commercial, residential, Architecture, Project Management Consultants, Builders, Developers, Real Estate, Construction. The group is for anyone who wants to network with other industry professionals through Twitter, LinkedIn, Facebook, and Ning
 Owner: [Jason Dorsey](#) | 12,267 members | [Share](#)

I ran a search for real estate groups on Linked In and came up with 4,818 results. That means that there are 4,818 groups on Linked In. That's a lot of groups.

My group is the fourth largest real estate group on Linked In with 12,267 members. It grows at a rate of about 50 new members a day – and it's completely on auto-pilot.

Now here's the beautiful thing. As the group leader I can broadcast a message through the site's internal message system to over 12,000 members at the click of a button.

How powerful is that?

I've also developed a system whereby I have the email address of every single member of my Linked In groups. I can send them an email at any

time. This makes my Linked In group much more valuable to me than say my Facebook groups where I don't get each member's email address.

Here's another group I run on **Facebook**.



We have 3,942 members in this group. You can see that we have 188 new members so the group is growing quickly.

Just like our Linked In group we can broadcast a message to every member at the push of a button.

One big disadvantage is that I don't have access to each member's email address.

Here's the point about showing you a few of my groups.

Do you see how that's completely different from almost every other real estate agent who engages in social media marketing?

They're trying to get listings and sell real estate.

I'm just trying to get a name and email address.

They're focused on putting up links to their listings, telling the world they just came from a closing and promoting the \$8,000 first time buyer tax credit as the greatest thing since sliced bet.

Their whole strategy is to try and sell real estate online.

That's a real tough sell!

I'm not dismissing this as a way to build your online brand but I am telling you that it didn't work for me as a sales tool.

If that's what you're doing right now, by all means carry on doing it. Just tweak your strategy to add a way to capture your friends' contact details.

I've basically told you my secret strategy. I've given you my secret sauce.

Here it is in one paragraph:

I don't try to sell online. Instead, I put all my thought and energy into creating a system to get my new online friend's email address and permission to contact the email owner.

If this one strategy is the only thing you learn today you will have had a major break through in your social marketing mission and you will be ahead of 97% of the real estate industry.

Next I'm going to share my Social Media Mind Map and share the six easy steps to successful social marketing..

My Social Media Mind Map



3. Social Media Mind Map for Real Estate

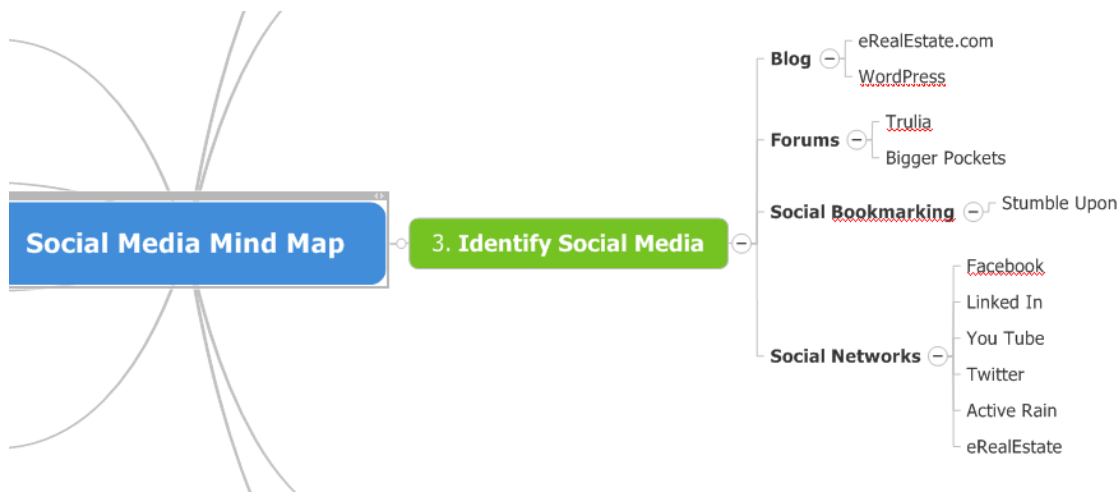
I'm going to show you my Social Media Mind Map and take you through the six steps of my social marketing plan.

A Mind Map is a tool that I use to visualize a process.

Like most fellow Realtors, I'm basically a salesperson so the creative side of my brain goes at a hundred miles an hour. Like most creative people I see thinks visually so drawing mind maps really helps me understand things quicker.

I'm also going to be a little more educational and explain a few theories and concepts about social media marketing.

a. Identify Social Media



The first thing you need to do is identify the social media that will help you grow your real estate business.

The options are almost endless so I suggest that you maintain a very narrow focus and limit yourself to just a few social media mediums.

The main social media channels are:

- i. Blogs
- ii. Forums
- iii. Social Bookmarking
- iv. Social Networks

i. Blogs

Your blog is a critical piece of your Social Media Mind Map.

It's the place where you entertain your new friends. It's also the place where you can really build your web reputation as a local real estate expert.

I use my blogs (I have many of them) as the foundation of my social media strategy. When you read about the Funnel Theory a little later in this report, you'll understand why your blog is critical to your success as a social marketer.

Here's one of my blogs. It's my Real Estate Advocate blog.

(For the record I have nothing to do with the guy who scammed so many Realtors under the name ReExpert and The Real Estate Advocate.)

The screenshot shows the homepage of the 'Real Estate Advocate' blog. The header features the site title 'Real Estate Advocate' in a blue box, with 'NEWS FEED' and 'COMMENTS' icons to the right. Below the header is a navigation menu with links for 'HOME', 'ABOUT', and 'AFFILIATES'. A search bar is located on the right side of the navigation menu. The main content area is divided into several columns:

- Build Your Own Real Estate Website:** Promotes the 'Agent Theme' for WordPress, describing it as the easiest, quickest, and cheapest way to build a professional real estate website.
- Consumer Corner:** Features articles such as 'Fannie Mae Foreclosure, Short Sale and Bankruptcy Guides', 'Fannie Mae to Help Renters Stay in Foreclosed Homes', and 'Foreclosure Relief – HOPE for Homeownership'.
- New Posts & Updates:** Includes a sign-up form for a news feed and RSS feed, with a 'GO' button.
- Featured Video:** Promotes a video titled 'Create Your Own Mortgage Notes at 8 to 14%' with a name and email form and an 'Instant Download' button.
- Tools and Resources:** Lists links for 'What's My House Worth?', 'Free Investment Workshop', and 'Buy Properties Wholesale'.

I built it myself on a free WordPress blog that I upgraded with a nice professional theme.

I like to drive online friends to my blog and give away free information.

Notice the RSS feed, the news feed and the free report I give away. They're all designed to collect contact details.

Notice also that I'm not selling anything on the site.

ii. Forums

It's not that easy to find forums where your clients hang out and discuss real estate.

If your client profile is a homeowner, then spend time on Trulia Voices and Zillow. Participate in the “ask an expert” forums and interact with buyers and sellers in your area.

trulia[®]
real estate search

Find Homes ▾ Stats & Trends ▾ Advice & Opinions ▾ My Trulia ▾

Search Advice & Opinions ▾ Enter keyword or name City & State, or ZIP

Home > Q&A

Trulia Voices Real Estate Questions & Answers

Advice & Opinions Home Q&A Blogs Find a Pro All cities |

Q Ask a question

Got a real estate question? Get answers from locals, experts and real estate pros.

Ask your question here... **ASK**

A Answer

Browse answers and get advice by thousands of locals and experts.

[View most recent questions »](#)

New Questions & Answers »

[Notify me about similar questions](#)

★ **Can you please tell me if the house on 1330 N Hunter St, Stockton CA 95202 is still available? Thank You** **Be the first to answer**

Asked a moment ago, [Home Buying in Civic Center](#)

★ **Why do I sign for the commission on closing of escrow when it's a short sale?** **5 answers**

I listed my home as short-sale, offer is done, bank accepted. Now, I received...

Answered a few minutes ago, [Home Selling in San Diego](#)

Look at the New Question that I pointed to with a red arrow:

“Can you tell me if the house on 1330 N Hunter St, Stockton CA 95202 is still available? Thank You”.

There’s a hot lead right there!

If you answer the question you will have made contact with a potential client.

A quick note for all you Active Rainers.

Active Rain is one of my favorite social networks but never forget that it's primarily a community for real estate professionals. You're basically interacting with other real estate professionals and not your customers. You need to branch out of Active Rain and into other social networks if your goal is to close more business.

If your client profile is an investor, then go to Bigger Pockets. It has an excellent forum that's jam packed full of investors.

The screenshot shows the BiggerPockets website interface. At the top, the logo reads "BiggerPockets®" with the tagline "knowledge networking dealmaking". A user is logged in as "Ross Hair". A navigation menu includes "Forums", "Groups", "Properties", "Companies", "Articles", "Events", "Blogs", "Bulletins", and "Networking". A secondary menu includes "BiggerPockets Blog" and "Resou". A banner for the "08/14/2009" newsletter is visible. A top navigation bar contains "Profile", "Messaging", "Events", "Networking", "Blog", "Photos", "Properties", "Articles", and "Bulletins". On the left, a user profile for "Ross" is shown with a "Welcome, Ross!" message and a list of actions: "View My Profile", "Edit Profile", "Settings & Password", "Send Private Message", "Write a Blog Post", "Upload Photos", "List a Property", "Share a Bulletin", "Update Status", and "Upgrade to Pro". The main content area is titled "Recent Forum Activity" and features tabs for "Friends Activity", "Latest Forum Activity", "BiggerPockets Blog", and "My Stats". A table lists forum threads with columns for "Thread Name", "Replies", and "Last Post By...". A red arrow points to the "Latest Forum Activity" tab. The table contains the following data:

Thread Name	Replies	Last Post By...
When starting out in Starting Out	1	Aug 15 2009 12:18 by Ross Hair
Making the deal happen in Starting Out	0	Aug 15 2009 12:16 by Jeff Johnson
I NEED HELP WITH A WHOLESALE PURCHASE in General Real Estate Investing	2	Aug 15 2009 11:56 by Cary Donham
Simple way to spot a good deal, what do you think?	18	Aug 15 2009 11:43 by Brian P

Here you can see where I posted a reply to a question from a new member.

He wanted to know how to get started and where to find good deals.

I was only too happy to help because I know he'll thank me and I'll soon be able to add him to my database and email him my "hot property" list of pocket listings from my favorite REO brokers.

iii. Social Bookmarking

The concept of social bookmarking is a difficult one for most Realtors.

Basically it's a way for users to tell the world that they found a good website. In theory the more people bookmark your site, the greater visibility and relevance you will have with the search engines.

It's a powerful social media tool that you can use to build your web reputation.

Sign up for an account with Stumble Upon and download their toolbar.

Every time you post a blog or publish something online, bookmark your work. Encourage your readers to do the same.

I admit that it's not something that I've spent much time on but I do know other Realtors who have used social bookmarking and had great success.

iv. Social Networks

I love social networks.

I use four primary social networks that are relevant for real estate professionals plus two niche real estate networks.

The reason they are relevant is because that's where you will find your next clients. The membership numbers are staggering, an estimated 500 million members, and people are spending more and more of their time on social networks.

The primary social networks are:

- Facebook
- Linked In
- Ning

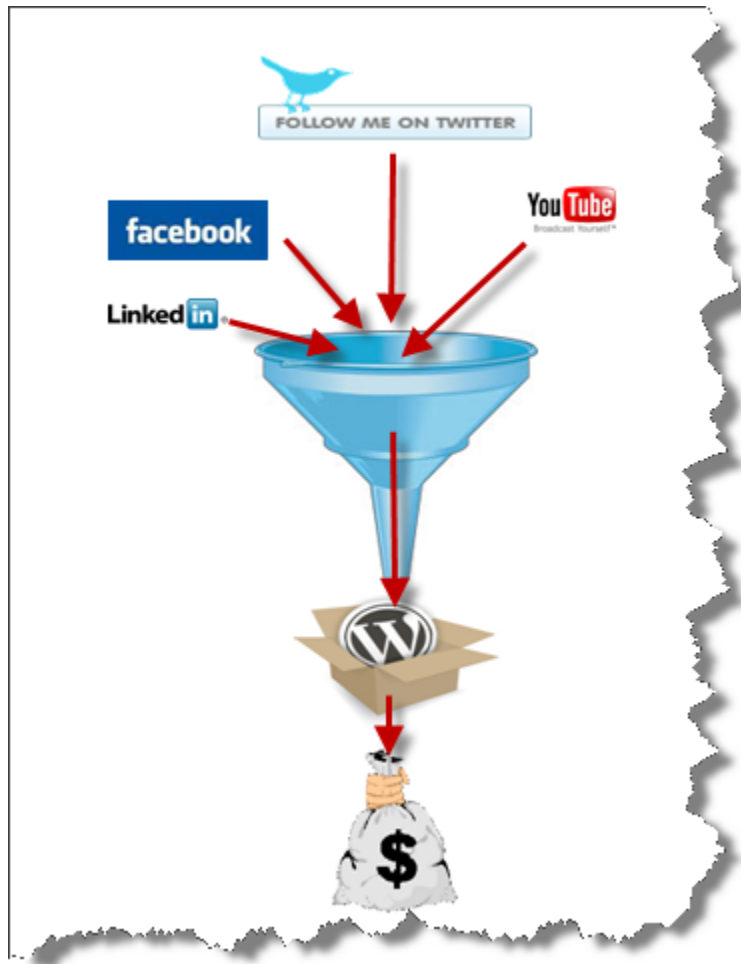
- Twitter
- Active Rain
- eRealEstate

You need to join all six networks and at a minimum create a profile.

b. The Social Marketing Funnel



I like to learn things visually so I developed the diagram below to help explain how I build my social marketing funnel.



Think of a huge funnel.

At the top of the funnel sits your social networks like Twitter, Facebook, You Tube, Linked In and Active Rain. Their role is to help you find identify prospects and make new online friends.

Twitter sits on top the funnel and acts as a huge billboard where you can broadcast your message to thousands of people.

With Facebook and Linked In you can make friends and use their communication tools to accelerate the process of converting your friends into customers who will buy or sell real estate.

WordPress is your blog. It's your backyard barbeque where you can entertain people and establish yourself as a real estate expert.

The “Money Bag” is your email database. You know that if you can get your friends’ contact details it’s like putting money on the bank.

That’s the social media marketing funnel. It’s designed to convert your online friends into contacts.

Remember, your immediate challenge is that you don’t have contact details for your new online friends.

To get contact details you need to drive your friends down the marketing funnel and direct them to through your blog into your contact database.

c. Tie it All Together!



A critical element of your social media plan is that you must tie all your networks together and ensure that you have a cohesive and complimentary approach. This means that every piece of your social media puzzle must fit and work with every other piece.

As an example, you may decide to focus your social media marketing on writing your own blog, participating on forums, posting videos on You Tube and networking on Facebook, Twitter and Active Rain.

That’s a pretty comprehensive social media plan.

It’s essential that you weave all the different mediums into one concise strategy.

Here's a list of things you should do:

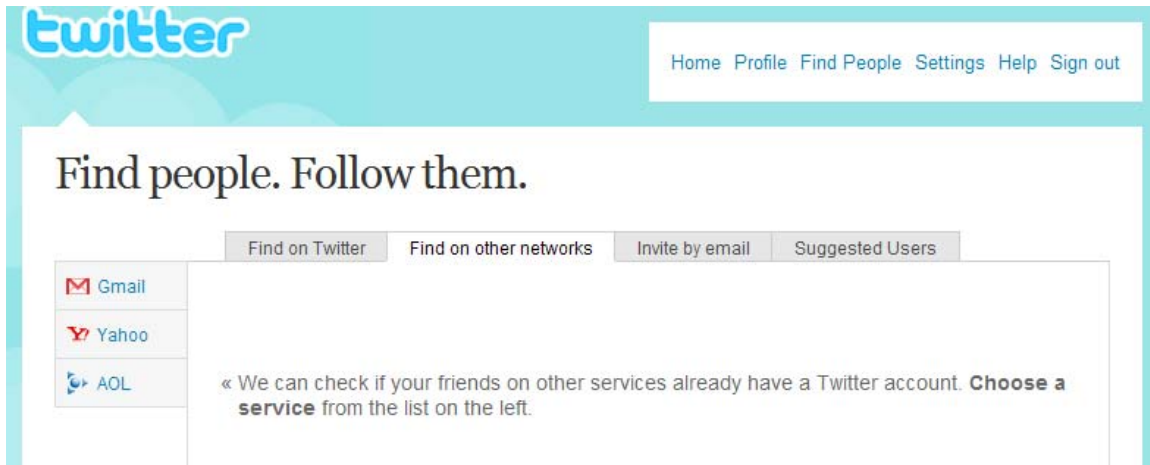
- Make sure that you use Twitter to post links to your blog and Facebook group.
- Insert a widget in your Facebook group and blog that aggregates and posts your latest Twitter tweets.
- Include a link to your blog and twitter account in your forum signature file
- Include your email, Facebook group and blog on your Twitter profile
- Pull an RSS feed from your blog into your Facebook account
- Set up a Fan Page on Facebook that links back to your blog
- Set up posts and links on all your media that directs visitors to a squeeze page that give away free and valuable real estate information if they give you their contact details.
- Embed You Tube videos into your blog and Facebook group and create links from your Twitter account.
- Include a profile page in each You Tube Video that lets people know how to contact you and subscribe to your blog.

This is not an exhaustive list but if you do some of these things you will save yourself so much time and meet so many more prospects.

d A Quick Word on Open Source ID

Here's a killer tip to get your friend building off to fast start.

Facebook, Linked In, Ning and Twitter all use an open source sign up protocol so you can import all your contacts from your web based email accounts, like gmail, and invite them to follow you on Twitter.



Unfortunately this only works with some web based accounts so you can't use your Comcast or Keller Williams account.

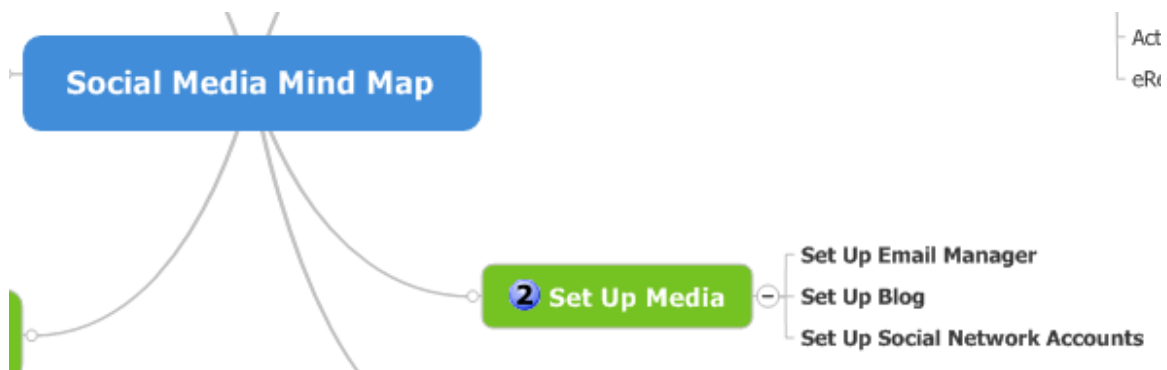
If you don't have a gmail account then open one immediately and export your contacts to your new gmail account.

You can upload your outlook database or an excel spreadsheet directly into gmail. Then you can import your gmail account into the invitation manager of each social network.

Every time you pick up a business card or meet a new prospect you should add their names to your database and invite them to network with you on your social networks.

4. Set Up Media

You're going to need a few tools to be a social marketer.



a. Blog

The only blog system I recommend is WordPress. It's the second best thing to happen to the internet after search engines.

You can get a free blog from WordPress.com or an "outside blog" from Active Rain for \$20 a month.

But if you send me an email to ross@erealestate.com (my personal email) you can get a fully loaded real estate blog that's 100% Social Media ready for just \$10 a year.

This system isn't currently available to the public but it's the exact same custom system that I had my developer build for me. It's a WordPress blog with all the SEO (search engine optimized) tools and plug-ins (like an email capture form and Twitter integration) that you need to be a social marketer.

I could charge hundreds of dollars for this blog but you can have it for just 10 bucks.

But please don't spread the word around.

b. Email Manager

This is an absolutely essential tool.

You can use a system like Constant Contact that allows you to upload your contacts directly from a spreadsheet.

Here's [a link to a free 60 Day trial!](#)

My hands down favorite is Aweber. It's used by all the top internet marketers and is the most valuable tool in my tool belt.

It starts at \$19 a month.

Here's [a link to Aweber!](#)

5. Twitter is Your Billboard



Perry Belcher is a top social marketer. In just 9-months he built up a following of 130,000 people and he successfully added 58,000 people to his email database.

Perry views Twitter as his billboard.

A billboard can be used to broadcast your message far and wide. Just like a billboard that sits next to the freeway, its purpose is to create awareness of your brand and let prospects know how to find you.

Perry blasts out tweets to his twitter followers (there's over 100,000 of them). His tweets are never sales calls and rarely pitch a product. Perry understands that Twitter is not a good sales medium but it's an excellent tool to initiate contact with potential clients.

If you break Twitter down to its lowest common denominator it can be summed up in one sentence, "What are you doing?" That's the single question that is the foundation of the entire Twitter network.

Perry understands this and posts tweets that tell people what he's doing. Believe it or not but people are always interested in what other people are doing. It's why gossip magazines flourish and people are addicted to Hollywood.

Perry uses a 90/10 ratio where if he posts 100 tweets a day, 90 of them will be social and 10 will direct his followers to a website, squeeze page or blog.

Just try and send someone 100 emails a day!

Your challenge is to be interesting to other people. One way to not be interesting is to broadside strangers with a pure sales pitch.

Perry also understands that he has no contact details for any of his followers. He can send a direct message to each follower on a one-by-one basis but with 100,000 followers that's simply not efficient.

The most efficient way for Perry to communicate with his followers is to get their email address and broadcast a mass email.

To get their email address, Perry uses Twitter to direct his followers to a YouTube video, his Facebook profile, his blog or a squeeze page where he gives away free information.

When he gives away the information he gets a name and email address which he adds to his email database.

That's how Perry converted 130,000 followers into 58,000 contacts in his email database.

That's how Perry converted his 58,000 contacts into over \$2,000,000 in sales in just 7-days (he sold a course on making money through social media).

6. Facebook, Linked In and You Tube are your Traffic Accelerators



The weakness with Twitter is that you have such limited ability to mass communicate directly with your followers.

Facebook gives you more mass communication tools.

The key to Facebook and You Tube is that they allow you to direct traffic in an orderly and cohesive way. Although you don't get your friend's email address you do have the ability to send a mass internal email or create an exit page that directs your friend to one of your websites.

Two very important features on Facebook are Fan Pages and Groups.

I use groups extensively to build my prospect lists.

The reason for this is that the group leader can send a broadcast message to every member of the group. This is incredibly valuable but is still one step short of actually having each member's contact details.

Your fan page is also important as it allows you to have more than the current limit of just 5,000 friends.

You should immediately start your own local real estate group and a fan page.

7. Your Blog is Your Back Yard Barbeque



Your blog is the foundation of your social marketing plan.

Your blog is the place where you get to host your new friends in your environment. It's the place where you can give away free stuff and entertain.

It's your house and you make the rules (unlike Facebook and Twitter).

I like to give away a great deal of free information, like free reports, tools to search the MLS, calculators to work out mortgage payments and latest real estate market reports.

You can foster discussion and debate and encourage and reward people who make comments on a blog post. Google loves blog comments and views them as a sign that your blog is meaningful and relevant.

The point I'm making is that all of the above are tactics that require your guests to provide you with their contact details.

The great thing about your blog is that you can add email capture boxes, require sign in for comments and provide people with your email address.

These are all tools to capture contact details.

Now, this is a critical point.

Your blog is your back yard barbeque; it's not your sales office. When you invite people to your blog you're not trying to close a deal. Your job is to simply make them feel welcome, entertain and let everyone know you're an interesting and good friend. You only have one goal and that's to get a copy of everyone's contact details and email address.

Your selling opportunity will come very shortly after people first visit your blog and leave their contact details.

8. Your Sales Office is Off Campus



Hooray!

You've done all the hard work. You've successfully found prospects, pushed them through your social marketing funnel and turned them into contacts. You now have their email address sitting in your email database.

I don't want to ruin the parade but you haven't sold anything yet. You haven't converted your social marketing into closed deals.

The final step is good old fashioned email marketing.

The good news is that you have a warm list.

Your list is warm because of the social marketing process as they know you and trusted you enough to give you their contact details. You've already sent them quality free information and engaged with them socially.

The email manager that I use is Aweber. It's the best, end of story.

I also use Constant Contact as it allows me to upload my database into the email manager. Aweber doesn't allow this and requires a direct sign up for each person.

Back to Perry Belcher!

Perry talks about using free information as a sales buffer. He never sells from his blog and uses it to give away free information. He gives free information so as to create a sales buffer between his "Mr. Social Network Nice Guy" image and the hard sell of his email marketing machine.

Your email marketing happens off campus and nowhere near your blog.

When you email your contact list you're essentially sending a sales message.

Your real estate message reads "just listed", "buy this house", "get your \$8,500 first time buyer's credit" or "I have out of state buyers who want to buy your home".

It's your call to action.

9. Voila! There's your Social Media Mind Map

That's your social media mind map. It's the exact same blueprint I use for my social marketing plan.

It incorporates the five main components of your social media plan, namely Twitter, Facebook, Linked In (and You Tube), your Blog and your email manager. It links them all together and drives your prospects through a marketing funnel that is designed to get their contact details.

When you finally get around to actually trying to sign up listings and find buyers your list is already warm.

That's the big difference between the way I do it and the way 97% of real estate agents do it.

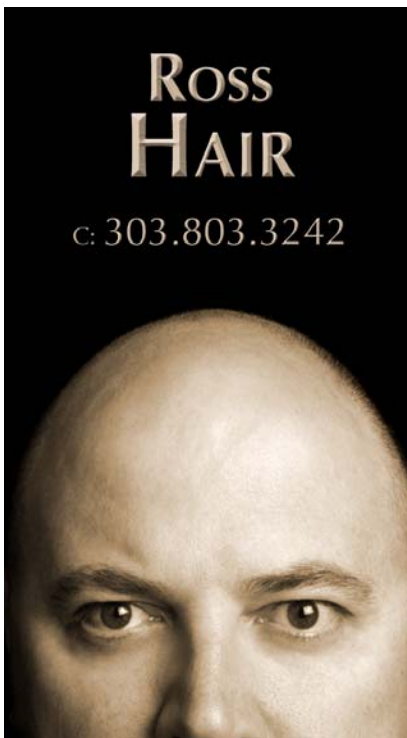
I don't try and sell straight out the gate. I don't try to market listings and go for the close. All I try to do is get an email address and permission to market to the owner of the email.

I trust that this report helps simplify social media marketing and helps you convert social marketing into more real estate closings.



Ross Hair
RealEstateAdvocate.com

About Ross Hair



Ross Hair is bald.

I'm also the [Real Estate Advocate](#) and founder of [eRealEstate.com](#), a social network for real estate investors and professionals.

If you have any questions about converting social marketing into real estate closings, please send an email to ross@erealestate.com or visit <http://socialmediaforrealestatepros.com>.

Hit that send button right now and I'll respond to you as soon as possible.

