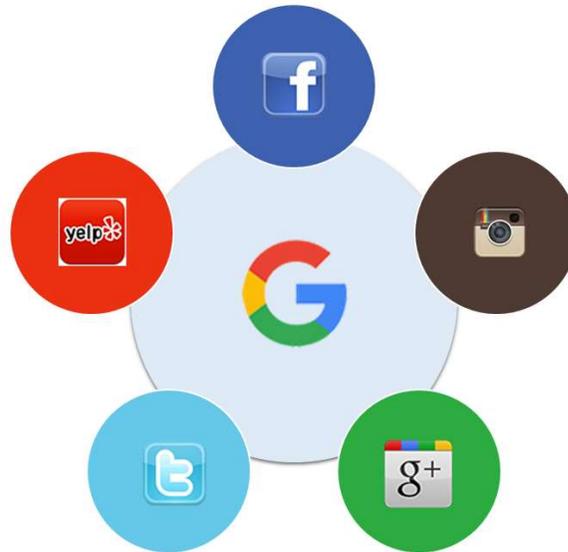

SOCIAL MEDIA OVERVIEW

Like all marketing, social media needs a strategy. We need to be intentional with the keywords we use and the landing pages we link to, so we send the right social signals to Google that will result in an increase in organic SEO.



All references made about your company through online platforms creates a net that Google will track. The net includes references created by you on your social media channels, and references made by your friends, family, and clients (also known as followers). Obviously the bigger the net, the more organic traffic Google will send.

These social media posts are an excellent opportunity to tell Google (and your followers) exactly the kind of people you want to go to your website. It's also a good way to try out different keywords. For example, we could try some very specific keywords like "renters with very hairy dogs" or "renters that still have a waterbed" and surprisingly find out there is a niche that responds to your posts and will fill out a lead form. My point is to step outside the typical social media posts with a pretty apartment picture and a catchy move in special. In my opinion those posts are boring, and followers don't respond to boring.

When a follower reads a post about very hairy dogs, it's likely they will click through out of curiosity. If you see 10-15 followers click through on the post, that is a signal you should write a blog post on the best apartments that take hairy dogs.

Hashtags are searchable and make your posts easy to find. If you use #apartments or #hairydogs – people can go on to Twitter or Instagram and enter #apartments into the search bar and find your post. If they are close to you geographically, your post will come to the top of the list.

Don't sacrifice your message for a #hashtag, but I recommend you include at least one. Create a list of all the #hashtags you want to use and rotate them between posts. Twitter has a 240-character limit, so I recommend you keep Twitter, Facebook, and Instagram about the same length. Even with #hashtags 240 characters should be enough.

BUFFER SCHEDULE

The social media poster works exclusively with <https://buffer.com> – you must set up a Pro account for \$15 per month so I can schedule up to 100 posts in advance. (The free version only allows 10 posts in advance.)

Connect your social media channels and download the Buffer app on your phone, it's required to post to Instagram.

After you connect your social media, you need to create a schedule for each one. What days of the week do you want to post, seven days a week or just business days? How many times a day do you want to post?

There isn't a rule that says more posts will get more results. Frequency **CAN** generate more results, but it's not a guarantee. If you see your morning posts get better results, consider doing two posts back to back in the morning and none the rest of the day. Each post needs to be quality; one great post a day is better than 4 boring posts.

- Once a day x 7 days = 7 posts a week = 28 posts a month.
- Twice a day x 7 days = 14 posts a week = 56 posts a month.
- Three times a day x 7 days = 21 posts a week = 84 posts a month.
- Four times a day every other day = 12 posts a week = 48 posts a month.



SOCIAL MEDIA TAGLINES

Using a combination of keywords, taglines, and #hashtags – you need to construct four taglines that we will rotate on your posts.

Sample #1

We've crafted the perfect apartment list for 16,000 Houston #renters since 1998. @ApartmentWorld is an #apartmentlocator and we pay a 20% rebate to all our clients. <https://apartmentworld.info>

Sample #2

APARTMENT MART provides rental clients with inside tips on the best apartments in Minneapolis & St. Paul. #mnapartments #luxuryapartments <https://www.apartmentmartmn.com/search-apartments.html>

Sample #3

Do you need to rent an apartment for you and your #hairydog? We have the perfect list of #hairydog #apartments in Uptown Dallas. <https://yourwebsite.com>

Sample #4

#leaseoftheweek at AMLI Uptown for our awesome client Claire. Two weeks #free #rent and we can get the same deal for you! <https://yourwebsite.com>

Email your completed taglines, username and password to Buffer to jodi@rentaladvisors.info and we will take care of the rest.

IMPORTANT

Verify the landing pages you are linking too are set up properly to capture leads. It would be a shame to drive traffic to your website but not have the ability to nurture leads.