

9 Ways to Use LinkedIn to Generate Real Estate Leads



Instructor – Montana Thigpen



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Goals

How to make your company page stand out

How to develop a showcase page

how to use advance search features to find clients to connect with

Understanding how to join groups or create one to reach local community members

understanding how to publish lost of amazing content

How to add plug-ins on your company page to drive traffic

Learn to take advantage of local updates to expand your reach

Understanding LinkedIn analytics to determine what's working or not

Goals



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LinkedIn



LinkedIn



Social Media Networks Used



question

Why should real estate agents use LinkedIn?

Answer

LinkedIn allows for regular updates with photo and video. This is a great place for **real estate agents** to promote listings, blog posts, curated articles, and market trends. Anything you think can be helpful to your clients **should** be posted on your **LinkedIn** page

Facts

Facts about LinkedIn

- LinkedIn started on May 5, 2003.
- LinkedIn has 722 million members
- 2 new users join every second.
- 25% of all adults use LinkedIn
- 42 million unique mobile visitors per month
- 40% of LinkedIn member check their account at least twice a day

How to use LinkedIn for Business



- The first thing you need to do on LinkedIn is make a page for your business. **Step 1: Create a user account for yourself**
- To access LinkedIn, you need to create an individual account. This will also be the administrator of your Company Page (although you can add additional Page managers later). I'd recommend [signing up](#) with your work email address but, hey, I'm not the boss of you.
- **Step 2: Create a LinkedIn Company Page**
- Okay, now we can create your Page. After you've logged in, click on the Work icon at the top right of your browser. Scroll to the bottom of the menu that pops up and pick Create a Company Page.
- https://www.youtube.com/watch?v=L_JJyAqkJv8

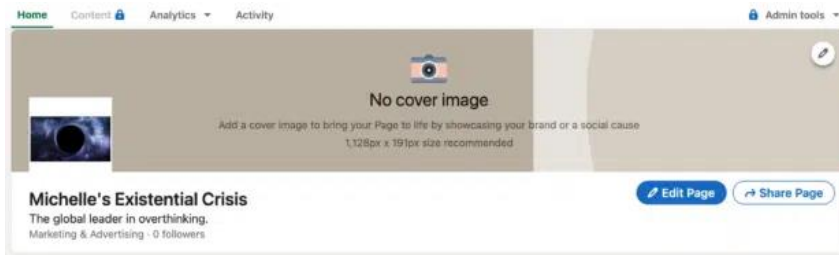
How to develop a showcase page



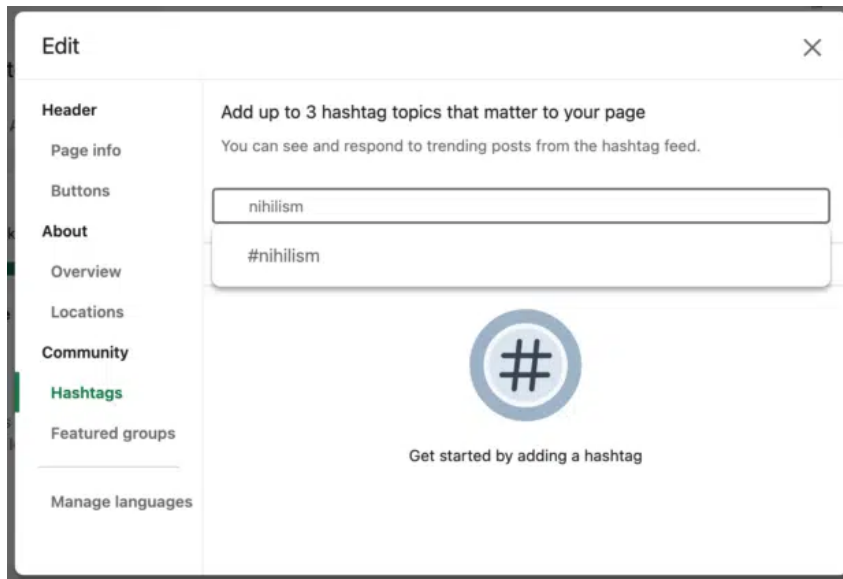
- There are different types of pages you can set up on LinkedIn for your business — Company Pages and Showcase Pages. The best way to understand them is this: The Company Page is to your real estate website what the Showcase Page is to your dedicated landing pages (like your real estate blog or your “about me” page). You can set up one or more Showcase Pages to promote your blog posts, promotional offers (e.g. referral programs, free buyer consultations), or any other pertinent information you want your audience to know.
- Here’s an example on youtube <https://www.youtube.com/watch?v=xaFNPxa79OY>

Optimize your Page

- it's time to optimize your new Page to get noticed and build your following.
- First, scroll down and click the blue **Edit Page** button. Fill out all the fields in this additional information area. This will make what you do clear to users and help with your LinkedIn SEO, a.k.a. showing up in search results. It's worth it: Companies with complete profiles get [30% more views](#).



A few LinkedIn Page optimization tips



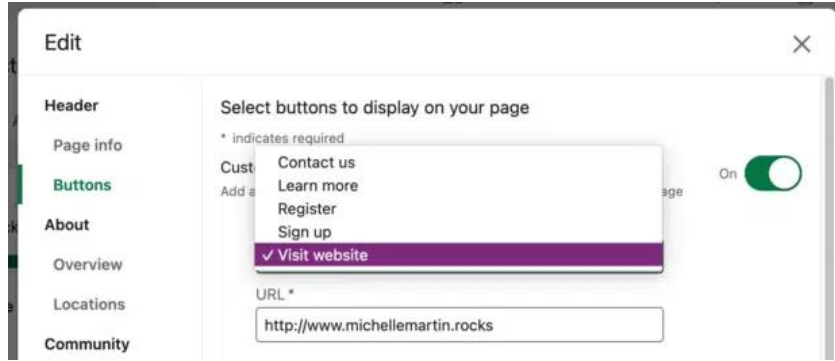
- **Add keywords in your description**
- Your LinkedIn Page is indexed by Google, so work in natural-sounding keywords where you can in the first paragraph of your company description. Keep it to 3-4 paragraphs max about your vision, values, products and services.
- **Add hashtags**
- Nope, not in your Page copy. You can add up to 3 hashtags to follow. You can see all posts using these hashtags by going to your Page and clicking **Hashtags** under the post editor. This allows you to easily comment, like and share relevant posts right from your Page.

Add a branded cover image



- Take advantage of this space to bring attention to you or your brokerage or other big news. Keep it on-brand and simple. [Hootsuite's](#) features the new [Social Trends 2022 report](#): a free mega-deep dive containing the secret sauce to outperform your competition this year (*and next year, and the year after that...*).
- The current dimensions for this space are 1128px x 191px.

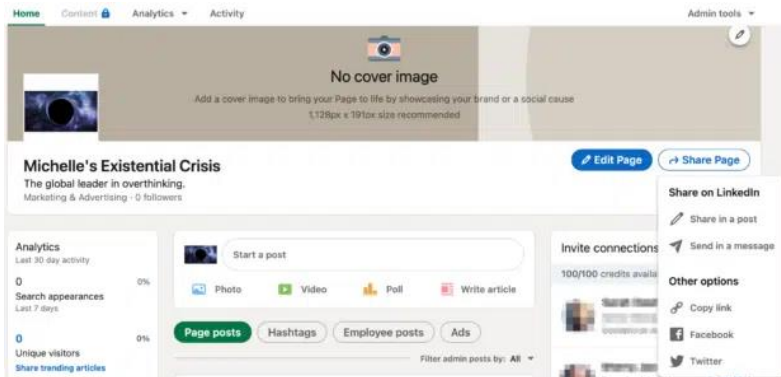
Add A Custom Button



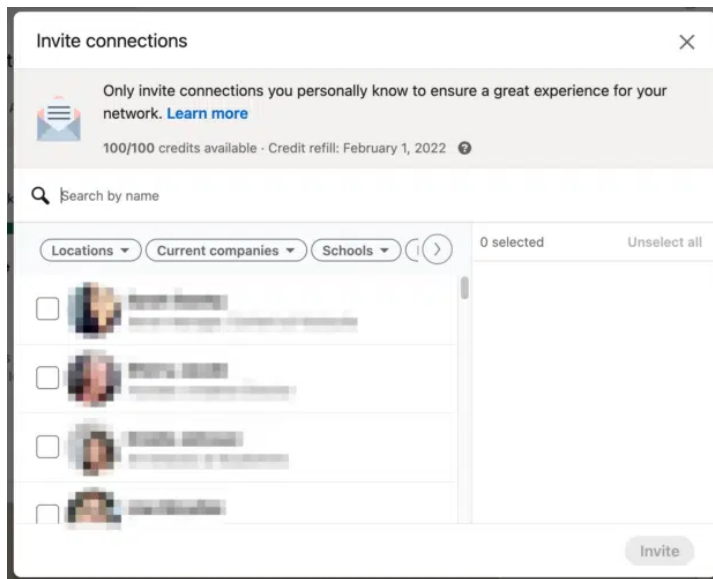
- This is the button located next to the Follow one that LinkedIn users will see on your Page. You can change it to any of these:
- Contact us
- Learn more
- Register
- Sign up
- Visit website
- “Visit website” is the default option.
- You can change it anytime, so if you have a webinar or event running, change it to “Register” or “Sign up” to focus on that, then back to your website after. Your URL can [include a UTM](#) so you can track where leads are coming from.

Build Your Page Following

- Here are 3 ways to get your new Page some love:
- **1. Share it**
- From your main Page, click on **Share Page** beside the **Edit** button Share your new Page to your personal LinkedIn profile and ask your , customers and friends to give it a follow. It's an easy first step.
- **2. Link to it from your website**
- Add the LinkedIn icon to the rest of your social media icons in your footer, and anywhere else you link out to social media.

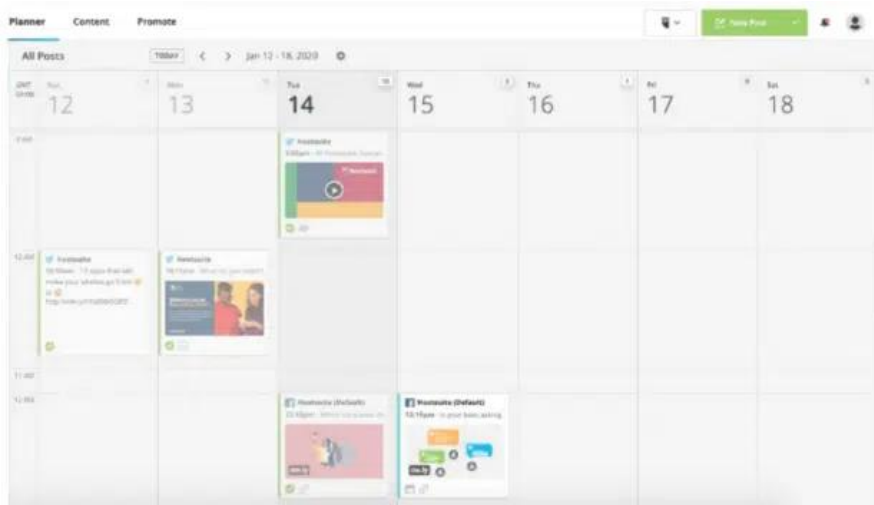


Build Your Page Following



- **1. Send invitations to follow**
- From your Page, you can invite your connections to follow it. LinkedIn limits how many invites you can send out to ensure people don't spam. This isn't the most effective method since many people ignore their LinkedIn notifications (*guilty*), but it only takes a minute, so why not? This isn't the most effective method since many people ignore their LinkedIn notifications (*guilty*), but it only takes a minute, so why not?
- .

Execute your LinkedIn marketing strategy



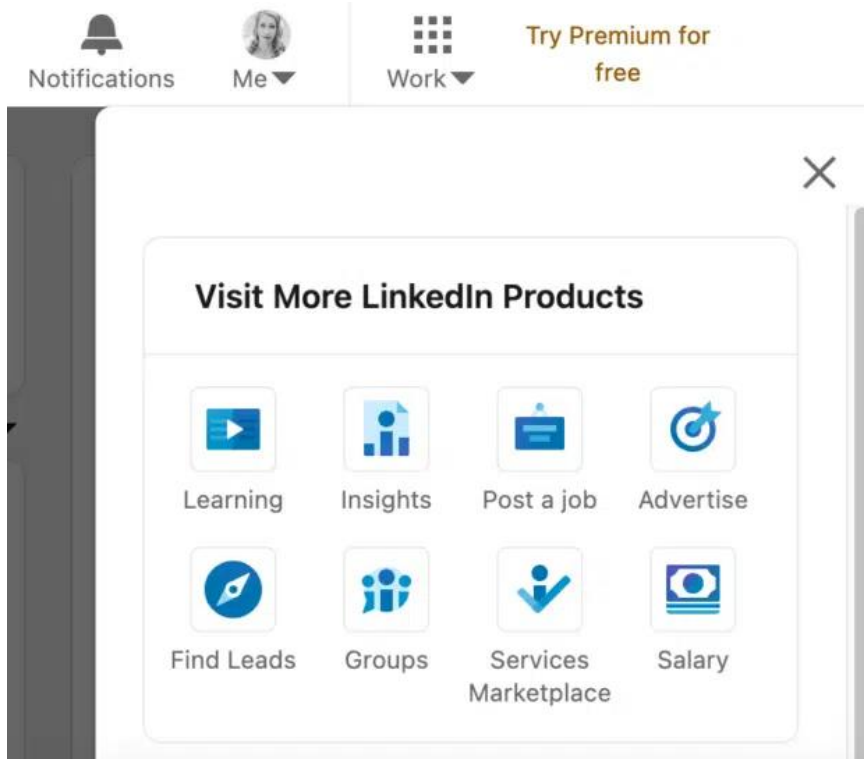
- You *have* a LinkedIn marketing strategy, right?
- Creating a Page is the easy part. Keeping it going with content your audience wants is the hard part — unless you have a plan.
- The LinkedIn part of your [social media strategy](#) should include answers to:
- What is the goal of your LinkedIn Page? (This may be different from your overall social media goals.)
- What will you use your Page for? Lead generation? Sharing the super nerdy industry stuff that doesn't perform as well on Instagram or Facebook?
- Are you going to advertise? What is your [LinkedIn ads](#) budget?
- What are your competitors doing on LinkedIn, and how can you create better content?
- Lastly, make a content plan:
- How often will you post?
- What topics will you cover?
- How can you repurpose existing content to use on LinkedIn?
- Are you going to [curate content](#) from others?
- Once you know **what you're going to post** about and **how often**, it's easy to stay on track with [Hootsuite's Planner](#).
- You can upload your content, schedule it to auto-publish and quickly see everything in either a weekly or monthly view. At a glance, ensure your posts are evenly balanced across all the goals and topics you want to cover and easily add new content or rearrange upcoming posts as needed.

LinkedIn advertising



- Sponsored text ads
- Sponsored posts (like “boosting” an existing Page post)
- Sponsored messaging (to a user’s LinkedIn inbox)
- Dynamic ads that can include a user’s details, such as name, profile photo and employer in the ad
- Sponsored job ad listings
- Photo carousel ads
- [Four out of five](#) LinkedIn users have the power to influence business purchase decisions, so ads can be highly successful.
- With [Hootsuite Social Advertising](#), you can create, manage and analyze the performance of all your social ad campaigns across LinkedIn, Instagram and Facebook in one dashboard. Hootsuite’s unique analytics unlock new insights by showing the performance of both paid and organic campaigns across all three platforms. You always have the information you need at your fingertips and the ability to tweak campaigns for maximum results.
- <https://www.youtube.com/watch?v=ZEnHy1DLhqc>

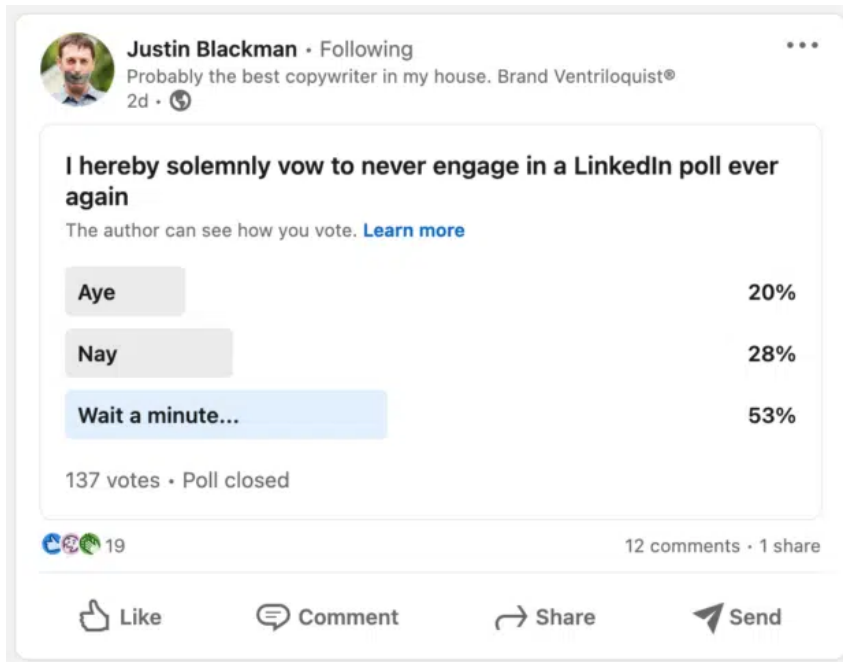
Networking



- This is the entire point of LinkedIn. Your professional network is more important than ever as more business tasks and deals continue to happen virtually.
- LinkedIn reports that conversations between connected users [grew by 55%](#) from January 2020 to January 2021.
- LinkedIn Groups is a great tool for networking. These are private discussion groups so anything you post there won't show up on your profile. The only drawback for companies is that you can't join with your Company Page. You have to use your personal profile in Groups.
- But, many Groups allow users to share Page content, so joining a Group can be a good way of building both your personal network connections and Page followers.
- You can find Groups under the **Work** icon at the top right of the LinkedIn dashboard.

Optimize your posts

- Relevancy is more important than recency on LinkedIn. [Their algorithm](#), like all platforms, aims to show users more of what they want to see and less of what they don't.



The screenshot shows a LinkedIn post from Justin Blackman, who is followed by the user. The post text reads: "I hereby solemnly vow to never engage in a LinkedIn poll ever again". Below the text is a poll with three options: "Aye" (20%), "Nay" (28%), and "Wait a minute..." (53%). The poll is closed and has 137 votes. The post also shows 19 reactions, 12 comments, and 1 share. At the bottom, there are buttons for Like, Comment, Share, and Send.

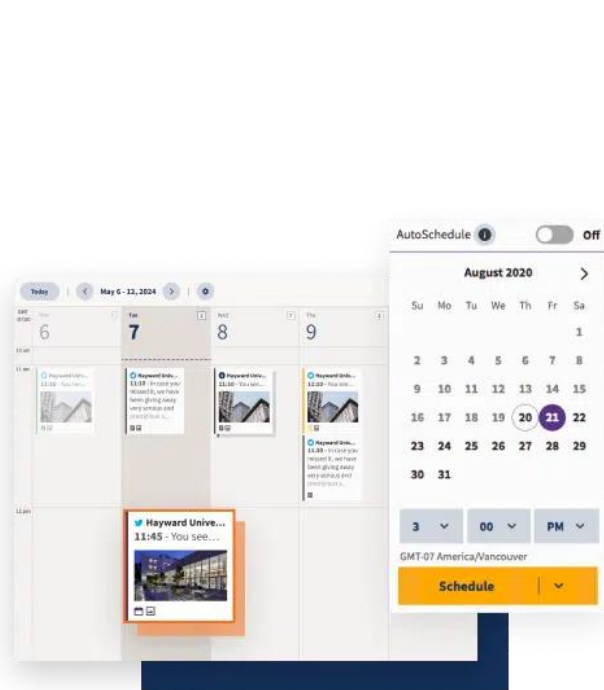
Option	Percentage
Aye	20%
Nay	28%
Wait a minute...	53%

Here are the keyways to optimize your content:



- Always include an image or other asset. Posts with visuals receive [98% more comments](#) than text-only posts. For example, include a photo, infographic, SlideShare presentation, or video. (Videos receive [five times the engagement](#) of other assets.)
- Keep your post copy short. For sharing long-form content, create a brief lead, then link over to the full article.
- Always include a clear call to action.
- Name the audience you're trying to reach (i.e., "Calling all creatives" or "Are you a working parent?")
- Tag people and pages mentioned
- Lead with a question to prompt responses
- Create [LinkedIn polls](#) for feedback and engagement
- Include two to three [relevant hashtags](#) in a natural way
- Write [strong headlines](#) for articles
- Respond to comments quickly to encourage more engagement

Post at the best time



- What's the [best time to post](#) on LinkedIn?
- ...There isn't *one* best time. It all depends on when your target audience is on LinkedIn. That depends on a ton of factors, from their time zone to work schedule.
- As with everything in content marketing, success comes from knowing your audience.
- [Hootsuite](#) helps out with this big time.
- Not only can you schedule all your posts in advance, so you never forget to post, but you can also choose to AutoSchedule them at the best time for your company. Hootsuite analyzes your past performance to find when your audience engages the most.

Learn from LinkedIn analytics



- If you're not trackin', you're only hackin'.
- In all seriousness, measuring your marketing goals is only possible with accurate and timely analytics. LinkedIn has built-in analytics to tell you the basics, Your most engaging content.
- How people found your Page.
- Traffic for each section of your Page, and Showcase Pages if you have any.
- Demographic information.
- How your Page is performing compared to your competitors.
- Snoopy information about your competitors and even their employees, including skills, where they've studied, job titles and more.



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