

Social Media Marketing in Year 2 of COVID:

What's changed and why is it more important than ever?



SOCIAL MEDIA MARKETING HAS GONE THROUGH MANY CHANGES OVER THE YEARS. HOWEVER, THE PANDEMIC HAS PRACTICALLY TRANSFORMED THE WAY WE USE SOCIAL MEDIA. A LOT OF MARKETERS (INCLUDING REAL ESTATE AGENTS) MIGHT NOT KNOW WHERE TO BEGIN, AND THAT'S OKAY! WHAT ARE THE TOP REAL ESTATE AGENTS DOING ONLINE? WHY IS IT IMPORTANT? NAVIGATING SOCIAL MEDIA POST-COVID-STYLE WILL BE A BREEZE ONCE WE MEMORIZE THE TRENDS.

Conduct Live Conferences

The way business partners interact has drastically changed. Now, companies have gone digital with face-to-face communication. Zoom and Skype are popular mediums, as you probably know.

Keller Williams, a very familiar agency in Austin, has seemingly taken advantage of this trend. They've been conducting live Q&As on Twitter via webcam. Here's an example:



Live Q&As and interviews are nothing new. But COVID made it trendy. These trends give you an opportunity to connect with your colleagues in an easier way - and let your audience get involved. Going live on social media is at an all-time high. And as a real estate agent on Facebook or Twitter, there's no better way to show off your credentials and attract clients.



Promote COVID-Relief Charities



COVID-19 relief funds have been popular across social media. Those with a strong online presence are under a affected individuals. Entrepreneurs can win a good online reputation by being charitable. That's a big deal for real estate, which is often painted as a greedy industry.

While not a real estate agency, Aflac (an insurance company) has donated \$5 million to front-line healthcare workers. The pandemic isn't over yet, so it would be a great idea to jump on the bandwagon now.

As a successful CRS, generosity will give your social media an approval boost. You'll not only win clients and allies, but you'll be giving back to your community. Kindness wins!

Discuss COVID's Impact on Real Estate

JLL is a worldwide real estate company worth \$16 billion. In a Tweet from December 2020, they shared a YouTube video in which their experts talk about the post-COVID world.

Credibility means a lot to your followers. COVID has left no industry untouched. According to Forbes, Americans are now seeking life in less populated places - in contrast to larger cities. This could be a good topic of conversation for your audience.



Do regular research on COVID-related real estate topics, and post the info. Why? Well, not all of your followers are going to be clients. Some are rookie real estate agents! Use your social media to educate other agents, as well as the general public.





Why is social media so important now?

Social media is the ultimate information channel. It's like the new "newspaper". A CRS like you has what it takes to be a leader online. The real estate market has likely changed forever. With a focus on live events, sharing knowledge, and giving back, social media will prove easy. You've got this!

For social media inquiries, please email social@crs.com.

References:

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