

Getting the most out of your Facebook business page with MRED Products

With 1.39 billion monthly active users on Facebook as of December 2014, it is not surprising that so many REALTORS® are using social media as a way to connect with potential homebuyers, get referrals, market listings and stay in touch with past clients. Do you have a Facebook business page? Are you using MRED's products in conjunction with your Facebook business page?

Here are a few tips to help you make the most of the time you put in to social networking on Facebook.

Create a Facebook business Page

The first thing you need to do is create a Facebook business page. A Facebook business page is different than your personal Facebook page. Check out [this video](#) to learn how to create a Facebook business page. Once your Facebook business page is set up, get social!

- Make sure your 'About' section is up to date and relevant!
- Use current photos for your cover and profile picture!
- Go through your 'Settings' to make sure are being seen and notified!

Build your Facebook audience

The more people you have that Like your page, the more opportunities you create to interact – so you need to constantly build your audience. Here are 3 easy ways to build your Facebook audience:

- **Invite your friends and clients to Like your page.** As you get new clients, invite and encourage them to like your page, explaining the informative and useful content you regularly post.
- **Export your contacts from connectMLS and upload them into Facebook.** Your contacts will then receive a professional invitation from Facebook to come and Like your new Business Page! Check out [this video](#) to learn how to export your contacts from connectMLS and how to import them into your Facebook business page.
- **Add your Facebook Business page URL to your connectMLS business card.** That way when a client or another agent sees your connectMLS business card they will see the Facebook icon. If they click on it, it will take them to your Facebook business page. [This video](#) will show you how to update your business card!

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Clicking the Facebook icon on your connectMLS business card will take someone to your Facebook Business Page.

Build your content by being social while being a real estate expert!

MRED offers a variety of products and tools that you can easily use in conjunction with Facebook to make your posts informational, visual and interesting. Be consistent! Posting regularly to your Facebook business page will show your followers that you are active and relevant. Also, a good rule of thumb is 25% business related posts and 75% interesting/fun/social posts-think of it as a business cocktail party; you would mostly socialize with a little business thrown in!

1. The **connectMLS Leads Generator** – this tool can be found in connectMLS, under the setup tab. It will create a simple link that you can copy and paste into a Facebook. Then each time a potential client clicks on the link they submit their contact information through a lead capture form. This contact information will then appear in your Leads Inbox on your My MLS Homepage of connectMLS. You can then transfer the contact from the Leads Inbox to your "My Clients" list. For more information on using the connectMLS Lead Generator [click here](#).
2. **Infosparks** – show your expertise in your marketplace by sharing relevant graphical statistics, such as median home price or number of homes for sale, by easily creating the graph in Infosparks and sharing it to your Facebook business page by simply clicking Share! Learn more about Infosparks by checking out [this video](#) or register for [MRED's Infosparks class!](#)
3. **CloudCMA** – Use CloudCMA to create a property report or flyer of your latest listing. Then copy and paste the direct link to this flyer into Facebook! Learn more by checking out [this video](#) on CloudCMA flyers or register for [MRED's CloudCMA class!](#)
4. We saved the best for last, MRED's very own **Share My Listings widget!** Midwest Real Estate Data brings to you a full-fledged social marketing tool we call the "Share My Listings Widget" (SMYL). SMYL is a powerful tool that will allow you to:
 - Share your listings on eight popular social networking sites including Facebook
 - Select from a variety of themes to give your SMYL widget a customized look
 - Use the SMYL Facebook app to always show your active listings on your Facebook business page. Three (3) different Facebook apps are now offered to help you on your social quest. All are self-managed and never need to be updated!SMYL widget does so much more! Check out [this video](#) or register for our hands on or online [ShareMyListings widget class!](#)