



SocialMadeSimple

How Concierge Builds Your Brand

The image is a collage of social media content for Liz Newell - Realtor. At the top center is her Facebook profile page, featuring a cover photo of a modern building at night and a profile picture of Liz Newell. The profile name is "Liz Newell - Realtor" with 140 likes and 10 people talking about this. Below the profile are several posts:

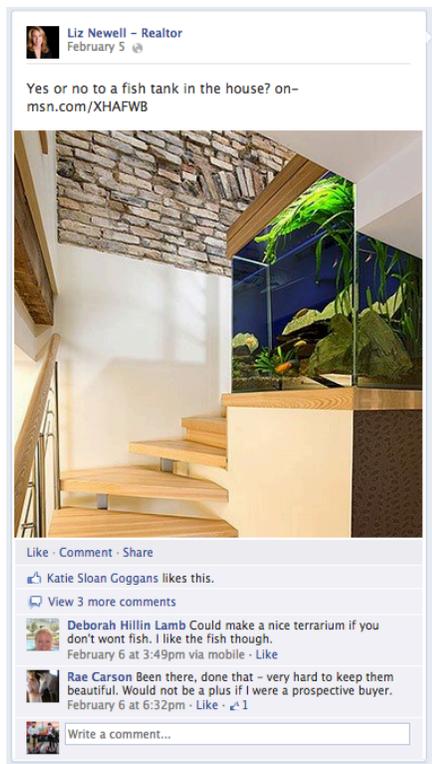
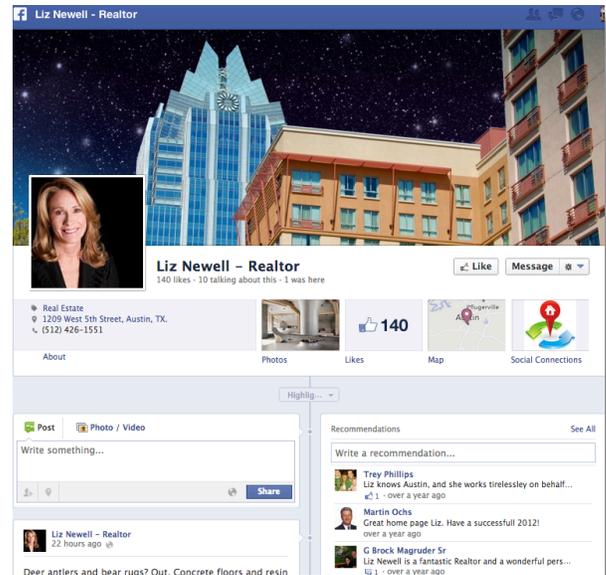
- Century Mill Stables (January 25):** A post about heading to get an iPhone fixed and bringing a wallet and a mini too. It includes a photo of people at a service counter with a dog.
- FNE Mortgage (@fne mortgage) (17 Jan):** A tweet retweeted by Boston.com News. The tweet text is: "Redfin released a list of the hottest neighborhoods in the US and #Walham, #Medford, and #Somerville are on it! bit.ly/1oGEIAZ". The retweet text is: "The hottest places to live in Greater Boston. The latest Boston real estate news, including information on home loans, buying a home, real estate financing and more at Boston.com." It includes the Boston Real Estate Now logo and a retweet count of 1.
- UP Group Real Estate, Margaret White Broker (January 22):** A Facebook post with a photo of several pizza boxes on a table. The text says: "Pizza party at the office today!". It has 140 likes and 6 comments.
- UP Group Real Estate, Margaret White Broker (January 22):** A long comment thread on the pizza party post. Comments include: "It is a joy to help First Time Home Buyers! I have had an awesome experience in helping a very special couple with their First Home. When I talk to them...they tell me how they are loving their new home! This is so exciting for me to know how happy they are!", "Robby Millican U r the best realtor ever!!!", "UP Group Real Estate, Margaret White Broker Thanks! You know this post is about you and Henry! It makes my heart swell to see how happy you are!", "Robby Millican I couldn't imagine having anyone else as our realtor...u were perfect in every way n it wasn't about making a sale...it was about finding the right home for us n in the end we didn't just get a perfect home but we gained a really good friend!", "Jimmy LaDawn Flores Congrats Aunt Carol! Keep it up!", "Candice Ruiz Hopefully we are next!", "UP Group Real Estate, Margaret White Broker @Robbies, Thank you so much and I feel that way about you, Henry and Julia too! I have gained some awesome friends! Hugs!", "UP Group Real Estate, Margaret White Broker LaDawn, Thank you so much! I hope mynephew is keeping you and his day in Inel Hugs!", "UP Group Real Estate, Margaret White Broker @Candice, Absolutely you and Rufus will be next! We will find your perfect home! I am pulling for you! You deserve it! I can't believe how Autumn is growing up! She is such a Princess.", "Candice Ruiz Thanks carol! We will let you know something soon! She is growing so fast!", "Write a comment..."

Case Study: Liz Newell – Realtor

Build the Page

The first thing we did for Liz was optimize her page. This includes uploading her cover photo and profile picture, as well as updating her bio and contact information on her page.

Before we started engaging fans, we needed to grow her audience a bit. We sought out related local businesses Liz Newell's clients would use, such as interior design companies, mortgage companies, and local shops and community pages. Next, we reached out to local social media to show Newell's interest in her community. Finally, we uploaded her contact list into Facebook, before reaching out to her contacts by inviting them to "like" her new page.



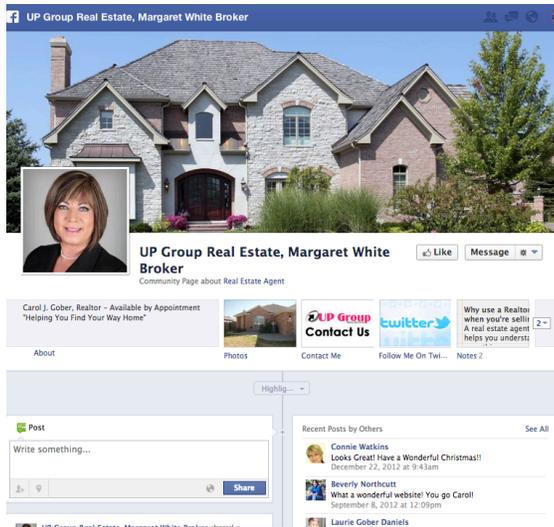
Generate Interest

After speaking with Liz, we agreed that post topics could be home-related or current events and news about Austin. Once we found content, we wrote posts including a call-to-action, encouraging her fans to read and react, whether it be by "liking" the post or commenting. Since all posts are scheduled beforehand in our SocialMadeSimple platform, Liz always has the ability to edit, change, or delete any posts, or add posts of her own.

Results

As a result of our optimization and engagement to start out her campaign, Liz Newell's fan count rose to over 140 in only 2 months, and her impressions and interactions greatly increased.

Case Study: UP Group Real Estate



Plan

We closely analyze the statistics provided by the SocialMadeSimple platform. Analytics help us decide what days, times, and types of posts we schedule to ensure our Concierge service users are getting the most fan engagement possible. More fan engagement means your posts reach more people.

Communicate and Engage

Once a brand has been active on social media, it is important to make sure to respond to people who are engaging with your page with a "like," post, or comment. If someone asks a question on social media, it's important you answer it. We encourage our clients personally respond to any fan interaction on Facebook.

Results

After careful planning and strategizing, our approach of remaining active and conversational increased community engagement on UP Group Real Estate's Facebook page. UP Group's page experienced a dramatic rise in fan count, views, and interaction.



Case Study: First New England Mortgage



Sweepstakes

Starting with less than 60 fans, we knew we had to do something to grow their audience. In addition to engaging current fans, we decided to take a new approach: running a sweepstakes. To gain more “likes”, we offered people a chance to win a \$250 American Express gift card. We explained that we were trying something new to stay in touch with our community and that with their help, we could reach more fans.

Custom Content Creation

We know that fans really enjoy learning about the people behind the page. In an effort to humanize the FNE brand, we suggested that First New England Mortgage provide us with information and content to reveal what goes on in the office behind closed doors. We posted pictures of company events, employees, and even an office pizza party. These posts typically had twice the impressions of other posts. To build FNE’s image as an authority in the mortgage business, we also frequently posted about the housing market, mortgage statistics, and home tips. To stay relevant to local fans, SocialMadeSimple makes sure to post novel articles and local events. It’s important to keep a good balance of industry-related content, statistics, tips, suggestions, and current events.

Results

In just 3 months, FNE’s sweepstakes and custom content helped build its fan base to over 200 and increase fan engagement and impressions.

