Hello!
I am Zak Stoiber, MGIC Digital and Social Media Specialist
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I manage Twitter, LinkedIn, Instagram & Facebook for MGIC, Loan Officer Hub and Readynest
Social media is not a direct sales tool…it is a relationship and brand-building tool

91% of people believe in social’s power to connect people

Consumers rank social media as the #1 way to connect with brands — more than TV/Radio, Email and Direct Mail
People don’t buy from brands, they buy from people they know and trust... and that trust can be broken

Social Media Insights

• Do you really need to be on social media?
  • 93% of customers expect companies to have a social media presence
  • Active on social media:
    • 90.4% of Millennials
    • 77.5% of Generation X
    • 48.2% of Baby Boomers

• Benefits:
  • Virtual face-to-face interactions
  • Initial touch-point & reinforcing relationship
  • Increase validation & reduce doubt
  • ...and much more!
When is a Phone Not a Phone?

• People are always connected to their phone, but don’t need it for calling

• How are you adjusting your communication and marketing strategies to meet this shift?

• 75% of buyers in 2018 found their homes on their phones!

Welcome! This session’s Agenda

• Instagram 101

• Advertising and Boosting Posts

• Video Best Practices

• Emerging Trends in Social Media
Let’s set a world record together and get the most liked post on Instagram. Beating the current world record held by Kylie Jenner (18 million)! We got this!

#LikeTheEgg #EggSoldiers #EggSang

Load more comments

_tylerjohnson_ • Follow

record_ball_2k19 Watch my story! Let’s make this ball the most liked ball on Instagram! astriffters #all?

baricohen_ Why the hell does a freaking egg get over 50 MILLION

Liked by mmaymoonbeam and 53,280,044 others

JANUARY 4
Instagram Basics

Overview

• Launched October, 2010 and started the craze of simple photo editing through filters

• Heavily focused on Mobile

• Rapidly growing – now over 1 billion active users

• 80% of Instagram users follow at least one business

• Does NOT allow you to link in your posts

Instagram Insights

Where does it fit in my social media plan?

• LinkedIn
  • Ease doubt and increase validation with professional presentation

• Facebook
  • “Yellow pages” with reviews, relationship building and communication

• Instagram
  • All about brand awareness and staying top of mind!
• **64%** users are 18-29
• **40%** users are 30-49
• **21%** users are 50-64
• **10%** users are 65+

Source: Pew Research Center, 2017

Your Ideal Lead does not care about you and your business.

They care about **themselves** and the **inspiration** you can provide, or **problems** you can help them **solve**.
**Instagram Insights – What Brand is this?**

- “Like if you agree.”
- Question relevant to image and target Lead
  - “Is avocado green making a comeback?”
- “Tag a friend who needs to see this.”
- Consider using one filter for all your posts
  - 60% of the top brands on Instagram use the same filter for every post

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**Instagram Insights – Engagement Tips**

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**Instagram Insights – Engagement Tips**

- Focus on Visual
- Highlight Referral Partners
- Highlight Followers
- Highlight Customers

**Instagram Insights – Hashtags**

“What’s a Hashtag?”

- 2/3 of all Instagram posts contain a hashtag...
- BUT – using hashtags didn’t actually show improvements in engagement
# Instagram Insights - Stories

- Field Trippin'
- Click link in bio to see full video.

# Instagram Insights - Tools

- Boomerang
- Layout
- Panorama Split
Instagram Insights – Best Practices Review

• Instagram focus should be **brand awareness** and **engagement**

• More casual than FB and LinkedIn – share fun photos as well as well as listings

• Share your borrower’s **Success Stories**

• Show off your **personality**!
Paid Social

When or why to “boost” Facebook posts and use general paid social marketing

Why Integrate Paid Social?

• Different audience intent
• Increase lead volume
• Optimizes marketing channel
• Data-driven decisions
Paid Social – Facebook Ads 101

- Build an Audience
- Highlight Content
- Avoid Ad-Blockers
- Engage Targets

Facebook has more interest based data than anyone else in the world.

Paid Social

Boosting is Advertising

- A “boosted” (or “promoted”) post is advertising and does require budget

- Facebook makes it easy and will prompt posts it recommends to “boost”

- This about if this will work in your marketing mix before accepting recommendation
Results

- $100 budget
- 30-day duration
  - Reached: 14,521
  - Link clicks: 350
  - Post likes: 125
  - Page likes: 65
Who is your target audience? Get specific!

• In 2018, 80 percent of new homeowners owned a pet
• One survey claimed 33 percent of millennial home buyers’ decision to buy a home was driven chiefly by their dog
• So we made an ad that targets this knowledge!
  • $200 spent = 800 link clicks

Video on Social

Best practices and tips for Facebook, LinkedIn and Instagram

Facebook Live Strategies
# Video Best Practices

## How long should my video be?

- **Prerecorded Video** – 3 minutes or more
- **Live Video** – 10 minutes or more
- **FB or Instagram Story** – 10 seconds or less
  - Can make multiple, connected videos

## “Quality” does not equal Quantity (of views)

- **“Real”, spontaneous** videos get more attention than **“corporate” videos**
  - At the same time, don’t make a video without a purpose!
- Don’t be afraid to put yourself out there or have a 100% perfect take – mistakes are OK and humanizing!
- Are you giving people something to ENGAGE with?
But first, why Facebook video?

- Around 8 billion video views per day
- Native videos on FB have 10 times higher reach than YouTube links
- Users spend 88% more time on a website with video
Facebook Live Videos

Live vs Other Videos

- 500 million+ people watch video on FB DAILY
- People spend 3x as much time watching live video vs pre-recorded

*FB Live videos get 6x more interactions than non-live FB videos*

Facebook Live Strategies

- Promote ahead of time so people can plan to “attend”
  - Include a headline with a clear Call-to-Action (CTA)

- Invite partners to be part of Live sessions

- Create a series of stories/topics
Facebook Live

Video Ideas

• What kind of video would YOU connect with?
  • 72% of consumers want brands to be positive contributors to society

• Live walk through of a listing (with a referral partner)

• How-to/explanation/DIY/ Q&A

• Interviews with partners, experts on current industry topics

• Insights on breaking news (like housing trends)
  • 68% of Americans get news on social media

Facebook & Instagram Stories

Stories Feature

• Feature carried over from Instagram

• Only available to view for 24 hours

• Can create on desktop or mobile

• Helps you stay top of mind – literally!
Stories Feature
Look for the + symbol

Facebook Stories

Story Ideas

• Try some of the same for videos:
  o Photos/video with referral partners
  o Share a selfie at an event or open house
  o Closing with a customer (if they consent)
  o DIY, how-to ideas

• Share your posts and stories with Instagram
The Future

Social Trends

• By 2022, online videos will make up more than 82% of all consumer internet traffic — 15 times higher than it was in 2017

• FB pushing for stories to overtake News Feed

• Private messaging, ephemeral stories = fastest growing form of communication
  o Is this part of you marketing/communications plan?

QUESTIONS?