Hello!
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Welcome! Today’s Agenda...

- Social Media Basics
- Defining Your Audience
- Facebook Business Page
- Facebook Messenger
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
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!

Understanding Your Audience

48% of 18 to 34 year olds check Facebook right when they wake up...

About 28% check their Facebook on their smart phones before getting out of bed.

The 35+ demographic now represents more than 30% of the entire userbase.
When is a Phone Not a Phone?

- People are OCD about their phone, but not for calling

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

The First-time Homebuyer & Millennials

- Majority of FTHB are Millennials
- 91% of Millennials start their homebuying process online
- If Millennials can do it on their own, they will
- However... they want their research validated
Facebook Basics

- Founded February 4, 2004
- 2.375 Billion Monthly Active Users
  - 1.49 Billion Daily Active Users
- 22% of all internet time on mobile is spent on Facebook
  - Compared to 11% on Google and YouTube combined
- World’s largest personal social media site
- Unparalleled networking reach
Facebook’s Business Use

- Unparalleled network reach
- Be present to join conversations
- Word-of-mouth & referral opportunities
- Be where people spend time (41 mins/day)

What is a Facebook Business Page?

- Professional page separate from your personal Facebook page
- A kind of modern, online “yellow pages”
- Allows people to contact you/your business directly on Messenger
- You can be publicly recommended/reviewed
But, First!

Pro Tip: You must have a personal Facebook profile to create a Business Page

• Personal profile acts as the login for the Business Page

• Multiple people can be given access to manage a Business Page

Facebook for Business

Setting up your Page

You can set up a free Facebook business Page in a matter of minutes, from a mobile device or a computer.

Create a Page
Getting Started: Facebook

Build Your Profile

What you need:

• A name for your business page

• An “about” blurb (155 character max)

• Profile and cover photos

• A page call-to-action
Business Page Creation 101

Choosing and Uploading a Profile Pic

- Professional headshot
- Could be different from your personal FB photo
- Consistency w/ LinkedIn?
Choosing & uploading a cover photo

- Cover photo = more views
- Potential options
  - Promote your brand
  - Promote an event
  - Local skyline
  - Team photo
- Collaborate with your marketing team

Some examples...
Customizing your Call to Action!

What do you want the visitor to do?
- Contact you by...
  - Email, Instant Message, Phone?
  - Visit your website, subscribe or sign-up
- Which offers the least resistance?
Facebook Messenger for Business

An intro to Facebook Messenger

• More than **1.3 billion** monthly users
  - Second most downloaded app of all time – only behind Facebook!

• Offers **path of least resistance**
  - Simply type the message and hit enter

• Can **customize** greeting & reply

• Be where your **customers** are

Facebook for Business - Recommendations

The Power of Reviews & Recommendations

• Millennials - and many others - do their own research
• **Positive** recommendations reduce doubt
• Can **turn on/off**, and **highlight** at the top of the page
• Increases **reach, validation & builds relationships**
Facebook for Business - Reviews

Invite your Friends to Like your Page

Build your Audience
**Built your Audience**

Invite those who Like your content to Like your page!

![Image of person holding a cake with social media interface]

**Recommend Feature**

- Someone can ask their network for a recommendation
- Their friends can respond with their recommendations
- Recommended person may get notified and can join in!
Content Best Practices

All social media channels require content – this is how you engage

Think about what behavior and content you want to share with the world

Not hot button issues – same for “liking”

Compelling Content

What’s Interesting?

• Photos!
• Timely Blogs
• Training/education
• Infographics
• Awards
• Community Events
• Volunteering Events
**When to Post**

Start with these recommendations, tailor based on your performance

**Content Sources**

**Where to Find Content**

- Establish a library of credible and diverse sources for content
- Doesn’t have to be SPECIFICALLY about homebuying
- “Share” directly from app or website – look for social icon
- Are you going to an event you can share?
Content Sources

Google Alerts

- Use Boolean style search to set up funnel of content
  - News
  - Blogs
  - Websites
  - Video
  - Books
  - Discussion
- Different Alerts for FB and LinkedIn?

Sourcing Content

Content Golden Rule

- 60% curated (industry sources, professional organizations, news)
- 30% your own company’s material
- 10% promotional/sales
- Make sure source is credible, content is accurate
Facebook for Business - Engagement

How to engage your audience

• Ask a question, or make a poll
• Don’t be afraid to make it fun!

How to engage your audience:

- Ask a question, or make a poll
- Don’t be afraid to make it fun!
Facebook for Business - Engagement

- Post a photo of a closing
  - Ask permission of the borrower!
- Tag the real estate agent
- Comment and tag a local business

I can’t wait to give these out at my closing tomorrow! Thanks Joe-Jen Kuegler!

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The doors to our first home says “all are welcome here.” Let’s would like to go on record so everyone knows that this does NOT include butterflies. Other’s still learning to deal with all the sounds of nature that come with not being an empty nest.

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Heather Steenbarger, Melissa Garlset and 22 others 7 Comments

Britta Daczcyk’s page - check him out if you want an awesome home buying or selling experience in the Twin Cities!
thttps://facebook.com/PeterFrancisRV

Peter Francis - Keller Williams Classic Realty

Britta Daczcyk And here’s Aaron’s page. If you’re looking for an awesome mortgage lender! Aaron Cola Photo Mortgage Banker - NMLS ID: 140163
Facebook for Business - Partnerships

How to build partnerships

• Share a real estate agent’s post
• The agent will be notified
• They should comment, helping it gain more views
• Both parties benefit!

Facebook for Business - Partnerships

Partnership Content

Think about how to help each present a community/neighborhood as an attractive place to live

Topics to share:
• Listings
• Community news
• Things to do, activities, places to go
Facebook for Business - Partnerships

Partnership Tips

• “Tag” partners

• Check in at events, closings, meetings

• Use #hashtags for visibility

Facebook Recap

• Engage within the Facebook platform to access to unparalleled reach
  • Tag business, share photos of closing, support referral partners, etc.

• Open a new avenue of engagement with Facebook Messenger

• Open yourself up to recommendations and reviews to build credibility and ease doubt

• Build relationships by posting and tagging your partners
QUESTIONS?