***#3 Weekend Email***

***Elite Club #12 August 2016***

Happy weekend to you!

Social Media has become one of the pillars of marketing in the **MODERN AGE**!

If you are looking for some ideas for how to **“UP”** your game, here are a few thoughts for increasing your social media presence:

* **Video Post:**Do an appreciation video, explain how thankful you are for the opportunity to work with your past clients and the referrals you have received from your sphere of influence.  People like seeing videos and it will plant that seed that you are the realtor for them! 1 video a month is good. Change up the topic monthly.
* **Be Focused:**  Be sure to “Friend” your past clients, sphere of influence, friends AND family.  Create an Excel spreadsheet of your database and place a column on it that says Facebook and a“Y” next to names of people you are friends with, keep trying to friend people who aren’t currently a friend!
* **Don’t Sell:**Be creative with your posts.  You don’t need to shove business in people’s faces for them to send you business.  Post something like:  “On my way to a listing appointment, wish me luck!  ☺”  People will know that you are in the industry without you pushing it on them, gentle reminders can often times be just as successful as being direct.

I have a ton more ideas on this topic, so if you want to up your game and add 5 – 10 transactions per year, contact me, let’s chat about the many ways to add to your business.  And let’s make the rest of 2016…

**THE BIG** ![C:\Users\brian.mccauley@fnf.com\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\NH42XITP\money2[1].png]()**MAKER!!!**

Facebook is a gold mine if you work it properly. Ask me about my Facebook quide to help you maximize the potential of new found business on the platform! I am here to help!

Thank you in advance! I appreciate YOU!

Your info here