

facebook. **Plan of Action**

Agent name: _____ Company: _____ Date: _____

General Questions:

1. How long have you been active on Facebook?: _____
2. How many days a week are you on Facebook?: _____ How much time per day?: _____
3. How many leads have you generated from Facebook in the last 30 days _____ 6 months: _____ 1 year: _____
4. How many buyers or sellers did you put into escrow as a direct result of Facebook in the past 1 year?: _____
5. Are you having any challenges with Facebook?: _____
6. What are some wins you have had with Facebook?: _____
7. How many days a week do you post on Facebook?: _____ What % are Business Posts _____ Personal Posts _____
8. Are you Facebook friends with your entire Sphere Of Influence and past clients? Yes or no
9. If not, how many more do you need to friend?: _____
10. How often do you send PM's your to potential clients on Facebook?: _____ Good response? _____

Facebook Mixer:

1. **Friend your database:** Send a friend request to everyone in your sphere & past clients.
2. **Facebook Practice Drill:** 20-30 minutes a day NO distractions looking for your sphere and past clients only.
3. **Posting is Crucial:** Post 4- 6 times a week ½ business & ½ personal posts (10 max per week)
4. **Videos:** Post 1-4 videos a month about your real estate world. Videos approx. 30-120 seconds in length.
5. **Facebook Guide:** Learn the Step by step process to Social media success. *Ask me how!*
6. **Private Message:** Short and sweet, ask if they know anyone in their business or personal life that is thinking of buying or selling?
7. **Post your success:** People want to do business with people they know that are successful! Post your inventory.

Measurable Results every 30 days: TRACK YOUR SUCCESS



1. How many leads did you get in 30 days? _____
 2. How many listing appointments did you set up from Facebook in 30 days? _____
 3. How many buyers are you showing property to from Facebook in 30 days? _____
 4. How many deals went into escrow because of your Facebook efforts in 30 days? _____
 5. Which video got the most comments and likes this month? _____
 6. How many responses did you get from your Facebook PM's this month? _____
 7. How many LIVE videos did you do in the past 30 days? _____
 8. Wins: _____
- Challenges: _____
- Questions: _____
- AHA moments: _____
9. What are you going to do different next month? _____
 10. Did you sell any of your listings as a direct result from Facebook in the past 30 days?: _____