

LRE SOCIAL VIDEO CHALLENGE

We are building your brand and presence. Here's a challenge to get your name out to your community!

STEP 1: Pick and Join a Local Facebook Community Group You want this group to be over 10,000 members if you can find one. No less than 5,000. Be sure the group has lots of engagement and isn't just full of ads.

STEP 2: Announce Yourself in The Group Announce in the group that you will be doing a live video in a couple of days to talk about some local community events coming up, a local business promo, and some real estate topics. Ask if anyone has an event they'd like mentioned or any questions answered about the local community. Even if you don't get answers, that's OK!

STEP 3: Put Together Content. Find out a couple of local events that are going to happen in the next 30 days. Connect with a local business for a promo code. Such as a bakery, restaurant, etc. Folks who watch your video will then be able to use the code when they visit the local shop. Reach out to a few business owners till you find someone who will jump on board with the free mention. Write down a couple of basic questions and answers for buyers and sellers and discuss two topics on the trending real estate market in your area.

STEP 4: Go Live For your challenge, you will need to go on live video in the Facebook group. NOT on your personal page or your business page. You will need to do it in the group. Your video will need to be for 15 minutes and you will need to discuss the topics you put together.

Challenge overview: You want your video to be community focused and value packed with the information you share. This will make you look like the local expert who knows what is going on in their community. By connecting with a local business, you show your support for your community, not only for local businesses, but to the people that live there, because you are going out of your way to get them savings. By ending the video with real estate as the discussion, you can then throw in your profession subtly while still coming from contribution. This is an incredibly impactful way to get your name and brand out to the community members. And make you look more than like "just another agent." When you do this, it will also increase your lead count when placing ads, since you have built trust. Remember to answer any questions and comments people write on your post.