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Why is social media marketing crucial for real estate?

As we enter 2018 and prepare for our spring real estate market, social media marketing will continue to be a strong necessity for the industry.

Why is social media so important?

The average American spends 4 ½ hours a day on Facebook. It is projected that Facebook will become the No. 1 search engine over Google in the upcoming years. Keeping that in mind, where would you want to have your house marketed? As a Real-

tor, why wouldn't you want to market yourself on Facebook?

Within Facebook, you can target market or what is called "Dark Posting." You can choose search criteria Facebook users have been searching for within Facebook or on other search engines. This allows you to target a specific listing or yourself as a Realtor to them.

Most users do not know they are being targeted or potentially understand why they are seeing certain posts/advertisements. Have you ever searched for a



certain product, car or even vacation spot and that exact item starts showing up everywhere? Major brands are buying you analytics and search cookies from

these websites.

You can also "Go Live" on Facebook. You can stream a video from your mobile device, post to Facebook for everyone to see and react to. Imagine hosting an open house and showing perspective buyers a "walking" tour of the house on social media.

With our proximity to Manhattan, every listing and Realtor needs a presence on Instagram. Manhattan buyers are using IG to search for real estate before any other major real estate search website. Fairfield county's real

estate market is impacted by Manhattan's market and the growing families looking to move to the suburbs.

As the world becomes more mobile and most searches are done on a mobile device, we need to assure our clients we are marketing their house correctly. Most of our population is using a mobile device to do purchase household items, pay bills, do web searches and even read the news.

*Leigh Ann Lengyel, William Pitt
Sotheby's International Realty, (203)
246-4771, llengyel@wpsir.com*